Answering the Call

EveryLibrary 2021 Annual Report

Library Election Days
School Library Direct Actions
Legislative Initiatives
Politicized Censorship Challenges
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EveryLibrary Shows Up

As the only national political action committee for libraries, EveryLibrary is focused on the funding that creates and supports library work.

Election Days for Public Libraries
We supported 9 libraries on their ballot measures winning 5. That is now over 120 elections since 2012.

SaveSchoolLibrarians.org
Dozens of campaigns to fight for school librarian jobs along with direct support to state school library associations.

COVID Concerns
We were unapologetically pro-vaccine for library workers even as we focused on their financial well-being and the dignity of their workplace.
Election Days

EveryLibrary was closely involved with 9 library Election Days in 2021. Our work is always pro bono because our donors believe two things: that libraries of any size or financial ability deserve high-quality, professional campaign supports; and that the focus should always be on what works in that place and not cut & paste from a tool-kit.

Our coaching, training, and guidance for Information-Only campaigns and Vote Yes campaigns have produced unequaled success in our sector and have helped libraries secure over $2.1 billion in stable funding.

85% Wins
From 2012-2021
2021 Library Campaigns

In a very disrupted year we worked one-on-one with library leaders to plan and execute their campaigns.

We were able to do all of this work as pro bono partners because of the support of our donors.

- New Orleans Public Library - Win
  Renew $17 million levy for operations

- Central Arkansas Library System - Win
  3 mil levy for operations

- Southington (CT) Public Library - Win
  $16.9 million Bond for new library

- St. Clairsville (OH) Public Library - Win
  Renew 5-year local option levy

- Portage County (OH) District Library - Win
  Establish local option levy

- Pearl River (NY) Library District - Loss
  $20 million bond for a new library

- Chesterfield (MI) Township Library - Loss
  1.0 mill bond for a new library

- McCall (ID) Public Library - Win
  $4.2 million bond to build a new library

- Carthage (IL) Public Library - Win
  $1.2 million bond as the "local match" to state construction grant

You can learn about each of our campaigns at everylibrary.org/campaign_history
On the Ground With Our Libraries

“We would not have been successful in moving forward together without EveryLibrary’s partnership.”

Dixon Stetler
Co-Chair, Yes for NOLA Libraries 2021 Campaign

“I have been involved in other types of campaigns but EveryLibrary brought great knowledge on what was unique about Library Bond elections.”

Bill Thomas
Chair, Vote Yes McCall Library Committee

“EveryLibrary trained our staff on proper, lawful ways to educate our patrons and raise their awareness about the issues compelling the request for more money.”

Nate Coulter
Executive Director, Central Arkansas Library System
Save School Librarians Successes

There is a clear correlation between our campaign activities and more jobs for school librarians

Whether it is a campaign to save one school librarian's job or a statewide effort to affect positive policy changes or even a focus on the federal aid formula for education, our SaveSchoolLibrarians.org campaigns make a difference for the future of the sector and the students we serve.
Decision Day for Washington, D.C. Public Schools

A Librarian in Every School

For two years, EveryLibrary has campaigned alongside the Washington Teachers Union and school library stakeholders to reverse cuts and restore school librarians to every school. In 2021, we are so happy to report that this advocacy partnership has paid off. EveryLibrary helped set strategy and power digital engagement through the SaveSchoolLibrarians.org platform.

In September, the City Council voted on a budget amendment that ensures a school librarian in every school this school year! This is a huge victory for all the students in D.C. Public Schools who will now have access to their school libraries. This is all thanks to hundreds of local school library advocates who have been campaigning tirelessly since before COVID.
School Library Highlights

Helping Across the Map

**New Jersey**
We helped NJASL activate thousands of people across the state for school librarians and move their Information Literacy Standards Bill in the Senate.

**Pennsylvania**
We helped PSLA power a legislative and a school board Candidate Survey which attracted 30+ new co-sponsors for their legislative agenda.

**Michigan**
We helped MAME secure an $800,000 grant program in the state budget focused on ecosystem building between certified school librarians and their public library colleagues.
Wrapped Up in School Libraries

**Individual School Librarians**
In early 2021, before federal ESSER stabilization funds, we fought against dozens of proposed cuts to school librarians from coast-to-coast.

**Whole School Districts**
We are proud to stand alongside school librarians and local unions to enhance the visibility of school librarians in the workforce and improve advocacy collaborations.

**Effective Partnerships**
We helped our state library association partners engage school board and legislative candidates directly during their state and local campaigns.

**Political Wins**
Our campaigns at the state and federal levels for school librarians are designed to build power and relevance for their work as they focus on student success.
Political Fights for Public Libraries

There are no toolkits for what we do.

Funding libraries is always a political decision. How we choose to tax ourselves and how our collective values are expressed in the town, state, or federal budget is fundamentally what every fight for libraries is about. In 2021, EveryLibrary was able to support dozens of public and school libraries that were trying to face down a political problem or to embrace a political opportunity. Each and every situation is different, so we begin our work by listening to the local stakeholders, assessing if our involvement will serve their interests, and focusing on building power long-term for the library.
Highlight: The Niles–Maine Library Coalition

We often act behind the scenes to help local library stakeholders, library workers, and community members when the integrity of the library is under threat. Our campaign to support the Save Niles–Maine Library Coalition was the most visible of several fights this year against bad board members. We worked alongside SEIU and the Coalition to expose the true impact of the board’s behavior to local elected officials, business and education interests, and neighbors across the district.
Selected 2021 Direct Actions

- **Ellsworth, ME**
  The City Council cut the library budget by $200,000 so we helped create and field a strategy to build back from the cuts and activate the public for their library.

- **Westhaven, CT.**
  The City Council wanted to cut the library budget and close a branch so we helped bring out hundreds of supporters through a digital campaign.

- **Lafayette Parish, LA.**
  The Parish Council has forced the resignation of the library director and stacked the board with its allies in order to defund the library from within. We are supporting outreach alongside local stakeholders through digital campaigns to fight back.
Fighting the Good Fights for Libraries

From COVID Concerns to the New Censorship

2021 was a dynamic year in state government and Congress. Early on, we were the only national library organization to support a vaccine plan that would include librarians in the Phase 1B or 1C definition. We were disappointed when libraries were dropped from the Economic Justice Plan as it moved into the Biden administration. Our petition to support Section 230 of the Communications Decency Act was the first to connect libraries with this important platform protection. And we continued our support for the Don't Block LGBTQ Act and our opposition to the LEAD Act, which would erode privacy protections.

As the year progressed, new censorship challenges have broken out across the county, and EveryLibrary is there as a partner to state and local library groups when the issues become politicized and performative. We are not only answering their call but also running outreach campaigns in several states and to Congress about these issues. We have many more allies to activate.
Fighting Censorship and Politicized Book Challenges

Active Monitoring  Digital and PR Campaigns  Engagement and Truth Telling  Coalition Building  Defining Success

Proposed censorship measures in several US states could keep you from being allowed to read some books in our nation’s libraries. Some could also lead to librarians facing criminal charges as a result of their commitment to free speech and access to library materials.

For politicians looking to score points with their radicalized base, or performative anti-access crusaders hoping to advance their agendas, it is easier to challenge books and threaten library funding than it is to attack people. And yet, when books about the LGBTQ+ or BIPOC experience are challenged or removed, it is an attack on people; an attack that erases their stories and silences their voices.
Step 1: Identify "Who Else Cares"

Political action for libraries is effective when you identify, cultivate, and empower your supporters - people and organizations with a shared values system - to put their beliefs, hopes, or concerns to work on a shared solution.

Step 2: Create a Clear Call-To-Action

People have one of three ways to interact with your issue or cause: as an activist, a donor, or a networker. We always focus on making it easy for people to put their care, love, and support for libraries into action.

Step 3: Rally Supporters

We already know what we believe about libraries and library work. EveryLibrary is able to deploy a digital crisis/response campaign in under 24 hours because waiting any longer to act will hurt our chances of success.
Artist in Residence 2021

At the intersection of politics, art, and libraries

We were excited to host our fourth biennial Artist in Residence program to look beyond the political aspects of our work for libraries. Three talented collaborators, visual artist Corinne Lightweaver, jazz musician Ray Briggs, and poet Victoria Hurtado hosted pieces that reflected and commented on the role of libraries in their creative lives. Special thanks to Pasadena Public Library for displaying Corinne’s work.

Please visit everylibrary.org/artist_in_residence_program to view, read, and listen to all the selections.
Special Projects that Bring Libraries to New Tables

**National Voter Registration Day**

EveryLibrary is on the steering committee for Natl. Voter Registration Day in order to work with civil society and voting rights groups as a peer.

**Indie Author of the Year Awards**

We understand that a love of reading is a key driver for public support for libraries. We were proud to co-host this emerging library-driven awards program.

**National E-Ship Week**

2021 was our 5th year as the national library partner for this Congressionally-chartered week focused on prosperity for individuals and communities.
The Funnest Kind of Fundraiser

5k Your Way for Libraries

The library is more than a place that holds books, and the 5k Your Way for Libraries was more than just another 5K. Over 300 donors supported 36 teams who ran, walked, made puzzles, knitted, or read to help us reach our fundraising goals. Along with our lead sponsors OverDrive, Tech Logic, and Library Juice Academy, they raised over $50,000 to ensure EveryLibrary can continue the library-saving work we've been doing for the last 9 years. Special thanks to our Top 5 teams: Michigan MAME Team, Board Racers, The Anton Bookners, Team FCL, and Lit Chicks. You really made it happen in 2021!
Celebrating Together

It was a joy to connect with colleagues in person

EveryLibrary is a network and a community. We are happy to bring together folks from all across the country who believe in working together to advance the mission of libraries - and to ensure that they have the funding they need to succeed. Throughout COVID, our donors and supporters have stuck with us. Now, as we see conferences happening again, we are back on the road celebrating libraries.

We were thrilled when ARSL, the Association of Rural and Small Libraries, made us the official hosts of their 2021 Thursday Night Conference Party. Special thanks to the 100+ people who came out for a fun evening with our co-hosts and sponsors Bibliotheca and Koiros. We hope to have many more fun events in 2022
2021 Corporate Sponsors

**Book Riot**  
A $5,000 donor matching challenge to help us help libraries facing politicized censorship challenges.

**EBSCO**  
Targeted sponsorship to create legislative solutions that ensure a fair marketplace for libraries.

**Follett Learning**  
Core support for our SaveSchoolLibrarians.org campaign site and on-the-ground actions.

**Zoobean/Beanstack**  
Their Raise-to-Read challenge campaign helped us find new donor-readers around the country.

**Engberg Anderson Architects**  
Focused support for library bond measures and infrastructure projects.

**Koios**  
Co-Host for ARSL 2021 party and in-kind support for our Google Ad Grant Campaign management.

**SirsiDynix**  
Sponsored webinars and thought-leader events along with in-kind support for the Delaware project.

**OverDrive**  
Lead sponsor for the 5K Your Way for Libraries.

**Tech Logic**  
Team Sponsor for the 5k Your Way for Libraries.

**Library Juice Academy**  
Team Sponsor for the 5k Your Way for Libraries.

**bibliotheca**  
Co-Host for our ARSL 2021 Party.
Medium Magazine

Talking with the public about libraries and librarians

Visit medium.com/everylibrary to read and share hundreds of stories

Top Articles in 2021

Our writers tell great stories focused on educating, orienting, and informing the public about wonderful libraries and amazing librarians. In 2021, our Top Views were:

"People are Free When They Can Read Freely"
Libraries support a free, open, and democratic society when librarians can select and curate books for every reader.

"Delightful, Unconventional Library Spaces"
Whether you love libraries or just enjoy beautiful, intriguing, or innovative public spaces, you have to check out these amazing libraries.

"Digital Equity Means More than Just Access"
During COVID, we know that libraries help people navigate their digital lives so that they can connect with learning, enjoyment, and each other.

"I'm a Librarian. Here Are My Very Favorite Things That We Do."
From helping people find their best read to talking with folks at the wonderful, difficult, or joyous moments of their lives, being a librarian is a truly rewarding job.
Board of Directors

EveryLibrary's Board is focused on growing the organization's effectiveness and impact across the library ecosystem.

- Jeannie Allen, Kitsap Regional Library
- Peter Bromberg, Salt Lake City Library
- Lori Bowen Ayre, Galicia Group
- Roberto Delgadillo, UC Davis
- Harmony Faust, Ithaka
- Brian D. Hart, Forsyth County Library
- Gary Kirk, Tech Logic
- Kathleen McEvoy, EBSCO
- John Chrastka, President
- Erica Findley, Treasurer
- Patrick "PC" Sweeney, Secretary

Our advisory committee is a touchstone for our strategic priorities. Thanks to JP Porcaro, KC Boyd, Ian Singer, Mel Gooch, John Shableski, and Kate Tkacik for helping us help libraries.

Staff and Interns

Our staff team supports our mission in a virtual office setting. We are always happy to host both academic and early-career interns.

John Chrastka, Executive Director
Patrick "PC" Sweeney, Political Director
Peter Bromberg, Associate Director
Tiffany Wilson, Social Media Manager
Martha McGehee, Editorial Manager
Megan Blair, Policy Analyst
Jennifer Griffin, Webinar Producer
Joyce Johnson, QC and Data Specialist
Jill Leonowicz, Special Projects and Events
Claude McField, Development Director

Interns: Meghan Helms, Megan O’Connor, Charity Lounsbury, Heather Cousins,
Connect with EveryLibrary

Out in the world, online, and across social, we are here to help libraries

**Web**
everylibrary.org

**Email Address**
info@everylibrary.org

**Twitter**
@everylibrary

**Instagram**
@_everylibrary_

**Facebook**
facebook.com/everylibrary

**Phone**
312-574-0316
EveryLibrary is the only national political action committee for libraries. We raise money from donors in order to give libraries the campaign support services they need for free. Join thousands of donors like yourself who want to see libraries win.

Donate today at EveryLibrary.org/donate to be the change.