

Winner of the 2011 Gabriele Schreiber Friends of the Year Award



Friends of the North Grenville Public Library

Pat Babin, Chair of the Friends of the North Grenville Public Library, receives the Award from Friends of Canadian Libraries Past President Dorothy Macnaughton.

A Message from the President



Welcome to the fall season of FOCAL. You can see by this newsletter that we have been busy in the last few months with conferences, partnerships and our annual Friends Award.

Thanks to all the volunteers who have submitted articles. Please submit your Friends' events so we can share your ideas with other Friends across Canada.

At the Board, we've been busy making sure that our governance shoes fit with our governance work. This is not a small task for the FOCAL Board. We try to be anticipatory of how our governance shoes fit to do our work. Personally, I have been known to buy shoes ahead of the time of need. For instance, I know that two pairs of shoes are needed for the start of school so I try to be prepared before the September rush to have these shoes.

As a Board we anticipate that changes will be needed in the future. If we are doing the right things in the right ways, we can count on having a growth spurt of new FOCAL members in the next few years. Lots of involved and committed members will mean that FOCAL is successful.

We can do simple things now to be ready for these changes, like making sure we review FOCAL's vision and mission regularly to make sure these important elements still fit. We can make sure our communication with our members is working well by hearing what members need from FOCAL. We can be sure that we are ready to involve new Board members.

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Friending FOCAL on Facebook

A Message from the President, continued



This year our focus is on reviewing all the ways that our Board work fits with the needs of FOCAL through five Committees:

- membership
- governance
- communication
- partnerships
- capacity

We're busy volunteers on the FOCAL Board who care a lot about how we are meeting your needs. Let us know how we're doing. Let us know if you'd be interested in helping now or in the future. Let us know that we are wearing the right governance shoes for FOCAL. Thanks!

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Historical Library Mural in Stony Plain

The Friends of the Library in Stony Plain were a major contributor for a mural recently unveiled called "The Book". The 12 x 8 foot painting includes images of children, technology and library buildings which capture the history, vision and importance of the Stony Plain Public Library.



Acknowledgement: www.stonyplain.com/Town-Hall/Departments/Corporate-Communications/Newsroom/News-Releases/Mural-captures-history--vision-of-Stony-Plain-Library_sl_p1105.htm



We only have 21 people who "like" us on Facebook. Please visit our Facebook page and click on the "like" button.

Use our page to keep up to date on Friends news and events. Share your news and events.
jvanhaaften@sympatico.ca



<http://www.facebook.com/pages/Friends-of-Canadian-Libraries/174088412634167>

 **OUR WAY FORWARD**
A Strategic Plan for Ontario First Nation Public Libraries

These very helpful tips on how to promote your library are found on the website of Ontario Library Service North (<http://www.olsn.ca>)

- Speak with key community stakeholders on where partnerships can begin
- Be familiar with what's happening in the community; ask if the library can provide support to community events
- Post monthly activities in community newsletters
- Invite an artist, musician, storyteller, writer, poet to be part of your activity plans
- Update your website, highlight new collections, monthly themes or special events
- Provide displays, brochures, pamphlets and presentations when opportunities are presented
- Be creative with programming - involve all age groups

Gabriele Schreiber 2011 Friends of the Year Award Presented to the Friends of the North Grenville Public Library

by Dorothy Macnaughton, Past President

On July 19, I had the great honour of travelling to Kemptville to present the 2011 Gabriele Schreiber Friends of the Year Award to the Friends of the North Grenville Public Library. There were many members of the Friends group, library staff, library board members, municipal councillors, representatives of the media, and other supporters gathered for this special celebration. This Friends group, under the leadership of Dr. Patrick Babin, was very deserving of this national award. In their submission, they outlined their accomplishments and included very heartfelt letters of support from the Library CEO and the library's Room to Read campaign committee chair, among others.

It was evident that the many volunteers who make up this Friends group are enthusiastic, hard working, and committed to their library and that they understand how to support their library in meaningful ways. Many of the Friends were key members on the fundraising team for the new library. In this small community, it is amazing that this Friends group helped raise one million dollars, surpassing the goal of \$750,000.

The Friends also hold an annual book sale and many other types of events, such as Literary Follies. The Friends of the North Grenville Public Library has increased the profile of the library in the community and nurtured successful partnerships, including with Community Living, a non-profit association advocating for people who have intellectual disabilities, during the annual book sale.

You can see why this very active and vibrant group of Friends was the recipient of this prestigious award. Congratulations to the Friends of the North Grenville Library for winning this award and we wish you continued success in the future.



Dorothy explained some of the highlights from the application binder, put together by this group, which was judged best in Canada for 2011.

The Gabriele Schreiber Friends of the Year Award is sponsored by Random House Canada. The Friends of the North Grenville Public Library receives up to \$1,000 worth of books from Random House. Judges complimented the Friends on their submission - "amazingly thorough, artistic and complete - well done!"

Patrick Babin, Chairperson of the Friends of the North Grenville Public Library, prefaced the award submission with this paragraph: *"Our entry reflects a decade of vibrant interaction with the North Grenville Public Library, the Library Board of Trustees and the Municipality of North Grenville. A major challenge has been the building of a new library. As one of our volunteers stated, "How often do you get to do this in your lifetime?" The manner in which the various players came together has been nothing short of phenomenal."*



The opening of the new library was the result of successful advocacy and fundraising campaigns.



Friends of the North Grenville Public Library and Municipal representatives at the Friends of Canadian Libraries Award Ceremony July 19, 2012 in Kemptville Ontario.



Opening remarks by Library CEO Sue Higgins, introducing Dorothy Macnaughton representing the national Friends Of Canadian Libraries to present the award.

Library CEO Sue Higgins wrote in support of the award application:

The Friends of the North Grenville Public Library is a group of enthusiastic and committed supporters of the Library and literacy. Without their help the Library would not be able to provide the quality of programs and services we now offer. They work well with the staff and the board and they have honoured a number of the staff and board members with Honourary life memberships and certificates of appreciation. They are an essential part of our "team" that provides excellent library service in the community of North Grenville.

Friends of the Greater Sudbury Public Library

The new South End Library in Sudbury, Ontario opened in August, and the Friends have a meeting room named after them! The Friends donated \$10,000 towards the capital project. The fundraising campaign raised corporate, business, community and personal donations, in addition to funds raised by the Friends.

The website (<http://www.writethenextchapter.ca/>) provided information about the campaign, and offered different methods for people to donate, including the use of the Friends CanadaHelps website.





Educate, Entertain, Empower.

SUPER CONFERENCE 2013

January 30 – February 2, 2013

Metro Toronto Convention Center

Fundraising Day @ OLA 2013

Join us for the third annual Fundraising Day @ OLA. We are planning a day that focuses on strategies to attract donations from businesses, large and small.

- how to attract donations from local businesses
- tips and ideas for building a sponsorship package
- understanding the corporate objective in giving and some recent trends
- realities of making requests in smaller communities, what makes an effective partnership, and how to price your proposal
- ideas exchange with fundraising materials

Working Relationships Part 1 and 2

Our two-part workshop begins with a panel discussion on the role of Friends of the Library, Library Trustees and the Library Director. Topics covered will explore role definition, reporting relationships, finance and governance. Part two consists of an interactive session to enable participants to work through how roles and relationship are structured.

Increasing Volunteer Involvement for Friends Groups and Libraries

- How can you effectively attract new volunteers for your library or your Friends group?
- How do you find today's volunteers when every charity is targeting the same people?
- Discover successful volunteer recruitment and management strategies that have been applied in large and small library settings by libraries and Friends of Library groups.

Special Rates for Friends of Libraries

Attend the pre-conference at the super low rate of \$70, which includes lunch!

Stay for the Wednesday evening program at no extra cost. This includes The Art of Networking for first-time conference attendees, the Opening Plenary and the All Conference Networking Event.

For an additional \$40, stay for Friends-of-the-Library Day, the whole day on Thursday! Hear Plenary Speakers, attend workshops, and visit SUPER EXPO — over 200 exhibitors. See the latest trends and technologies; discover new books and meet Canadian authors!



Participation of Friends of Canadian Libraries at The Ontario Library Super Conference is made possible through generous support of our conference sponsor Random House of Canada.



FOCAL at the Canadian Library Association Conference,

Ottawa, May 31 and June 1, 2012

Two FOCAL Board members (Kevin Risk and myself) and several wonderful Friends of the Ottawa Public Library Association staffed an exhibit table at the Canadian Library Association in Ottawa.

We met many library volunteers, staff and Trustees, as well as library students and had an opportunity to promote what FOCAL does to support Friends groups and libraries across Canada. We explained about the many resources on the FOCAL website (friendsoflibraries.ca) and we provided information about the FOCAL manual on "How to Form Your Friends of the Library Group". We encouraged libraries without Friends groups to consider approaching a few key volunteers to form an organized Friends group.

It was valuable for FOCAL to have a visible presence at this national library conference, as there are many Friends groups and libraries across Canada that aren't aware of the great support and resources which FOCAL offers.

Dorothy Macnaughton, Past President, FOCAL

Friends of the Haliburton County Public Library

My husband's family cottage is not too far from Haliburton, a community which is quite small during the winter months, but which increases significantly in size during the summer with many cottagers living in the surrounding areas. This summer, I had the opportunity to visit the new library in Haliburton and to meet some of the Haliburton County Friends.

A few years ago, the Friends helped raise funds to assist with the capital campaign for the new library. This small, but active, group of volunteers are justifiably proud of their new library, which is cosy and welcoming.



A few years ago, the Friends helped raise funds to assist with the capital campaign for the new library. This small, but active, group of volunteers are justifiably proud of their new library, which is cosy and welcoming.

The Friends run an annual book sale, and sell books from shelves and a cart in the library. They also sell a variety of themed gift baskets very successfully throughout the year.

Dorothy Macnaughton, Past President, FOCAL



Authors' Booking Service

As Friends of Libraries know, the best way to get kids passionate about books is to let them meet an author in person.

That's why children's authors Valerie Sherrard and Marsha Skrypuch formed Authors' Booking Service, which is a free service to those who book school and library visits. The service includes timely information about authors and illustrators who are currently touring Ontario. Now in its sixth year, the service has expanded to include 120+ high profile Canadian authors and illustrators who are known for their good presentations as well as their good books.

“We know the constraints facing libraries when it comes to organizing author visits,” says Marsha. “It can be especially challenging for libraries off the beaten track.”

“By clustering visits in a geographical area,” says Valerie, “Travel expenses are divvied up, making it economical for all involved. We also help coordinate grants and subsidies to further reduce costs.”

Here's what one author says about the service:

*Authors' Booking Service was a great idea, beautifully executed. Before they came along, it felt pretty much impossible for a Vancouver-based author to navigate Ontario (and especially Toronto) schools and libraries. The invitations came, but the logistics were formidable. How to get around? How to fill a schedule? ABS has proved to be a highly functional link between children's book creators and those-who-would-like-to-book-them. They know the territory. They make it work. They bring us together. Linda Bailey, (British Columbia) author of *Stanley's Party*. Winner of Blue Spruce and Silver Birch and multi-nominated.*

Send us an email, visit our website, ask to be added to our free weekly e-newsletter!



Find more pictures online:
<http://www.authorsbooking.com/other/absauthorphotos.html>

Valerie Sherrard & Marsha Skrypuch
Authors' Booking Service

Website:
www.authorsbooking.com

Email address:
abs@authorsbooking.com

Facebook page:
<https://www.facebook.com/groups/13224715461/>

**Please share information any
author booking service you may
have in your region.
jvanhaaften@sympatico.ca**

By the time you receive this newsletter you may be able to look at our new website. Through a generous partnership with the Ontario Library Association, our website has taken on a new look! For those of you who are responsible for webpage development and maintenance, you will appreciate the work involved in getting our new website configured.

You will find the new website at <http://www.accessola.org/focal>

The FOCAL website is divided into six sections:

About us

- Contact us
- Executive Committee
- Board of Directors
- Mission, vision and values
- Constitution & Bylaws
- Strategic plan
- Annual General Meeting
- Volunteer opportunities

Award

- How to apply
- Background
- Award winners

Directory

- Provincial listings
- Association listings
- Provincial agencies

Participate

- Upcoming events
- Recent events
- Conference Archives
- Teleconference Archives

Resources

- FOCAL POINT
- Manual
- Selling books online
- Toolkits

What Friends Do

- Advocacy
- Book Selling
- Event planning
- Fundraising
- Public Awareness
- Partnerships

The new website also complements our Facebook page, and you may find some overlap between the two, as we promote FOCAL events and share your stories and pictures. We need our members to be steady contributors, by sending me your posters flyers pictures and stories.

Ian White is Chair of our **Communications Committee**. The committee is always looking for input on both its website and Facebook Page. Feel free to contact Ian or I with any questions you may have, or to volunteer to join this committee!

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Support SPL

- [SPL@sh Boutique](#)
- [Donate books, dvds, cds...](#)
- [Become a Friend of the Library](#)
- [Sponsor a Magazine](#)
- [Library Foundation](#)
- [Become a Volunteer](#)

Friends of the Library



What Kind of (Library) Friend are You? Please let us know in our short survey.

Friends of the Library Booksale

Mark your calendars! The Friends of the Library booksale will be held **October 20, 2012** at the Rotary Complex, Stratford. If you're interested in volunteering at this event please fill out this [form](#).

Speaking of websites the Friends in Stratford Ontario are currently running a survey on their website (<http://www.stratford.library.on.ca/friends.html>)

There are several ways to show how much you care for your library...

Please check all options that appeal to you:

- Sort book donations at the library (once a month for 2 hours)
- Drive (& lift) boxes of books from library to warehouse (once a month for 2 hours)
- Volunteer at the Annual Book Sale
– set-up/breakdown/help out during the sale (several hours, once a year)
- Attend monthly Friends of the Library meetings
- plan events and oversee activities & budget (once a month for 1½ hours)
- Join a sub-committee - brainstorm and implement new fundraising activities (2 hours, 6 times a year)
- Provide a professional service (e.g. printing or manufacture) (occasionally)
- Make a financial donation (charitable receipts available)

Membership

As a Friend, you can:

HELP OUT - with the Early Literacy Library Programs and annual Book Sale.

CHECK OUT - a magazine to sponsor;

SPREAD THE WORD - about the programs & services of your Library.

SPEAK OUT - raise your voice and be an advocate for your Library.

Visit their website to read more about current projects and programs:

- Magazine Sponsorship Program
- Children's Reading Programs
- OLA Evergreen Award

Benefits of membership:

- Invitations to all Friends events
- A "Friends" sticker on your library card
- First pick at some great used books at our annual Book Sale
- Voting privileges at our Annual General meeting
- A Spring and Fall membership newsletter

The Friends in Stratford created a new membership category for corporate members, and have four members:

- Stratford Fire Department Association
- Hyde Construction
- Quimby Chadwick Designs
- Computoc.

Friends in Smithers create outdoor memorial . . .



*Reported by Lorraine Doiron
Regional Director, British Columbia*

Two of our community members, Linnea Lanstrom and Charlene Watts, were in a motor vehicle accident several months ago and passed away. Both were retired teachers and in their wills asked that donations be made to the Friends of the Library. With the donations coming in, we decided to use this opportunity to not only do some landscaping, but to make a memorial to these two ladies.

With money from the donations and from the Friends, two benches with dedication plaques on them were purchased and along with donated material and time from many community members, we put together a really nice courtyard in memory. They were well loved members of our community and people came out to help get this done, along with direction from family members. We held a Grand Opening and town council representatives, family members, community all came out to celebrate and to honour the two women.



Film Fests

Do you sponsor film festivals or regular monthly film nights? Who is supplying your movies?

Please add your supplier to this list:

Film Movement Canada

<http://www.filmmovementcanada.com/nontheatrical/>

Distributor of award-winning independent and foreign films for Film Societies, museums, educational institution, libraries, churches, community centres or other non-profit organizations

National Film Board

<http://www.nfb.ca/education/buy-dvds/#catalogue>

Public libraries are eligible for special promotions and are invited to subscribe to the NFB Film Club, which offers free access to monthly programs of NFB documentaries and animated films. Public libraries are eligible for discounts or special streaming offers.

Email - jvanhaaften@sympatico.ca



ALTAF F REINVENTS ITSELF AS UNITED FOR LIBRARIES

by Nicholas Spillios, Past President, FOCAL

The decision has been cast! After much reflection and discussion, the final name for the American Library Trustees, Association of Friends and Foundations was officially launched at the ALA Annual Convention in Anaheim, California. The name for the association is now **United For Libraries**.

Attending ALTAFF meetings at either midwinter or Annual is always a daunting task as topics for sessions range with appeal for both friends and trustees under the ALTAFF new amalgamated association as well as librarians and administrators. The number of attendees this year was well over 15,000. International registrants are also in attendance - I met members from Egypt, Turkey, Italy, the U.K. and interestingly enough Syria. Choice is paramount.

For Friends a must at each conference continues to be the traditional Nuts & Bolts, an opportunity to share and receive information on perceptions, trends and reports by Friends, trustees and libraries across the U.S. Briefly, here is some of the information which speakers shared:

VISION - Procedures for creating a vision for any group including Friends were 1) Begin by revisiting your mission and establishing goals 2) Create a goal which is huge almost daunting and exciting and 3) Be precise. Know where you want to go.

VOLUNTEERING - DAVID LEVINSON stressed some of the main points of his recent book. We all know that we should give back to the community but most of us don't know where to start. His book covers 52 ways in which you can help. One of the perils he warned about included overextending oneself. Some suggestions here included setting limits and taking care of yourself by taking care of others. As for approaching numbers of volunteers, aim low but have a large number in mind. And latch on to your most personable volunteers as a start.

FUNDRAISING - On the establishment of sustainable finances, attendees were cautioned to cover the cost of raising money and at the same time take into account monies actually raised and 2) Keep a record of a stable and comprehensive donor base that can meet the operations budget and create value for the library, Some Friends and libraries have moved into the Internet age by taking donations on-line. It was evident that for many libraries book sales are the major fundraisers.

ALTAF F -This year's major thrust in marketing by the Association is the Authors For Libraries project in which authors' personal perceptions of the value of the library is captured on video. Consequently, as a member of the Website/Publications Committee yours truly assisted in interviewing several authors at events.

Transforming Libraries Through Frontline Advocacy seminar - Larry Neal of the Michigan Public Library and Deborah Doyle, from the Friends & Foundations, San Francisco Public Library shared their perceptions on advocacy for Friends and trustees. Many definitions for advocacy appear in the literature. Here is another one and one that makes a lot of sense - Advocacy is to champion something and to defend something but also to turn passive support into educated action by the stakeholders. Who are the best advocates? The people and core groups that the library serves - the constituents. Finally, one of the major points for discussion was this - We must educate others to advocate on their behalf.

FOCAL's Executive 2012-2013



Donna Macdonald, ALTAFF President, congratulates Nicholas Spillios, Past FOCAL President on receiving the Norman Horrocks/Scarecrow Press Award at the American Library Association Conference in Anaheim, CA.



Membership

Individual \$25.00

[Add to Cart](#)

Manual - How to Form Your Friends of the Library Group

Member price \$45.00

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Selling books online

Price \$5.00

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