



EveryLibrary
Institute

Facing the Future

Annual Report 2021





2021 in Review

HIGHLIGHTS AND INSIGHTS

Research Agenda
Public Policy Issues
State and National Partnerships
Training Programs and Webinars
Mutual Aid Projects
Fundraising Successes
Fiscal Sponsorships
Nation Digital Launch

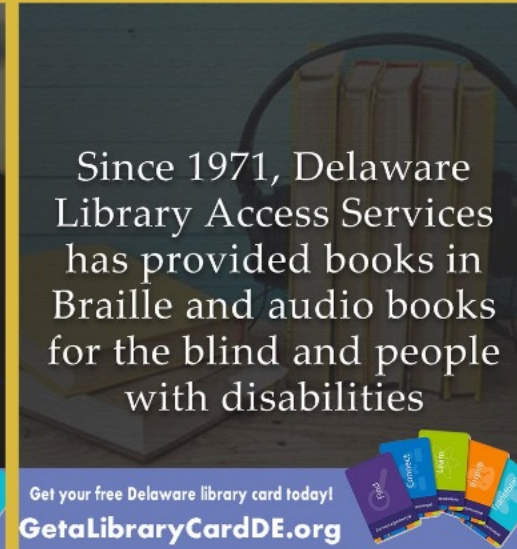
Delaware Libraries

STATEWIDE PARTNERSHIP

ELI and the Delaware Division of Libraries launched a powerful new outreach and marketing program in 2021 to build new awareness about libraries and librarians in the state and support a more effective policy framework.

The project was launched statewide with GetALibraryCardDE.org in September and a Giving Tuesday campaign in December.

#GetaLibraryCardDE



Three Hallmarks of the Delaware Partnership

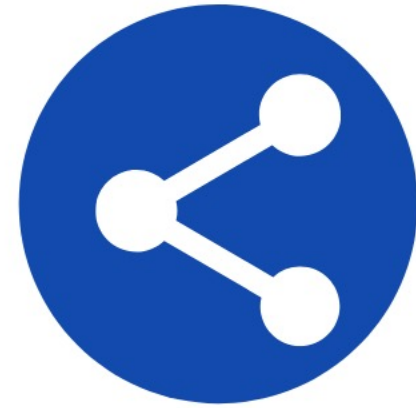
REACHING THE PUBLIC AND POLICYMAKERS IN A NEW WAY



We focus on digital campaigns across the web and social media to make Delaware Libraries highly discoverable



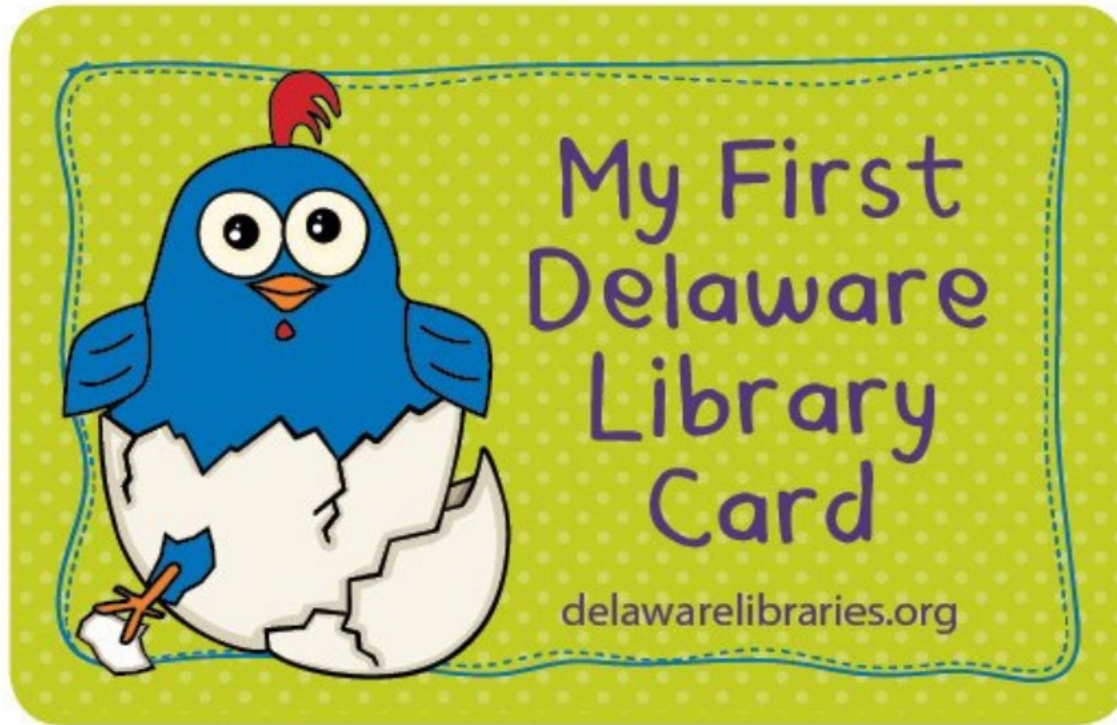
The digital campaign is integrated with traditional media including editorials, radio ads, and even billboards



Everything is designed to be actionable and shareable. Our aim is to create new activists, donors, and volunteers.

CONNECTING ACROSS THE STATE

Each library in Delaware is connected through the SirsiDynix catalog and website portal. Sirsi helped power Library Card Signup Month in a new way to create opt-ins for people across the state to not only get a library card but also to support the campaign.



DelawareLibraries.org



Other Powerful Partners

WYOMING STATE LIBRARY TRAININGS

ELI created a unique set of board trainings for all libraries in Wyoming that focused on building support and creating more effective boards.

RURAL RISE

ELI connected rural economic development agencies with best practices and innovative entrepreneurship trainings by library leaders across the country.

STATE ASSOCIATION LEADERSHIP RETREATS

ELI convened policy-focused leadership retreats for the Massachusetts Library Association and the New Jersey Association of School Librarians to help them reflect, understand and operationalize their policy agendas





Research and Publishing

PUBLIC POLICY, TAX POLICY, EDUCATION POLICY, AND LIBRARIES

The EveryLibrary Institute is committed to supporting research and scholarship that is focused on the future of libraries and librarianship. Our journal, *The Political Librarian*, and all of our Research Series are published open-access and are available for free. In 2021 we published six papers on issues impacting libraries as well as an issue of the journal.

We partnered with the Freckle Project, a series of surveys designed to understand trends in American reading habits. During the Pandemic, this is an especially important topic.

SCHOOL LIBRARIANS AND STANDARDIZED TESTS

Nijma Asad looks at outcomes in DC Public Schools with and without school librarians.

FACTORS OF SUCCESS REPORT

McNutt and Yang analyze 5 years of library elections to look at external influencers for ballot outcomes.

SECOND WAVE UPDATE

Mackley and Lister continue their policy and praxis recommendations for COVID-impacted school library leadership.

TELEHEALTH AND LIBRARIES

Craig Settles reflects on emerging trends for public library planners.

LITERACY AND THE ECONOMY

Barbara Alvarez provides Insights into how public investments in libraries can create economic growth.

ANTICIPATING THE POST-COVID SCHOOL LIBRARY

Beth Thomas makes policy recommendations for local and state education leaders.

The image shows the cover of the journal 'The Political Librarian'. The title is in large, bold, dark blue capital letters on a light gray background. To the left of the title is a vertical yellow bar with a grid pattern. Below the title, there is a small blue icon of a person.

THE POLITICAL LIBRARIAN

THE POLITICAL LIBRARIAN

Volume 5, Issue 1 included five articles on topics from campaigning for a referendum to participatory budgeting and the impact of xenophobia on library practices and policies.



FRECKLE PROJECT SUPPORT

ELI provided substantial support to the Freckle Project, an ongoing survey of the American public focused on the ways people use and source books, especially through libraries.

Webinars 2021

INFORMATION AND INSIGHTS TO HELP BUILD THE SECTOR

■ POST-COVID PLANNING

- Designing the Post-Pandemic Library - David Vinjamuri and Joe Huberty
- Smart Planning for Post-COVID Libraries - Rob Cullin and Janet Nelson
- Tackling the TeleHealth Gap - Craig Settles

■ NON-PROFIT MANAGEMENT

- Managing 501c3 Credit Needs - Charity Charge
- Google Ad Grants - Koios
- Library Giving Day Success - Jill Leonowicz

■ EMERGING ISSUES

- Going Fine Free - Peter Bromberg
- Simply E for Libraries - DPLA



Supporting Policy Issues and Addressing Gaps

The EveryLibrary Institute is a partner to state library associations around the country as they look to develop their independent and legitimate policy agendas. Our work supports state association leaders as they two ask big questions: "Are our values as librarians reflected in state budgets and legislation?" and "Are we positioned to develop and advance our agenda through coalitions"?

We bring our knowledge of emerging issues affecting libraries to each conversation and then support the strategic direction and outcomes identified by our local partners.

Policy Frameworks



MASSACHUSETTS

E-Book Legislation

Libraries do not have fair access in the marketplace to ebooks. We are backing an amendment to H.4120 that would ensure consumer protections for libraries.

NEW MEXICO

GO Bond Forecast

We researched the economic and educational impact of GO Bonds for Libraries to make a forecast and encourage the state legislature to fully fund the 2022 program.

UTAH

Censorship Realignment

Utah school and public libraries are facing onerous censorship challenges. We provided a framework and coaching to build new coalitions outside libraries.

Sunsetting the HALO Project

When Congress passed the American Rescue Plan and improved unemployment benefits, we made the decision to sunset the Help a Library Worker Out (HALO) project.

We are proud of its impact on people across libraries.

AMAZING DONORS



We raised \$88,865 from 603 individuals and a dozen organizations. After banking expenses, 100% went back out as personal grants.

DIRECTLY TO PEOPLE IN NEED



397 people were given an unrestricted personal grant of \$201 for household and pandemic-impacted expenses.

MUTUAL AID



Mutual aid programs should not benefit the organization that sponsors the effort. ELI kept no overhead and recipients have no obligations to us.



Thank You to HALO's Organizational and Vendor Donors

Corporate and vendor contributors sponsored over \$45,000 in matching campaigns to help encourage individual donations. We are grateful to the team at Urban Librarians Unite and the Awesome Libraries Foundation for being the first donors. Many thanks to **EBSCO, Gale Public Libraries, Niche Academy, Brainfuse, Zoobean, PKI International, Quipu Group, Library Works**, and **WT Cox** for their commitment to library workers.

HALO Made a Direct Impact at an Important Time:

"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.

"HALO has been a huge help to me, as I am currently still waiting for my unemployment claim to go through." - G.R.

"This grant is groceries for my family until unemployment starts." - S.C.

"This donation will be such a blessing in my life this week. I truly appreciate it." - K.S.

"I just received the HALO Grant in the mail. I have to get my wisdom teeth removed so this is a big help." - N.C.



Amazing Support from HumbleBundle

IN 2021, HUMBLEBUNDLE REGULARLY FEATURED THE EVERYLIBRARY INSTITUTE AS A BENEFICIARY

We are especially grateful to Black Library / GamesWorkshop designated ELI four times as their charitable partner in their "Multi-Language Tales of Warhammer", "Warhammer 40,000 Stories", "Voices of Warhammer" and "Voices of Hersey" bundles. Their commitment to supporting libraries is deep and we appreciate them for viewing us as aligned and capable in our work. Thanks as well to Wiley for their "Become an Entrepreneur" bundle and to Quarto for designating us in their "Home Sweet Home" bundle.

You can learn more about HumbleBundle's mission to provide great deals on great products while supporting charities like the EveryLibrary Institute at [humblebundle.com](https://www.humblebundle.com)



BLACK LIBRARY

Ecosystem Building

FISCAL SPONSORSHIPS AND DONATIONS TO STATE LIBRARY CONFERENCES AND APPEALS

At the EveryLibrary Institute, we know that a strong and capable library organizational ecosystem is essential for advocacy and policy successes. That's why we are so interested in providing fiscal sponsorship and pro-bono advising to help launch and support new ideas. It underpins our commitment to helping state library associations meet their fundraising and conference sponsorship goals.

We were glad to help the Connecticut Library Association and dozens of libraries around the country on their Library Giving Day 2021 goals as well as supporting fundraising campaigns for libraries across Delaware during Giving Tuesday through our FundLibraries.org crowdfunding platform.

We continued to support the Awesome Libraries initiative with their final fundraising and donor-facing distributions and have helped them closeout this innovative project.



Launching NationDigital

NationDigital is our full-service web design and campaign strategy firm dedicated to helping libraries, issue advocacy organizations, and candidates communicate more effectively, raise more money, engage more volunteers, and manage their digital footprint properly.

We build all of our campaigns on NationBuilder, a best-in-class digital publishing and contact management platform. Our team of certified NationBuilder developers can help any campaign scope and scale new ways to communicate.

nationdigital.io | a social enterprise of the EveryLibrary Institute



Nation
DIGITAL

The ELI Team

BOARD

Our board supports the mission and work of the organization by bringing a wide range of library experiences to the conversation.

KC Boyd, Washington DC Public Schools

John Chrastka, Board President

Kyle Courtney, Harvard Library

Trevor A. Dawes, University of Delaware Library

Erica Findley, Multnomah County Library

Britten Follett, Follett Learning

Amy Garmer, United States Institute of Peace

Fran Glick, Baltimore County Public Schools

Kafi Kumasi, Wayne State University

Steve Potter, Mid-Continent Public Library

Rivkah Sass, Sacramento Public Library

Cal Shepard, State Library of North Carolina (ret.)

Maureen Sullivan, Independent Consultant

Patrick Sweeney, Board Secretary

Jill Hurst-Wahl, Independent Consultant

Lance Werner, Kent District Library

The ELI Team

STAFF AND INTERNS

Our team is dedicated to creating an effective organization focused on the future of libraries and librarianship

John Chrastka, Executive Director

Patrick "PC" Sweeney, Associate Director

Peter Bromberg, Associate Director

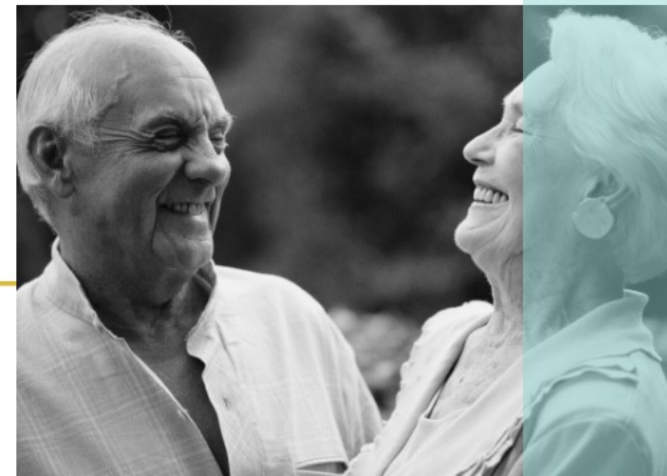
Jennifer Griffin, Production Manager

Beth Lauren, Development Director

Jill Leonowicz, Special Projects Director

Heather Cousins, Intern

Martha McGehee, Intern



Connect With US

ONLINE AND OUT IN THE WORLD WORKING FOR LIBRARIES

■ WEB AND SOCIAL
everylibraryinstitute.org
@elinstitute
facebook.com/everylibraryinstitute

■ EMAIL, PHONE, MAILING
info@everylibraryinstitute.org
312-574-0316

6433 Fairfield Ave.
Berwyn, IL. 60402 USA



The EveryLibrary Institute, NFP, is a registered 501(c)3 charitable organization with the IRS. Donations are tax-deductible to the full extent of the law. Please consult your tax advisor.

ELI is a Gold Rated charity with GuideStar. You can view our 990s at guidestar.org/everylibrary.

FEIN 81-4351204