

The Library District Concept: What Is It and What Good Would It Be?

By **Chris Carbone**,
Director, South Brunswick
Public Library

In its simplest sense, the proposal for a library district option in New Jersey would create the opportunity for accountable, sustainable local investment for library services, at the will of the people, and also establish and encourage a process for increased shared services among libraries. But what does all that mean and where did it come from?

The library district concept is nothing new. Similar proposals have been discussed by NJLA over the last three decades or more. Why? Because New Jersey libraries have had a history of funding challenges



and a lack of stability. The latest proposal was developed by the NJLA Funding and Structure Task Force over the course of 2010 and 2011, established by then-NJLA President Susan Briant. In response to the deteriorating state of public library funding in New Jersey, the task force was charged with developing an alternative formula that would provide a consistent

level of funding to maintain adequate library services.

This task force of experienced library directors, consortia directors, New Jersey State Library staff, and trustees studied various models of library funding in other states. A proposal about funding options for New Jersey was drafted using key elements that seemed to best suit our state's needs. The concepts in the proposal have been in place in a variety of forms in a number of states for many years and work effectively.

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Finding Grants from Private Sources

By **Andrea Simzak Levandowski**, Reference Librarian for Instruction and Funding Information, New Jersey State Library

When looking for funding, most individuals from libraries or other nonprofits visiting the New Jersey State Library's Funding Information Center start the conversation by simply asking, "I'm looking for a grant." Usually, they are from an organization that is new to grants, pushed by board members, external

forces, or necessity, to seek out alternate revenue streams to expand programs or implement new ones. Each time, there is a learning process for these grantseekers that involves not only looking at how to conduct grant research, but also taking an internal look at the resources the organization is willing to devote to both seeking out and applying for grants. We also teach grantseekers that there is a difference between looking for "a grant" and looking for "a funding partner." It's a subtle

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Message from the PRESIDENT

An Obligation to Imagine

In a recent speech to a charity in London, author Neil Gaiman spoke about the importance of reading, libraries, and imagination. It was a terrific speech from a writer who has always been vocal in his support of libraries, librarians, and the ever-changing role we play in our communities. The lecture was picked up by *The Guardian* and is well worth a few moments of your time to read (www.theguardian.com/books/2013/oct/15/neil-gaiman-future-libraries-reading-daydreaming).

Gaiman presents a heartwarming, provocative, and deeply moving argument about the power and value of reading and libraries. But it was the following paragraph that seemed so apropos of our theme this year, "Creating Our Futures":

We all—adults and children, writers and readers—have an obligation to daydream. We have an obligation to imagine. It is easy to pretend that nobody can change anything, that we are in a world in which society is huge and the individual is less than nothing: an atom in a wall, a grain of rice in a rice field. But the truth is, individuals change their world over and over, individuals make the future, and they do it by imagining that things can be different.

He's telling us that we cannot build our future until we first create it. We create out of our imagination and our ability to see that things can be different tomorrow than they were yesterday. I strongly believe that today, more than at any time in the past, we must be fearless in imagining our future so that we can work to create it.

This issue of the newsletter focuses on funding. Public library funding in New Jersey has eroded over the last few

years and is likely to continue to do so in the future. For public libraries, while we have been successful in maintaining a public commitment to fund libraries, changes in the law governing our funding have eroded our ability to grow as community institutions. We must create a future that maintains and enhances the role of the library in our communities, be they school, academic, public, or corporate.

I don't know what that future will look like for public libraries; that's something we have to create together. In 2010, Susan Briant chaired the Structure and Funding Task Force with reviewing successful models for public library funding and making recommendations for how our libraries could move to more stable and equitable funding structures. That report, which called for the passage of enabling legislation to permit library districts, was approved by the NJLA Board in 2011. Questions and concerns about library districts remain, and our community discussion continues. Recently, there have also been discussions about other options that would allow communities to vote to increase library millage rates within existing municipal and county library law.

I know two things for certain: One is that public library funding is in trouble. The latest equalized valuations document a further erosion of the public dollars dedicated to funding libraries. Many libraries in New Jersey are on a starvation diet and cannot sustain services that their communities need.

The other thing I know for certain is that Neil Gaiman is right—we have an obligation to imagine. As a library community, I believe that together we will succeed in imagining and creating our future—and this issue of the newsletter will certainly assist the creative process.

Eileen M. Palmer

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The New Jersey Libraries NEWSletter shall provide news of the New Jersey Library Association and information about statewide, regional, and local library activities. News shall be as current as possible within the constraints of the publication schedule and the publication will serve as an archival record of significant and lasting library issues and topics. The New Jersey Libraries NEWSletter shall provide reports from officers, committees, roundtables, sections, and other units of the NJLA. It shall also publish reports on trends and practices in the library profession and articles on topics of interest to the New Jersey library community. Ephemeral issues and time-sensitive topics will be covered in the listserv or the Association website.

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Letter from the EXECUTIVE DIRECTOR

When Does Perception Become Reality?

In this issue of our newsletter, we explore a fundamental concern of the library community in New Jersey, and in fact, library communities everywhere: funding. Libraries simply can't live on book donations cleaned out of someone's attic or, for that matter, love. It takes *money*.

Over the many years I have worked in New Jersey, almost all of the politicians I have met told me they love libraries (perhaps not enough to fund them, but they do love them nonetheless). Yet that feeling is slowly changing. Okay, they may still love us, but for the first time, they are actually wondering if they really *need* us. The perception funders get from the media is that everyone has an iPhone or tablet (they certainly do), so why would anyone need to go to a library? I am sure you see the reality of library service in your community very differently, with increased demands for a wide variety of materials and services. Our challenge is to change the perceptions of our funders to the reality of the thousands of people who use our libraries every day. We must find a way to join these two divergent views of our libraries.

The media is constantly telling us that "younger Americans" are connected to the internet and social media 24/7, that they have no need for print reading materials. A recent study by the Pew Research Center challenges that assumption. The summary of the study states, "Younger Americans—those ages 16–29—exhibit a fascinating mix of habits and preferences when it comes to reading, libraries, and technology. Almost all Americans under age 30 are online, and they are more likely than older patrons to use libraries' computer and internet connections: however, they are also still closely bound to print, as 75% of young Americans say they have read at least one book in print in the past year, compared with 64% of the adults." The study also found that the under-39 age group "remains anchored in the digital age, but retains a strong relationship for

libraries...moreover, young Americans have a broad understanding of what a library is and can be—a place for accessing printed books as well as digital resources...."

A separate Pew Research study shows that a vast majority of parents of young children feel that libraries are very important for their children. These parents grew up with the internet. Their lives have been dominated by technology, yet they are extremely supportive of the role libraries can play in their children's lives. "94% of parents say libraries are important for their children and 79% would describe libraries as 'very important.' In addition, parents are more likely to be interested in expanding library services and adding future tech-related services."



In 2008, OCLC released a report called *From Awareness to Funding* (www.oclc.org/en-CA/reports/funding.html). The conclusion of the study was that there is support for increased funding

for libraries, but only if the public understands our needs. The media plays a huge role in shaping public opinion about the future of libraries. The studies from Pew reveal strong support for the important role libraries play in the lives of "digital natives" who are taxpayers (or will be shortly), yet these messages never seem to make headlines. Librarians must do a better job of shifting media attention away from the perception that no one uses libraries and garner more attention for the vibrant role libraries play in our communities. By sharing "our story" and calling better attention to studies (like those conducted by Pew), we have a stronger chance to change the perception of our funders. Yes, you see, awareness is directly tied to funding.

Pat Tumulty



Note from the EDITOR

Knowledge Is Power

I was chatting with my neighbor the other day about our local library. She complained that the library had changed its hours, and the branch location seemed like it was never open. I explained to her that at the end of last year, the library was hit with a large, unexpected cut in municipal funding, and that the changes in hours were actually cuts in hours. "I didn't realize the library was still struggling!" she replied.

We have many library supporters out there, but few who actually understand how library funding works or that our budget woes are far from over. In Pat's Letter from the Executive Director, she mentions OCLC's study *From Awareness to Funding*. This report found that many regular visitors to the library do not know that public library funding is even tied to local taxes. The study even mentions an instance in Medford, Oregon, where focus group participants, brought together to discuss the recent closure of the town's library, "voiced a reluctance to increase taxes, believing that the money to reopen the libraries would come from 'somewhere.'"

The public needs to understand that the fight for library funding is an ongoing battle, and that services used every day by patrons can and will be affected by a lack of funding, if they haven't been already. Arming patrons with knowledge about how we are funded is our best chance at getting people to take meaningful action.

If you are looking for ways you can educate your community about library funding, a great suggestion (by my esteemed colleague Kathy Dempsey) is the Geek the Library campaign (www.geekthelibrary.org), which is working to spread the word about the vital role of libraries and raise awareness about the critical funding issues many US public libraries face. Currently only six NJ libraries have officially joined this movement. I hope to soon see more!

Megan McCarthy

Employee Volunteer Funding Opportunities

By **Darby Malvey**, Children's Librarian, New Brunswick Free Public Library

Libraries have become increasingly dependent on outside money to fund everything from special events to everyday activities, and it certainly seems like every time you turn around a new grant is being announced. While grant funding can help us accomplish a wide variety of projects, many librarians simply do not have the time to invest in researching opportunities, applying for, and following up on traditional methods for receiving grants. Employee volunteer funding (EVF) is a great resource for busy librarians as it provides both funds and time, with much less work involved!

How Does EVF Work?

EVF programs allow organizations like libraries to obtain funding from a company or corporation through a unique process. Employees of companies that participate in EVF must spend a certain amount of time volunteering in local communities. Contingent on that volunteer time, the corporation then provides the community organization with funds to use toward the needs of that organization. EVF provides an opportunity for libraries to receive much-needed funds with a limited amount of staff time, while also resulting in valuable volunteer contributions and potential community partners.

Each EVF program functions a little bit differently, but the basic idea is that a company employee can earn money for an organization for which the employee volunteers his or her time. Some companies require an employee to complete a specific number of hours before funding can be awarded. For example, ExxonMobil awards \$500 to an organization once an employee has volunteered at least 20 hours. Other companies have no minimum time requirement; Microsoft awards organizations \$17 for each hour an employee spends volunteering.

EVF programs also vary from company to company when it comes to how and when funding is awarded. Many companies require employees to log their volunteer hours so that they can confirm the hours with the organization before sending a check. Others only accept applications for volunteer funding at certain times of the year, and in rare cases, companies award a limited number of grants that employee volunteers can apply for but are not guaranteed to receive. Most EVF programs—unlike traditional grants—do typically guarantee some amount of funding. In most cases, as long as an employee finishes the approved number of hours, the money is allocated. When participating in this kind of program, it is important to understand the requirements for each unique situation.

EVF Success at NBFPL

In 2013, the New Brunswick Free Public Library (NBFPL) was able to successfully utilize Verizon's EVF program (www.verizonfoundation.org/employee-retiree/verizon-volunteers-program). When the husband of an NBFPL librarian became aware that Verizon would award \$750 total in exchange for 55 hours of volunteer work, he offered to take on a volunteer project with the library. Hsien-Min Chen,

NBFPL's Head of Reference, jumped at the opportunity for a committed volunteer and asked him to work on building an online database for the library's vital statistics records—something that no current member of the library's staff had the skill or time to accomplish. Within his 55 hours, he was able to complete the project and NBFPL not only gained a valuable website, but the Friends of the New Brunswick Free Public Library also received a check for \$750 for programming and outreach.

How EVF Benefits Libraries

Though the money available through EVF can be less than with traditional grants, there are benefits to taking advantage of EVF opportunities for your library. Compared to traditional grantwriting, securing EVF requires little staff time and effort. In most cases, once an eligible volunteer is willing to contribute time, a library staff member is simply responsible for confirming the individual's volunteer hours. While some libraries are hesitant to rely completely on the understood commitment of an unpaid individual, it does mean that with just a little bit of effort, the library reaps the monetary rewards and potentially gains a helpful community volunteer. As most libraries are already on the lookout for good volunteers, this can be a mutually beneficial opportunity to double the contribution a volunteer makes.

Identifying EVF Opportunities

Libraries must look beyond their usual support networks to make EVF possible. Library staff must take on some of the

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How a Library Foundation Helped OCL Increase Funding

By **Susan Quinn**, Director, Ocean County Library

In today's economic climate, libraries need to diversify their sources of revenue more than ever. One way to do this is through organized philanthropy. In my current position as Director of the Ocean County Library (OCL), it is my privilege to work with the OCL Foundation.

Friends and Foundations

Many librarians are familiar with one aspect of philanthropy through the wonderful groups of people known as the Friends of the Library. The Friends bring together people who love libraries and books to serve as advocates for the library in their community. They frequently organize book sales, bake sales, and special trips and events to raise funds to support the library. OCL (<http://theoceancountylibrary.org>) is lucky to have several devoted Friends groups that each support their local branch of the system.

Generally speaking, Friends are usually "grassroots" organizations that help build goodwill for a library while doing short-term fundraising projects. Sometimes they're rather informal groups. On the other hand, foundations are often more formal groups that work to cultivate long-term relationships with donors. Foundation members concentrate more on securing higher-level donations, such as arranging for gifts from bequests and estates. This sort of "planned giving" can come from well-to-do families or local business-people.

Another benefit of having a foundation is that it would usually have a charter, an official annual report, and audited financial statements, which qualifies it as an organization that can handle estate planning, corporate grants, etc. Foundation members sometimes conduct "prospect research" in order to identify potential donors to approach for gifts, which could be money, collections to add to the library, or in-kind support. It's really about looking to match interests between people, collections, and causes.

In this arena, OCL is fortunate to have the OCL Foundation, a 501(c)3 tax-exempt organization, to serve as our fundraising arm (<http://theoceancountylibrary.org/About/OCLFoundation.htm>). According to the Foundation Center, "the overwhelming majority of private foundations in the U.S. award grants only to organizations that have this particular tax-exempt status." The OCL Foundation was formed in 2001 with a group of dedicated and motivated community leaders who were committed to the goal of enhancing all library services, programs, and facilities to foster an appreciation for and an awareness of OCL in the community. Joseph A. Guzzardo, Director of Communications at Thomas Edison State College, is the current Chairperson of the OCL Foundation's all-volunteer board. James T. Mullins, OCL Commissioner, serves as the commission's liaison to the OCL Foundation, and I, the library's Director, serve as an ex-officio member of the foundation.

Our foundation undertakes a variety of fundraising and



The Ocean County Library Foundation receiving a donation from Ocean First Foundation in February.

grantseeking activities to raise both private and public funds to support library programs and services that would not be covered by tax dollars or our regular budget. This includes asking for gifts through bequests, life insurance policies, and other types of estates, and its Annual Appeal, which is conducted through a mail campaign.

Some of Our Foundation's Vital Gifts

The OCL Foundation has done so much for our library system. For instance, its members raised major gift funds of over \$1 million, which it put toward the expansion of the OCL's Toms River Headquarters building (completed in 2006). Those gifts also allowed us to acquire original artwork by local and nationally recognized artists to enhance the building and grounds. Similarly, in 2012, the foundation provided \$110,000 toward the major interior renovation of our Brick Branch. And recently, the foundation made a donation of over \$4,000 toward the acquisition of the artwork "Under the Sea" by local artists Beverly Golembeski and Florence McLaughlin, which will reside in the newly restored Upper Shores Branch (the branch was badly damaged during Superstorm Sandy).

In addition to funds for building projects and artwork, the OCL Foundation also supports our technological advances. In honor of the library system's 85th anniversary in 2010, the foundation purchased and presented eReaders to eight lucky library customers who qualified by answering questions about the library's history.

OCL's programs have benefitted from our foundation's grantseeking initiatives too. We ran a successful multicultural program series called "Neighbors Connecting" thanks to a grant from the OceanFirst Foundation and have supported programs that assist families who have members on the autism spectrum. The library's mascot Sparks, a purple dragon, is also funded through the foundation.

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The Library District Concept...

The proposal was released in the spring of 2011 and was presented to the New Jersey library community over the course of the year at numerous meetings and workshops. NJLA has continued to discuss the proposal throughout 2012 and 2013, collecting feedback, making revisions, and keeping an open dialogue regarding the proposal to increase awareness and understanding.

What Is a Library District?

As proposed, it would be one or more communities that opt to change the structure of their library(ies) to a district—an independent government entity in control of its funding levels, personnel, benefits, and buildings. New legislation is required to allow this option, creating another form of public library for New Jersey in addition to county, municipal, association, and joint libraries.

The proposal outlines a process that would require a planning committee and oversight by the State Library. There are protections built in to prevent decreases in service levels. The goal is to strengthen library services through reliable funding and long-term budgeting.

A key element is that the library tax rate would not be dependent on a formula from the 1880s, the 1/3 millage, but would instead be established by the voters. This change would be accomplished through a referendum that also establishes the library district. An appropriate library tax, based on desired services, budget forecasting, and anticipated voter support or acceptance, would be developed through the planning process. This is the piece that would provide accountable and sustainable local investment as directed by the people of the community.

Voting is not done annually, or on budgets, but only to establish the district and set the tax rate. Once established, public votes would only be required if a future change was sought for the tax rate.

A district could be established by a single municipal library, two or more municipal libraries, or even a county system. Each entity would work to develop its planning committee, create a plan, and seek approval from the State Library. Libraries that combine to form a district would join forces to improve services, share expertise, and see savings through cost sharing. A district does not mean there would be fewer libraries; the best service model for the district would be determined through the plan. The district allows for even greater shared services among libraries through a set process developed by the library community.

A district would be autonomous, governed by a Board of Trustees who are appointed or elected, depending on the district plan. With autonomy comes increased responsibility, but also the ability to realistically and strategically plan and budget for the future. Currently, libraries can only be reactive to automatic swings in funding and reduced state assistance.

For greater detail about the library district plan, a document to start with is the "Funding and Structure Executive Summary" located within the Public Policy wiki on the NJLA website (http://njla.pbworks.com/w/file/70877058/funding_and_structure_executive_summary.pdf).

Who Is Best Served by a Library District?

Becoming a library district is not a simple process, nor is it a good fit for all libraries. It is meant to be neither. It is proposed as an option for those libraries that have run out of options—either those very hard hit with automatic losses of library tax revenue or libraries that have been well supported but are in jeopardy of losing funding. It requires buy-in from local authorities to get the plan developed and approved, and it requires acceptance and voter approval to get established.

Ultimately, it's about giving the public a greater voice in the level of library services it will support. Time and again, in studies and polls, the public expresses strong support for libraries and overwhelmingly passes library tax rates around the country, as reported annually in *Library Journal*.

Why New Jersey?

New Jersey's libraries are not better off than when the task force was first formed in 2010. Each year since, library tax funding across the state has decreased due to the loss of property values and ratables. Per the 2014 library tax funding, municipal libraries throughout New Jersey will see a decrease in library tax funding (1/3 mil) of more than \$4 million for next year. Excluding Hoboken and Jersey City, which realized some significant ratable recovery, the loss among other libraries is close to \$5 million. This decrease is on top of millions already lost since 2009.

The sustainability of the 1/3 mil model is highly questionable. Our public needs us, but the public cannot directly empower us with the necessary resources to help it. A library district model would provide New Jersey libraries with an option to have public funding approved directly by the public we serve.

Such a model may not be the answer for your library, but it may be the only answer for some libraries. It has been developed as an option for those that would like to try. Other suggestions are welcome. Together we all must develop and implement a workable strategy to ensure library service is sustainable in New Jersey.

Chris Carbone is the Director of the South Brunswick Public Library and Secretary of the New Jersey Library Association. He holds an M.L.S. from Rutgers University in New Brunswick and a B.S. in Business Administration from The College of New Jersey in Ewing Township. He has served on the NJLA Public Policy Committee since 2009. His email address is ccarbone@sbpl.info.

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Have No Fear of Library Districts

By **Joe Da Rold**, Director, Plainfield Public Library

In Los Angeles, where I worked for 29 years, the Metropolitan Cooperative Library System was a consortium of 30-odd municipal libraries, including the enormous Los Angeles City Public Library and two library districts: Altadena Library District and Palos Verdes Library District. The library districts had been created because a great deal of Los Angeles falls outside municipal boundaries. The two districts served wealthy areas and sparsely populated areas, but the commonality was that they were funded directly through the property tax bills.

As you probably know, the property values in Plainfield, where I work now, are weak, and tax revenue from retail sales is weaker still—typical of our urban libraries. Union County has no county library and probably never will. The district concept offers hope to our libraries. The opportunity to set a base level of tax revenue that would fully fund our services would be a dream come true.

Despite what you may have heard or read, Plainfield Public Library's budget has increased each of the last 5 years. The threats from City Hall failed, and the City Council showed full support of the library's mission and operations. So it's not as if becoming a library district would save us from oblivion.

Rather, a dedicated line on the property tax bill would ensure a reliable revenue stream, with no annual confrontation with City Hall. The library would be outside the City's "cap," and requests for additional support in future years would go directly to the residents.

Another positive aspect of the district scenario is that smaller neighboring libraries, with budget problems of their own, could eventually partner with a larger neighbor, particularly where there is no county library. The larger library could go to its voters first, and the neighboring libraries could take their time in deciding if it is right for them. Not only would financial stability be a consideration, but they would also have full access to the special services offered by their larger partner. At our library, those services would include the expertise and collections of our Local History Program, the Adult Literacy Program, and the IT Department. Such access would amount to a significant upgrade in service for any small library.

I believe the library district concept has a lot to offer in the right set of circumstances and hope it will become an option in New Jersey. There is a lot to think about.

Joe Da Rold is Executive Director at Plainfield Public Library. He holds an M.L.S. from Rutgers University in New Brunswick. He was the 2010 NJLA Librarian of the Year. His email address is jdr@plfdpl.info.

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How a Library Foundation Helped OCL...

Help Starting Your Own Foundation

As you can see, it can be very worthwhile to have a foundation for your library. If you want to start one, you'll need to work through a variety of official tasks to set it up. Here are some of them:

- Filing a certificate of incorporation
- Recruiting and selecting a board of directors
- Establishing bylaws and policies
- Setting up banking accounts
- Filing for federal tax exemption
- Developing a fundraising plan

You may want to contact an attorney and an accountant to assist with the specific details. The Foundation Center is the leading source of information; see <http://foundationcenter.org/getstarted/tutorials/establish/index.html>. You can also learn a lot from the books of Brian O'Connell, a great philanthropic mind ([http://en.wikipedia.org/wiki/Brian_O%27Connell_\(advocate\)](http://en.wikipedia.org/wiki/Brian_O%27Connell_(advocate))). He recommends that you seek board members who have three specific qualities: wealth, wisdom, and work.

From my experiences working in this arena, I can share some tips about what makes nonprofit foundations successful. First, professionals are more inclined to donate to foundations because they release financial statements; this accountability is attractive and helps donors to see the public good that they're doing. Second, grantmakers look for good track records when deciding which organizations to give to, and a foundation shows its success and sustainability through its public records. And of course, their tax-exempt status encourages some donors to make more significant gifts to fund the public good.

An organized philanthropy effort spearheaded by a foundation may be just what your library needs to complement and diversify your existing fundraising efforts and Friends of the Library groups. A library foundation can cultivate donors, run major gift programs, and position your library to take advantage of the funding opportunities offered by private and corporate foundations.

Susan Quinn is Director at the Ocean County Library. She holds an M.L.S. from Rutgers University in New Brunswick. Her experience with philanthropy includes working in the development offices of the Rutgers University Libraries and at The Foundation Center in New York City. Her email address is squinn@theoceancountylibrary.org.

Finding Grants From Private Sources

difference, but it can shape future research.

Searching for Grants

I'm often asked to provide a list of resources for grantseekers to consult (which I do, gladly), but once or twice, the request has been for a directory of places to contact, almost like a catalog of funders that someone can call to order money. This list does not exist, at least not in the way that every nonprofit in the world (and I) wishes that it did.

Grant research is a personal, individualized process that each organization must undertake on its own, in effect, creating its own directory of prospects to contact based on shared interests and mission. All it takes is time, staff, and energy. Grant research is less about finding a grant and more about building a relationship with a *partner* who can help an organization achieve its funding goals.

That said, there are websites that include upcoming grant deadlines and opportunities, some of which are specific to libraries. These websites take some of the work out of finding foundations, companies, and other organizations that have relevant grant programs. One of the newest resources is the Salem Press Library Grants site (<http://salempress.com/store/grants/grants.htm>), which has links to ongoing national grant programs for libraries, state profiles with information about regional funders, and more. There is also the Library Grants Blog (www.librarygrants.blogspot.com/) from the authors of *Winning Grants: A How-To-Do-It Manual for Librarians* with posts about upcoming grant deadlines. Another favorite website is the Michigan State University Libraries' Grants and Related Resources subject guide (<http://staff.lib.msu.edu/harris23/grants/2sgalpha.htm>), which lists national grant opportunities by broad subject categories. Since the guide was created with Michigan in mind, there are some grants that are only open to Michigan organizations, but most are available on a national basis. ALA itself offers grants to libraries and includes information on its website (www.ala.org/awardsgrants/awards/browse/grnt?showfilter=no).

Any librarian can research grants using these websites with a minimum amount of effort or time, not counting submitting a proposal, and I highly recommend visiting them periodically for updates. In fact, I know that there are New Jersey librarians that have applied for and received funding through some of the ongoing grant programs listed on these

websites. However, these are not the only sources for grant funding, and by only looking at these sites, librarians may miss other potential opportunities. Librarians should also conduct prospect research to develop relationships with grantmakers close to home who often have a vested interest in funding programs in their communities.

Furthermore, librarians conducting grant research need to view their libraries as nonprofits and not just as libraries. The websites I listed are for library grants, but there are many, many other funders that are interested in the same issues, problems, and population groups that librarians address through their programs and services. There are funders that support employment services, literacy, arts and culture, LGBTQ programs, and many other areas that would not be indexed in those websites but would be prospects worth exploring. The way to identify these grantmakers is a bit different and involves additional work, but includes a much larger pool of potential funders.

Types of Funders

It is important to note that there are different types of funders. When most people think about private grants, names like the Bill and Melinda Gates Foundation and the Verizon Foundation come to mind. These organizations fall into the category of institutional grantmakers, which includes private foundations, corporate giving programs, and grantmaking public charities.

"Private foundation" is a designation from the IRS (having "foundation" in a name is not always an indicator) that comes with certain obligations, most notably a payout requirement of 5% of the total market value of an organization's assets annually, which is documented through IRS form 990-PF (PF stands for private foundation). The 990-PF is a valuable document because it lists vital information about a private foundation's fund, such as assets, awarded grants, program areas, recipients, and more.

"Corporate giving programs" and grantmaking public charities do not fill out the 990-PF. In fact, corporate giving programs are not monitored by the IRS and do not share any more information than they choose to share. While private foundations and grantmaking public charities have fairly steady assets, the philanthropy of corporate giving programs is greatly influenced by company profits in a given year.

"Grantmaking public charities" are registered with the IRS, but only fill out form 990, which does not require the listing of awarded grants. Included in the grantmaking public charity category are community foundations, which tend to focus

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SPREAD THE WORD

LIBRARY GRANTS HOME

For general information, tips and guidance in using this web site, click on the map below:

STATE LIBRARY GRANTS

To navigate to a particular state's grants, click the map below:

LIBRARY GRANTS: HOW-TO

Click Solving the Puzzle to go to our tutorial area for aspiring grant recipients.

National Grants & Awards

This area of the web site is a starting point for searching or browsing grants and awards available to libraries across the United States. A range of national funding opportunities is included, both from foundations that have a long history of supporting libraries as well as those from corporations that support various library initiatives, especially community outreach, literacy, and school programming. Some are tied to government programs (e.g., The Laura Bush Foundation), while many others are tied to professional organizations like ALA (with sponsorships from publishers and library vendors).

NATIONAL GRANTS

There are a number of ways to navigate the grants on this web site.

- **Search Grants (and Awards)**
Perform a simple search or narrow your options by deadline, eligibility, or category.
- **Browse by Grant Category**
Categories include: Acquisitions & Collection Development; Community Outreach & Partnerships; Education & Continuing Education; Preservation & Conservation; Professional Development & Research; Programming & Events; Promotion & Advocacy; Rebuilding & Remodeling; Technology & Innovation; and Travel & Conference Attendance.
- **Browse by Purpose or Use**
Locate grants by selecting one or more purposes at a time. The alphabetical list of 35 purposes ranges from "adult programming" and "attendance of AASL" to "subject-specific collection development" and "summer-reading programs."
- **Browse Grant & Award Calendar**
Use this simple tool to get an overview of the deadlines, organized by category and then broken down by month. Only grants and awards with specific deadlines on their sites are included. Those whose deadlines are pending or who accept applications on a rolling basis are not on this list.

NATIONAL AWARDS

While this web site is focused on grants, there are a number of professional recognition awards that you may want to consider.

- **Search Awards (and Grants)**
As with grants, search options may be narrowed by deadline and eligibility. However, there are no categories to choose from when searching for awards.

The Salem Press Library Grants website has links to ongoing national grants programs for libraries, state profiles with information about regional funders, and more.

(Continued from page 8)

Finding Grants from Private Sources

on specific geographic regions and can be great sources for funding. There are other differences between these fun

ders, which you can read about using the Foundation Center's glossary (www.grantspace.org/Tools/Knowledge-Base/Funding-Research/Definitions-and-Clarification/glossaries).

It is important to know these definitions because the type of category a funder falls into determines how much information exists about their activities and how it can be accessed. Information is power when deciding whether a funder may or may not be a good match, and provides ammunition for approaching them about building a relationship and hopefully receiving funding.

Grantmakers in Your Community and Beyond

Where can librarians find out about institutional grantmakers? First, librarians can stay aware of local funders in an area, including businesses, community foundations, and high-profile organizations, by looking at yellow pages, local directories, and newspapers. Second, librarians can research other nonprofits in the community to see how they are funded. Press releases about awarded grants and other announcements may indicate that a funder is active in the area and may warrant additional research. Third, librarians can use directories and databases for listings of grantmakers. Since 990s and 990-PFs are public information, there are websites that have free search tools, including GuideStar (www.guidestar.org/) and the Economic Research Institute (www.eri-nonprofit-salaries.com/index.cfm?FuseAction=NPO.Search).

Another useful tool for grant research is a subscription-based database called the Foundation Directory Online Professional (FDOP). This database is produced by The Foundation Center, a nonprofit headquartered in New York whose mission is to strengthen the social sector by advancing knowledge about U.S. philanthropy. FDOP is a comprehensive database of funder profiles, previously awarded grants, and other information to help grantseekers find potential partners. It draws information from forms 990 and 990-PF while also analyzing the information to give a clear picture of funders and their priorities. Though FDOP can be pricey for nonprofits to purchase on their own, it is available for free to users at any Foundation Center Funding Information Network partner, including the New Jersey State Library. There are five other locations in New Jersey, and a full listing can be found on the Foundation Center's website (<http://grantspace.org/Find-Us>). Recently, the Foundation Center released FDO Free, a scaled-down version of the database that includes basic searching and a robust search engine for 990 and 990-PF forms (<http://fdo.foundationcenter.org/>).

In addition, there are websites for searching Requests for Proposals (RFPs), open calls for applications where the funder typically sets specific guidelines for what it will fund. RFPs are typically announced by large funders that want to highlight new initiatives or draw attention to a specific issue. The Foundation Center has an RFP listing on its Philanthropy News Digest site (<http://foundationcenter.org/pnd/>

<http://www.foundationcenter.org/pnd/>) and the Chronicle of Philanthropy website has a Grants Deadline feature (<http://philanthropy.com/section/Deadlines/269?cid=megamenu>).

When conducting grant research, the goal for librarians is to find funders with an interest in the same issues that are also active in the same geographic area. A funder that is a good match will also provide the type of support needed and have a history of funding similar organizations. This information can come from 990 and 990-PF forms, annual reports, press releases, websites, brochures, and other resources, all of which can be found by searching online or requesting them from funders. The Foundation Center's GrantSpace website offers additional resources and training for grantseekers (www.grantspace.org).

After doing the sort of research I described here, a librarian should have enough information to know whether a funder is a possible prospect and to start a conversation with the grantmaker about a future partnership. For the funder, an awarded grant is an investment in a nonprofit as a means to affect change. The goal of grantseeking is not just a grant but a partnership based on shared mission and shared vision that keeps the needs of the community at the forefront.

Andrea Simzak Levandowski is the Reference Librarian for Instruction and Funding Information at the New Jersey State Library in Trenton. She holds an M.L.I.S. from Rutgers University in New Brunswick. She has been the Collection Supervisor for the Funding Information Center since 2009 and frequently teaches nonprofits and individuals about the grantseeking process. Her email address is alevandowski@njstatelib.org.

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People & Places Around the State

Honors and Awards

Bette M. Epstein, State Archives Reference Supervisor, is this year's recipient of the Roger McDonough Librarianship Award. The award is named for Roger H. McDonough, New Jersey State Librarian from 1947 to 1975. It is given to a librarian, archivist, or manuscript curator for excellence in service to the New Jersey history research community and general public.

Plainfield PL received two grants earlier this summer to work with teens. The first grant, from Target Corporation, helped fund teen programming during the Summer Reading Program. The second, from Dollar General Literacy Foundation, enabled the library to purchase an electronic smart board to use with their Homework Helper program. Each grant was for \$2,000.

Susan Quinn, Director of Ocean County Library, was honored at the Women's Advocate of the Year Award Celebration in September.

Three Monmouth County libraries damaged in Hurricane Sandy (**Oceanport**, **Sea Bright**, and **Monmouth Beach**), recently received donations from the Rebuilding Our New Jersey Libraries fund. The fund was created by NJLA with over \$13,000 in donations received from people all over the country (and from as far away as Scotland) who wished to help New Jersey libraries after the superstorm. The money raised is being equally distributed to seven total libraries in the state that were damaged. Each library received \$1,942.



Monmouth County librarians receiving checks from the Rebuilding Our NJ Libraries Fund

Appointments and Elections

Melissa Brisbin is now the new Emerging Technology and Systems Administrator at Cherry Hill PL. She was previously the head of Cape May County's Technology Learning Center.

Barb Farrell Swenson was named Director of Haworth PL.

Ken French has accepted a position as the Collection Development Manager at Montclair PL. He had been the Director of East Rutherford PL.

Anne Meany was appointed Acting Director of Bernardsville PL. She is the retired Director of the Bernards Township PL.

Adele Puccio was named Director of Bloomfield PL. She was previously Director of Caldwell PL.



Adele Puccio

C.L. Quillen is now Supervising Librarian at West Caldwell PL.

Courtenay Reece is the new Director of Bridgeton PL.

Nancy Weiner will assume the position of Assistant Director of Information and Research Services at Cheng Library, William Paterson University, effective January 1, 2014.

Celebrations



First site of Hackettstown Library
(Photo courtesy of Hackettstown Historical Society)

Hackettstown PL celebrated its 100th Anniversary in September.

Matawan-Aberdeen PL celebrated the end of its renovation project in September.

North Bergen PL celebrated the grand opening of its **Kennedy Branch** in September.

Upper Shores Branch of the Ocean County Library held a grand reopening ceremony in September. The library

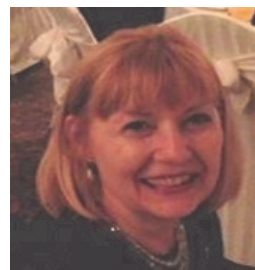
suffered extensive damage during Hurricane Sandy but is now completely renovated.

Resignations and Retirements

Maureen Bartolucci of Pequannock PL is retiring after 25 years of service.

Melody Kokola retired from Metuchen PL.

Susan O'Neal resigned her position as Director of Middletown PL. Susan is a Past President of NJLA.



Michele Reutty

Michele Reutty has announced that she will retire as Director of the Rockaway PL effective January 1, 2014. Her last official day at the library is Nov. 29. Michele is a Past President of NJLA.

Gail Robinson, Director of Bridgeton PL, retired in June.

Elizabeth Rosenberg retired as Director of Haworth PL.

Compiled by Mary Marks, Associate University Librarian at Fairleigh Dickinson University in Madison.



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Propose by January 2

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If your idea is approved, the editor will arrange details for your assignment.



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(Continued from page 4)

Employee Volunteer Funding Opportunities

work of identifying eligible participants, and that could mean reaching out to individuals who do not typically serve as volunteers, like the connection we made with our staff member's husband at NBFPL. However, attaching a dollar value to the time an individual spends contributing his time might actually provide the incentive needed to make him feel that the volunteer hours are worthwhile.

Because there is little to lose (and much to gain), librarians can give themselves permission to take a laid-back approach in identifying eligible volunteers. Post a sign in the library, slip bookmarks into materials being checked out, or simply utilize social media and word of mouth to let people know that the library is open to EVF volunteers. Outside employees may not even be aware that their place of employment offers funding in exchange for volunteer hours, so posting a list of participating companies or corporations may be a great help!

Because many libraries also don't know what companies participate in EVF programs, take note that a basic online

search will produce a good listing of companies and corporations offering grants to nonprofits when employees volunteer; a good starting point is through the website Double the Donation (<http://doublethedonation.com/matching-grant-resources/list-volunteer-grant-companies>).

Employee Volunteer Funding programs can be beneficial to any type of library, so I encourage all to look into this often-hidden gem in your own communities!

Darby Malvey is the Children's Librarian at New Brunswick Free Public Library in New Brunswick. She holds an M.L.I.S. from Rutgers University in New Brunswick. She organizes teen and adult volunteers for both large and small-scale projects and supervises NBFPL's volunteer interns. Her email address is darby@lmxac.org.