INFORMED RESPONSE

EveryLibrary Institute 2020 Annual Report
2020 Overview
HALO Fund
LAFCON
Research Agenda
Libraries Deliver
Donor Support
The EveryLibrary Institute
Lead the Response
2020 Overview

FOCUSED ON LIBRARY WORKERS

Launched the HALO Fund mutual aid project to support unemployed and furloughed library workers with cash grants.

TRAINING FOR THE NEW REALITY

Created LAFCON, the Library Advocacy and Funding Conference, to connect library leaders with new skills and networks.

COVID-INFORMED RESEARCH

Sponsored COVID-era research to create policies that help reposition librarians and library services for the new era.

GROWING TO MEET REAL NEEDS

We were proud to hire two new development staff to help move the organization forward financially and position us for success.
The HALO Fund was our immediate response to supporting unemployed and furloughed library workers during the COVID shutdowns. Through 2020, we have raised over $80,000 from individual and vendor donors to make small grants for household expenses to more than 450 library colleagues in need.
HALO Grants helped 450 unemployed library workers pay their bills

Vendor and Organizational donors matched $38,000 from individual donors

Rapid launch on March 25th and quick turn-around to maximize aid

Largest national mutual aid program for library workers

THE AVERAGE HALO GRANT WAS $212
These organizational and vendor donors catalyzed an important program for people in need.
HOUSEHOLD EXPENSES
"This is groceries for my family until unemployment starts." - S.C.

MEDICAL BILLS
"This will help me cover the cost of my medications while my library is closed. I’m only part-time so I don’t have insurance to help." - D.B.

PEACE OF MIND
"This grant will be such a blessing in my life this week. I truly appreciate it." - K.S.
FOCUSED ON THE FUTURE OF LIBRARY FUNDING

A NEW CONFERENCE TO MEET AN UNCERTAIN FUTURE
COVID-related disruptions to library budgets require library leaders to learn new and relevant skills, have stronger networks and connections, and learn from experts outside the library sector in order to weather the crisis and plan for future success.

The Library Advocacy and Funding Conference from the EveryLibrary Institute and EveryLibrary answered those needs in unique and actionable ways.
LAFCON ECOSYSTEM IMPACTS:

1,061 ATTENDEES FROM US AND ABROAD
52 EXPERT SESSIONS ON POLITICS, ORGANIZING, FUNDRAISING
22 LIBRARY VENDOR SPONSORS
25% REVENUE SHARE WITH STATE LIBRARY ASSOCIATIONS AND ORGS
LAFCON 2020 attendees said the conference is a "MUST-ATTEND" event.

9 in 10 were focused on funding for their libraries.
"I am impressed with the large number of attendees that this conference attracted. Despite the fact that I find an online conference challenging from a networking interpersonal perspective, I think it's a very viable model for post-COVID 19 times. IMO the presentations were just as good as they would have been in person. Making it available online gives SO many more people the opportunity to participate. I thought the price was very reasonable. Thank you for providing this opportunity!"

- LAFCON 2020 ATTENDEE
LAFC

VENDOR SPONSORS

GOLD
INGRAM | TLC | DEMCO | A TO Z DATABASES | NICHE ACADEMY | KOIOS | RECORDED BOOKS | TECHLOGIC | LYNGSOE SYSTEMS | INNOVATIVE INTERFACES

SILVER
BYWATER | BRAINFUSE | GALICIA GROUP | BOOKPOINTS PROJECT | LIBRARY JUICE ACADEMY | P.V. SUPA | LIBRARY JOURNAL | SCHOOL LIBRARY JOURNAL

INSPIRING LIBRARY ADVOCATES, ORGANIZERS, AND FUNDRAISERS
FOCUSED ON SKILLS BUILDING

WEBINARS AND TRAININGS FROM EXPERTS IN THE FIELD
8,200 people attended an EveryLibrary Institute training or webinar in 2020.
EXPERT PRESENTERS IN THEIR FIELDS

Christopher Harris
Sarah Brandt
Mary Wilonsky
Kosi Harris
Jamie Rachlin
Sue Pruchinski
Celinda Lake
Pat Wagner
Arnold Kling
Alvin Irby
Emily Gover

PARTNERS WITH LEADING ORGANIZATIONS

- NewsGuard
- PEN America
- Crossroads Campaigns
- ISTE School Librarians Section
- EMC Research
- National Democratic Training Committee
- Storyvine
- CounterPoint Messaging

2020 WEBINAR HIGHLIGHTS
FOCUSED ON PARTNERSHIPS

LIBRARIES DELIVER UK FUNDLIBRARIES.ORG AWESOME LIBRARIES
SUPPORTING OUR PARTNERS ADVANCES A SHARED MISSION AND VISION FOR LIBRARIES

LIBRARIES DELIVER

Reaching the public in the UK about libraries

FUND LIBRARIES

Helping libraries and organizations reach their fundraising goals

AWESOME LIBRARIES

Kickstarting innovation in library programs and services
EVERYLIBRARY INSTITUTE
PARTNERSHIPS AND
COALITIONS

SCHOOL LIBRARIES
Future Read School Libraries
National Summer Learning Alliance

PUBLIC LIBRARIES
National Digital Inclusion Alliance

HUMANITIES AND MUSEUMS
National Humanities Alliance
National NonProfit Coalition
Charitable Giving Coalition
FOCUSED ON RESEARCH

INFORMING POLICY BY UNDERSTANDING THE LANDSCAPE
OUR RESEARCH AGENDA IS FOCUSED ON PUBLIC POLICY, EDUCATION POLICY, AND TAX POLICY THAT IMPACTS LIBRARY WORK.
SCHOOL LIBRARIANS AND THE COVID SLIDE
E-MEASURES SURVEY AND COUNT WEEK
PLS DATA: SOME ANSWERS MANY QUESTIONS
LIBRARY ROI VISUALIZATION TOOLS
LIBRARY FUNDING MAP & COMPARISON TOOLS
THE POLITICAL LIBRARIAN - VOL 5 ISSUE 2

2020 PAPERS, DATA PROJECTS, AND PUBLISHING
The EveryLibrary Institute was able to quickly respond to the COVID crisis to conduct research and explore policy options that helped library leaders plan their next steps.
DONORS EMPOWER US

Our donors help move the policy conversation forward for public and school libraries through smart research, targeted education and outreach, and compassionate engagement.

INDIVIDUAL DONORS

We are grateful to dozens of individual donors who have helped build and strengthen our capacity to focus on the future of library funding.
THANKS TO ALL OUR SPONSORING PUBLISHERS

Black Library
Open Road Media
Quarto Press
Wiley

HUMBLE BUNDLE

THROUGH THEIR INNOVATIVE AND GENEROUS SUPPORT, HUMBLE BUNDLE WAS A KEY SPONSOR OF OUR 2020 WORK.
With the strong support of our donor community, the EveryLibrary Institute is well-positioned to continue to support the people who work in libraries as well as the policy framework for public and school libraries anchor institutions.

You can be a part of our innovative and effective approach to helping ensure that libraries of all kinds are ready to serve their communities and campuses post-COVID. Join us as we meet the challenges ahead.

Looking Ahead to 2021