

# 2019 Annual Report



EveryLibrary  
Institute

Focused on the Future of Library Funding

EveryLibraryInstitute.org  
Libraries2020.org  
FundLibraries.org  
LibrariesDeliver.uk

# Executive Summary

***The EveryLibrary Institute is dedicated to building up and supporting the entire library funding ecosystem.***

From our research agenda and professional trainings to our crowdfunding platform and fiscal sponsorships, we are engaged in envisioning and creating a future where funding for public libraries and school libraries is ensured. We know that we can only fulfill in our mission through partnerships, alliances, and coalitions both inside and outside the library sector, both domestically and internationally.

In 2019, we focused on building the fundraising, scholarship, and partnership networks we will need over the long term to succeed.

In December, the EveryLibrary Institute and our companion organization EveryLibrary announced the launch of the Libraries 2020 campaign, a national voter engagement initiative that is the first of its kind for libraries. It will bring together EveryLibrary's skills in voter and public engagement with the EveryLibrary Institute's competencies in research, polling, and messaging to identify, cultivate, and empower new library supporters.

The Libraries 2020 campaign will include original polling and focus groups to understand public attitudes, voter sentiments, and the disposition of elected officials about libraries and librarians.



## **Libraries Deliver in the UK**

Our most significant activity in 2019 was the launch of our international partnership with CILIP, the Chartered Institute of Library and Information, to create Libraries Deliver, a campaign to engage the public and policymakers in England to improve the future of library funding. Funded by ACE, the Arts Council England, Libraries Deliver is a comprehensive digital advocacy campaign and support program that aims to identify and cultivate supporters of libraries across England and empower them to engage with their local Councils as well as Westminster about libraries.

Over the last decade over 800 library buildings have closed across the United Kingdom. Numerous libraries, while open, are no longer staffed by professional librarians which we know leads to an information deficit for those communities. Libraries Deliver aims to bring together the robust policy framework and leadership within CILIP with our EveryLibrary Institute approach to digital advocacy, activism, and engagement.

Libraries Deliver launched in July at the CILIP 2019 conference in Manchester with a digital advocacy platform at LibrariesDeliver.uk and social media channels across Facebook and Twitter. The approach we bring is to create actionable pathways for the public to affirm their interest and support for libraries while building relationships through dialog with people over time.

Early campaigns included an Open Letter to the Chancellor concerning library funding, the release of the Case for Support by CILIP and The Big Issue, and the launch of Bobby Seagull's Library Manifesto.

Libraries Deliver would not exist without financial backing from the Arts Council and the leadership of the Department for Digital, Culture, Media & Sport (DCMS) in support of the library sector. We are grateful to the board and staff leadership at CILIP who have identified the EveryLibrary Institute and the EveryLibrary approach to library advocacy and public engagement as attractive collaborative partners.

## **Research Agenda**

In 2019 we continued to develop our research agenda to focus on projects at the intersection of libraries, politics, and library funding issues. We collaborated with institutional leaders and independent researchers to develop data visualization tools like our “Library Return on Investment” map and our “Library Funding Over Time” tracking tool. We were proud to publish the “Crime and Libraries” report, the first in a series that explores broad community impacts from library services. Our data science intern team assisted several partners with data normalization projects.

## **Training Programs**

Our training programs are focused on developing political literacy skills among library leaders. Our online and in-person trainings were in high demand in 2019. The team delivered dozens of webinars and was on the road for several week-long training tours, leadership development seminars, and intensive workshops.

Our focus is always on building new advocacy and marketing skills and political acumen that helps librarians in school and public settings succeed.

Many of the trainings are supported by grants and we coordinate with our hosts at state libraries and library organizations to ensure that the issues we address are germane to the audience and funding partner.

## **New Board Members**

In 2019 we added thirteen new board members to complete our transition from a caretaker board to a fully operational organization. Our staff and interns conduct day-to-day operations in a low-cost distributed office environment across several cities and in a co-working space in Brooklyn.

As a recognized 501(c)3 organization, donations, gifts, bequests, devises and transfers made to The EveryLibrary Institute NFP are tax-deductible to the full extent of the law and current regulations. FEIN 81-4351204. Please consult with your tax advisor.

# Fundraising and Donor Support

Fundraising and Support As a 501(c)3 non-profit organization, the EveryLibrary Institute is funded by generous donations from individuals and corporate partners, grants from philanthropic organizations and government agencies, our programmatic work with organizations and institutions, and by being a Spotlight Cause of companies and sales campaigns.

In 2019, we were the beneficiaries of several corporate Spotlight campaigns including three from the team at Humble Bundle. Their mission is to create fun and engaging low-cost “bundles” from publishers and gaming companies and provide a portion of the proceeds to designated non-profit organizations. These included projects alongside ProMedia and Open Road Media. We are grateful to the team at Humble Bundle for recognizing our work with libraries as important and worth supporting. We have enjoyed the chance to showcase artists like Garth Ennis and authors like Neil Gaiman across our networks and to spread the word about our work to a new audience. Our next Humble Bundle will be with Black Library and directly support our Libraries 2020 efforts here in the states and our Libraries Deliver partnership in the UK.

Donations made to the EveryLibrary Institute, NFP are tax-deductible under current law and regulation. We are a registered 501(c)3 organization with the IRS and are registered as a non-profit corporation with the state of Illinois. GuideStar recognizes us as a Silver Level charitable organization for transparency. FEIN 81-4351204. Please consult your tax advisor for more information.

# Launching Libraries 2020

*Addressing the gap in voter sentiments for libraries and librarians by asking the right questions.*



The EveryLibrary Institute and EveryLibrary launched the Libraries 2020 Campaign, a first of its kind nationwide voter engagement campaign for libraries, in December.

Using modern, advanced voter engagement strategies, the Libraries 2020 campaign will build political power, lasting public engagement, and true voter support for library funding across the country.

# LIBRARIES 2020 ✓

The Libraries 2020 campaign brings the skills, competencies, and successes of both the EveryLibrary Institute, a non-profit library think tank focused on the future of library funding, and EveryLibrary, the only national political action committee for libraries.

Across the country, we are seeing a significant decline in political support for libraries by local, state, and federal elected officials, regardless of party. Over the years, cuts have come from both progressive and conservative leadership. Libertarian thought-leaders are already aligned against the core concept of using taxes to fund the public good. It is a significant problem for the library industry is that we are losing support among both conservative and progressive voters.

Those of us who have participated in legislative days at the state level often hear from politicians on both sides of the partisan divide say that libraries are a “nice to have” and not a “need to have” and therefore are subject to cuts in times of budget shortages.



Through campaign public opinion polling and through the data in the “From Awareness to Funding” studies (OCLC 2008 and 2018) we know that both political sides will support libraries if given the opportunity and, most critically, if they are spoken to in the political language that they understand. That means that if we speak to conservatives using conservative language about libraries, then they will support libraries. If we speak a progressive language to progressive voters, they too will support libraries.

For example, if we speak to conservative voters about connecting marginalized communities to government services, then they are unlikely to support libraries. But if we talk to those same voters about libraries giving people the ability to pick themselves up and put themselves back to work, then they are highly likely to support libraries.

In both cases, we are not changing the work, activities, or services provided by libraries to the community. We are changing voters’ perception of libraries and messaging to them based on their deeply held beliefs and how library services intersect with those beliefs. While libraries are well-loved and highly used across the county, their funding is often at-risk during election cycles.

There are significant challenges to reaching people who care about libraries in the current political climate and social media environment. Libraries 2020 will be the first national library voter engagement campaign to conduct robust public polling and use professional focus groups to understand, shape, and track sentiments. A national voter engagement campaign of this size and scope has never been attempted for libraries in the United States.

# LIBRARIES 2020

Our goal is to leverage all our experiences across the EveryLibrary Institute and EveryLibrary to understand voter sentiments and the messaging that builds public support for libraries in 2020.

School libraries and school librarianship will be a core focus of the Libraries 2020 campaign. We want to see real change happen with a better future of school library funding and the role of certified school librarians. This can only be accomplished by directly engaging with school boards, school board candidates, superintendents, and principals about the role and impact of effective library programs and by identifying, cultivating, and empowering more Americans to demand school librarians in their schools. The Libraries 2020 campaign will build on EveryLibrary's successes with the school and district-focused advocacy initiatives and employ similar digital and real-world engagements with parents, school board members, and stakeholders for real and lasting change.

The EveryLibrary Institute will harness the power of voter and public perception research and the capacities within the philanthropic giving community to help sustain a robust, smart, and targeted campaign. Together, the EveryLibrary Institute and EveryLibrary will utilize their networks across the library community, within the political field, and beyond the library sector in order to position the Libraries 2020 campaign to be successful.

As 2020 opens, we are looking for funding partners and networking partners to help us create the voter-facing and elected official-facing research, polling, and messaging needed to support public engagement about library funding and the role of librarians in communities and schools across the United States. You can support this work as a donor and a connector.

**Please visit [Libraries2020.org](https://Libraries2020.org) to be a part of this important campaign.**



# Libraries Deliver

*Partnering with CILIP and library campaigners to create a better future for library funding across England*



In 2019 we were thrilled to launch Libraries Deliver, an innovative international partnership with CILIP, the Chartered Institute of Library and Information Professionals, to help librarians across the United Kingdom build political support in Parliament and improve future funding for libraries by local councils.

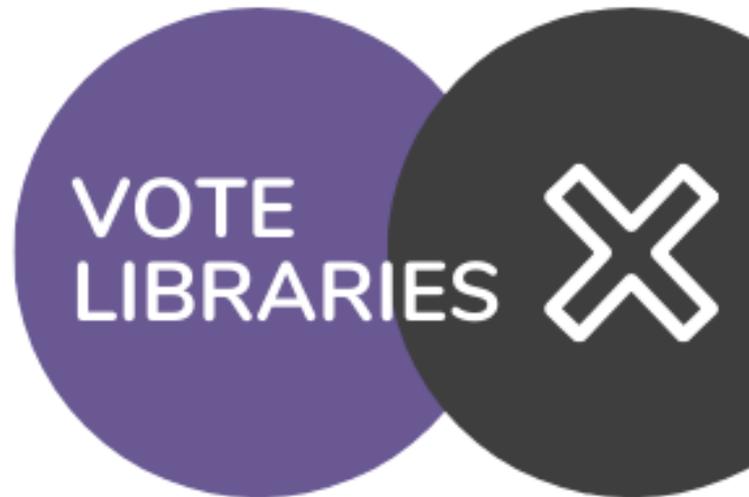
Together, through the LibrariesDeliver.uk digital advocacy site and related social media campaigns we are working to create real political and funding changes for libraries in England and amongst the political establishment in the United Kingdom.

# LibrariesDeliver.uk and VoteLibraries.uk

The Libraries Deliver campaign launched on July 3rd at the CILIP conference in Manchester with the LibrariesDeliver.uk website and social media channels being introduced to the profession and the public. The EveryLibrary Institute brings our extensive experience with pro-library digital and social media campaigns. CILIP brings its legitimate policy agenda for libraries and institutional reputation as the library

association for the UK. Our focus is on identifying, cultivating, and empowering library supporters. The impact of the campaign has been significant and is being felt across the UK political landscape.

When the UK general election was called for mid-December we expanded our focus to launch VoteLibraries.uk, a targeted campaign to reach voters, candidates, and national political parties with a #votelibraries message. To voters, we asked that they consider the candidates and policies at stake in the election and “take the pledge to #votelibraries”. To candidates, we asked them to put libraries as a central point in their campaigns. And to the political parties, we asked them to include a positive policy statement about library funding in their party manifestos. Dozens of candidates went on record in their constituencies that libraries matter. Most significantly, all four national political parties included a pro-library policy position statement in their manifestos.



As the national library association, CILIP has a long-term and robust public policy framework that people are interested in supporting, when engaged. Our role is to power that engagement and teach CILIP leaders and other library stakeholders what we know to work from our experiences here in the states.



The first year of the Libraries Deliver campaign is being funded by the Arts Council England (ACE). In 2019- 2020, our non-election advertising and outreach are primarily focused on reaching the public in England about their libraries. Our training program to build political literacy skills is likewise focused on library leaders in England and non-lobbying activities by local campaigners. Without ACE funding this project would not exist. We are truly grateful to ACE for having the vision to build new capacity for the future of libraries by engaging the public. It is a natural extension of their mission concerning libraries. ACE is an “arm’s length” agency of government, so uses of the funding are appropriately ring-fenced.

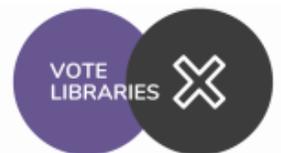
As campaign partnerships grow and funding sources are diversified beyond 2020, we look forward to Libraries Deliver expanding its supports to include the devolved nations of Scotland, Wales, and Northern Ireland and to broadening our portfolio to include direct supports to local campaigns and campaigners.



The long-term goals for the Libraries Deliver campaign is to build wide public support for libraries and librarians through activism and affirmative actions. Within the first six months of the Libraries Deliver campaign (July - December 2019), over 15,000 people have joined the Facebook page, over 1,000 people are engaged with it on Twitter, and 4,200 people have taken an action like contacting their elected officials or candidates. Other campaign highlights to date include fielding an Open Letter to the Chancellor about funding priorities, supporting the roll-out of the Case for Support at the House of Lords with The Big Issue, and building momentum for the Bobby Seagull's "Manifesto for Libraries" project with CILIP.

IF YOU'RE  
GOING TO  
KNOCK ON  
MY DOOR, BE  
PREPARED TO  
TALK ABOUT  
LIBRARIES

ENSURE THAT PUBLIC  
LIBRARIES CONTINUE TO  
SUPPORT OUR COMMUNITIES  
Find out more at:  
[votelibraries.uk](http://votelibraries.uk)



Libraries transcend political parties and politics. They are open and free for all.

Find out more at:  
[VoteLibraries.uk](http://VoteLibraries.uk)

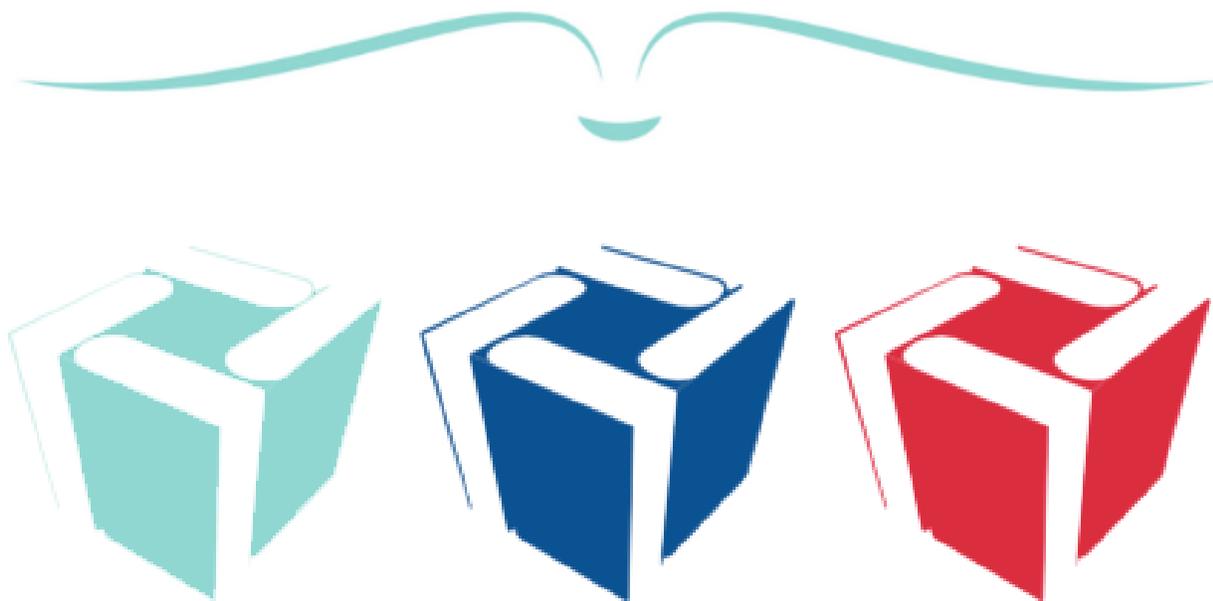
[#VoteLibraries](https://twitter.com/VoteLibraries)



# FundLibraries.Org

*Connecting great ideas in libraries with donors through our dedicated crowdfunding platform and ad campaign.*

## FUND LIBRARIES



We are excited to launch FundLibraries, the first and only crowdfunding platform dedicated solely to innovative library and literacy projects. Fundlibraries.org is a simple to use, a one-stop crowdfunding platform that connects libraries in need of crowdsourced support with tens of thousands of potential donors across the country.

We provide the digital tools, fiscal sponsorship, marketing support, and crowdfunding experience that school libraries and public libraries need to succeed.

# Crowd Funding Needs a Crowd



Every successful crowdfunding campaign has three elements that align. One element is simply a good idea. And we know librarians have great ideas that just need a little help to get started. The second is either a reward for donors or a great reputation as an organization. Again, librarians are well respected by potential donors. But it's the third part – the crowd itself – that is often missing. This is where our FundLibraries platform comes in.



We bring great fundraising ideas together with the EveryLibrary “crowd”, a network of over 330,000 Americans who care about and support libraries.

Unlike other crowdfunding platforms we only work with – and for – school and public libraries and literacy projects. Our dedication and our network can help make the difference between having a project funded and failure.

As a 501(c)3 non-profit organization, the EveryLibrary Institute acts as the fiscal agent to collect charitable donations from individuals and corporate donors and disburses them directly to libraries, Friends Groups, local Foundations, and qualified campaign managers in the United States and abroad.

Unlike other crowdfunding sites, FundLibraries dedicates advertising dollars and uses our proven expertise marketing libraries to create and cultivate an audience for each and every campaign on the platform. When available, we also help manage campaign fundraising directly on third-party networks like Facebook Giving.

# Training and Teaching

*Giving librarians new skills in Political Literacy in order to identify, cultivate, and empower new support for their funding.*



At the EveryLibrary Institute, we understand that every decision to fund libraries is fundamentally a political act. It is fundamentally based on how we, as a society, want to raise or allocate taxes.

Whether the decision is made directly by the voters or through a city council, school board, or a board of regents, if librarians do not effectively engage within this political framework, they will not succeed in securing or extending the resources they need to serve their communities, their schools, or their campuses.

In 2019, our leadership team was in high demand around the country and internationally as trainers, teachers, speakers, conveners, and presenters who are uniquely focused on political literacy. We were proud to work with several state libraries to deliver intensive in-person full-day trainings to help librarians, staff, and trustees understand how build new support. We developed twelve new on-demand webinars for library leaders on topics from campaign planning to marketing and donor engagement.

Our team was happy to engage with three state-level leadership development cohorts to provide intensive trainings and ongoing coaching. We presented numerous webinars for partner organizations and agencies on topics ranging from activism, advocacy and fundraising to holistic digital strategies, developing strong coalition, and building effective messages.

Many of our webinars are free or low-cost because we want to lower barriers to acquiring these important political literacy skills. When we work with a state library, system, or other sponsoring organization our fee-for-services model includes not only customized day-of content but long-term engagement with participants after the event.

At the EveryLibrary Institute, we believe in providing ongoing and extensive professional development support because properly equipped and politically savvy librarians, staff, and trustees are themselves ecosystem builders.



# Selected Trainings

## Leadership Development Programs

### San Jose State University

INFO 282-15 Seminar in Library Management on Political Advocacy

### State Library of Florida

Florida Public Library Academy

### Canadian Urban Libraries Council

2019 Leadership Academy

### Pennsylvania School Librarians Association

2019 PSLA Leadership Retreat

### InfoPeople

"Storytelling for Support" Class

## State Training Tours

### State Library of Iowa

"Marketing to Build Support" for public library staff and trustees

### Tenn-Share

"Political Literacy" for public, academic and school librarians in Tennessee





# Webinars

## With Partners

### **LibraryAware**

"Library Card Signup Month Door-to-Door"

### **Pattern Research**

"Reaching Across the Aisle for Library Funding and Other Initiatives: Building Bridges with the Discovery Model"

### **Colorado State Library**

"Designing the Fundable Strategic Plan"

## On-Demand Webinars by EveryLibrary Institute

The Fundamentals of Library Advocacy

Using Social and Email to Maximize Your Visibility

Polling 101: Understanding Your Community Through Public Opinion Polls

Help Them Fund Your School Library

Legislative Day Training

Fighting Back when Cuts Are Threatened

Designing the Fundable Strategic Plan





*In 2020, a core part of our research agenda will be to help library advocates and activists move beyond storytelling to include actionable data and insights about the impacts of library services and librarianship on communities, schools, and campuses.*

Our mission is to advance an open-access research agenda that is focused on voter and public perception of taxes for libraries, and not on what the user experience (as users) of libraries is. We are committed to publishing the results and outcomes of all of our research and projects in order to support the entire profession. We are partnering with academic institutions and allied organizations to advance a research agenda that is focused on library funding as well as voter and public perception of library issues and librarians.

- Polling about Voter Attitudes of Libraries and Librarians
- Understanding the Attitudes of Elected Officials about Libraries
- Demonstrating Public Library Impacts Across Society
- Understanding the School Library Policy Landscape
- Mapping School Library Funding and Outcomes
- Developing Current School Library Collection Standards
- Understanding and Modeling the Funding Framework for Libraries

## **Library Funding Map**

In 2019, the EveryLibrary Institute worked with the Syracuse University School of Information Studies to create a new and comprehensive study of the “Return on Investment” (ROI) for communities from their public libraries. This collaborative project between researchers and practitioners has the goal of developing, maintaining, and expanding an open-access interactive online platform that increases understanding ROI. Almost all ROI studies focus on economic factors and those that try to investigate ROI more broadly, such as through relationships between library use and educational activities, often rely on interviews or testimonials, making systematic comparisons challenging. The current map includes data at local, state, and national levels; identifies major factors influencing ROI, including similarities and disparities among libraries; and fosters collective impact communicating the value of libraries in the 21st century.

## **Library Funding Rate Changes Over Time - Map**

A companion project to the ROI study is our new open-access data mapping tool “Library Funding Rate Changes Over Time”. This project visualizes library funding changes between the years 1996 and 2016 using available IMLS data. In presenting this data we are seeking to explore the rate of change of library funding year over year. By understanding this information we can begin to understand the stability or instability of library funding as well as explore the effects of library governance, local socio-economic indicators, and other factors that may or may not influence changes in library funding.

## **Crime and Libraries Report**

In 2019, we wanted to actively question and engage a common story in library advocacy circles that libraries are a key component in reducing crime rates and improving recidivism rates. The story that is often told is that access to libraries and literacy services reduced the crime rate in a community. While this seems logical, our question here at the EveryLibrary Institute is whether it is also provable. In our “Crime and Libraries Report,” we explored the data around library funding, its impacts on literacy, and the correlating effect on crime to demonstrate that there is a direct connection between libraries, literacy, and crime in the United States.

# Fiscal Sponsored Projects

*Helping values-aligned small organizations and projects find the non-profit support system they need to thrive.*



In 2019, we were thrilled to launch the first fiscally sponsorship project with the trustees of the **Awesome Foundation - Libraries Chapter** to support their fundraising and philanthropic activities.

As a 501(c)3 non-profit organization, the EveryLibrary Institute can act as a fiscal sponsor or fiscal agent for smaller organizations or projects that either does not have or do not want to become a registered 501(c)3 themselves. The programs need to be complementary and that the work aligns with our mission, purpose, and charter.

# Board and Intern Team

*Good governance and collaborative planning focused on projects that help school and public libraries succeed.*

The EveryLibrary Institute is governed by a Board of Directors that sets the strategic direction of the organization, including its research agenda, fundraising, partnerships, and programmatic priorities. We are fortunate to have experts from public, academic, school and state libraries, the library vendor community, allied mission-driven organizations, and MLS and I-School programs involved on our Board. Their breadth of experiences and networks reflects the wide range of projects and partnerships the EveryLibrary Institute is positioned for.

## **2019 EveryLibrary Institute Board Members:**

John Chrastka, Board President

Kyle Courtney, Harvard Library

Trevor A. Dawes, University of Delaware

Erica Findley, Board Treasurer

Britten Follett, Follett Learning

Amy Garmer, Aspen Institute

Fran Glick, Baltimore County Public Schools

Kafi Kumasi, Wayne State

Steve Potter, Mid-Continent Public Library

MaryEllin Santiago, Gale, a Cengage Company

Rivkah Sass, Sacramento Public Library

Cal Shepard, State Library of North Carolina (retired)

Patrick "PC" Sweeney, Board Secretary

Maureen Sullivan, Consultant

Jill Hurst-Wahl, Syracuse University

Ann Weeks, University of Maryland

## 2019 Interns

2019 Interns We were fortunate to have had an excellent cohort of academic and early-career interns to work with us this year on projects that built our data, research, and informatics programs. Our interns come from a wide range of backgrounds, academic programs, and specialties and are with us, typically, for one semester. We provide a stipend or honorarium to all qualified interns.

Thanks to all of our 2019 interns for helping us help libraries.

### **Alyssa Curran**

Pace University, working towards a BA in Economics and Political Science

### **Edward Engquist**

Syracuse University, MLIS Candidate

### **Mckenzie Halwas**

St. John's University, working toward a BA in Political Science and Sociology

### **Ayman Kuddus**

Baruch College, working toward a BA in Political Science

### **Jianzhang Shao**

University of Iowa, MBA and Finance

### **Emily Zhao**

Fordham University, Masters in Media Management



EveryLibrary  
Institute



# EveryLibrary Institute

**EveryLibrary Institute, NFP**  
**A registered 501(c)3 nonprofit organization**  
**FEIN: 81-4351204**

6433 Fairfield  
Berwyn, IL 60402  
[info@everylibraryinstitute.org](mailto:info@everylibraryinstitute.org)  
312-574-0316

**[EveryLibraryInstitute.org](http://EveryLibraryInstitute.org)**  
**[Libraries2020.org](http://Libraries2020.org)**  
**[FundLibraries.org](http://FundLibraries.org)**  
**[LibrariesDeliver.uk](http://LibrariesDeliver.uk)**

Published January, 2020