



Friends of Libraries U.S.A.

2007 Annual Report

LETTER FROM THE EXECUTIVE DIRECTOR

I can honestly report that 2007 was the most exciting in my six years as FOLUSA's executive director. We got a new (and famous!) national spokesperson, we received a grant from Nordstrom department store for \$10,000 to make more Books for Babies kits available to communities across the country, and we began serious discussions with the American Library Association (ALA) to join the Association for Library Trustees and Advocates (ALTA), ALA's Library Trustee and advocate division.

During the ALA Annual Conference in Washington, DC, FOLUSA hosted a highly successful ticketed humor program called "The Laugh's On Us" which featured Emmy award-winning author and comedian Paula Poundstone. In July, Paula Poundstone contacted our offices and asked if we'd be interested in her speaking out on behalf of Friends of Libraries groups everywhere. She is a dedicated library user herself and so are her children. She offered to lend her celebrity status to help raise the profile of the good work Friends groups do for libraries and she is working with Friends groups in every city and town where she performs to help them raise money and awareness for their local library. In addition, Paula has produced Public Service Announcements (PSAs) for Friends to use to promote their groups. These PSAs, available on our website (www.folusa.org) and on YouTube, are copyright free for Friends!

Later, in the fall, Nordstrom department store contacted us asking if we would like to partner with them in the promotion of *Once Upon a Holiday the Moon Fell Out of the Sky*, a book written by a Nordstrom employee, published by the company, and sold in stores during the holiday shopping season. Stickers were placed on all books promoting a \$10,000 donation to FOLUSA in conjunction with the publication of the book. As part of the agreement, FOLUSA will award twenty mini-grants of \$500 each to Friends groups, libraries, women's clubs, and other non-profit organizations who distribute our Books for Babies kits. Grants will be dispersed in 2008. In addition, FOLUSA created and will maintain a website (www.babieslovebooks.org) to promote early childhood literacy.

In the summer, ALA Executive Director Keith Fiels contacted me regarding the possibility of bringing ALA's Trustee and advocate division together with FOLUSA to create one new and larger division. The advantages of such a partnership would be the strong fiscal security of FOLUSA in the future as part of the world's largest library association. In addition, we will have an opportunity to expand membership and increase our services to them and to our Trustee members with ALA's support. Additionally, ALA has agreed that the offices of FOLUSA/ALTA will remain in Philadelphia and that our Friends groups will not incur additional expenses for membership, products, and services. The decision will be made in 2008 by both FOLUSA and ALTA Boards.

During the fall, Friends and libraries around the country once again celebrated National Friends of Libraries Week (October 21-27, 2007). With financial support from the Lana and Michael Porter Foundation FOLUSA will present five \$250 awards in early 2008 to Friends groups in recognition of their outstanding efforts to promote the 2007 celebration National Friends of Libraries Week.

Sally G. Reed, Executive Director

Membership Services and Activities

MEMBERSHIP REPORT

The FOLUSA All-in-One membership continues to be a popular upgrade option for libraries and Friends groups. Each All-in-One membership includes three additional subscriptions, which are reflected in the subscription subtotal below. Both the Northeast Texas Library System and the Nebraska Library Commission continued their memberships for all libraries in their systems.

Personal (all categories)	170
Small Friends Group	547
Medium Friends Group	505
Large Friends Group	124
Friends Group Associate Member	130
Small Public Library	54
Large Public Library	35
Small Academic Library	11
Large Academic Library	9
Library Associate Member	19
State Library	4
State Library Association	1
Small Library Subscription Service	48
Large Library Subscription Service	12
All-in-One Small	85
All-in-One Medium	47
All-in-One Large	17
All-in-One Nebraska	281
Northeast Texas Library System	108
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Subtotal Memberships	2207
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All-in-One Subscriptions	389
Nebraska All-in-One Subscriptions	843
Subscriptions	160
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Subtotal Subscriptions	1392
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Total	3599

NATIONAL EFFORTS

FOLUSA once again coordinated a Virtual March on Washington in 2007 in conjunction with Library Legislative Day. Library supporters around the country were encouraged to write, call, fax, or email their federal elected officials during the week of April 30 to May 4. FOLUSA also celebrated the second annu-

al National Friends of Libraries Week, October 21-27, 2007. The celebration offers a two-fold opportunity to celebrate Friends. Friends can use the time to creatively promote their group in the community, to raise awareness, and to promote membership. This is also an excellent opportunity for library staff and Board of Trustees to recognize the Friends for their help and support of the library.

BOOKS FOR BABIES

In 2007, FOLUSA had sold a total of 13,834 Books for Babies kits. In addition, a total of 450 bibs were sold to a single group for inclusion in their community program. We are very grateful to Brodart for donating the library cards and bookmarks. Through a partnership with Nordstrom FOLUSA will award twenty \$500 matching mini-grants in 2008 to help Friends, libraries, women's clubs, and other non-profit organizations distribute Books for Babies kits in their communities.

FOLUSA Outreach

During 2007, staff and Board members of Friends of Libraries U.S.A. traveled across the country to provide workshops and programs helping Friends, Trustees, Foundations and librarians to work effectively together on behalf of their libraries. The following is a list of cities we visited:

- ♦ Seattle, WA
- ♦ San Antonio, TX
- ♦ North Platte, NE
- ♦ Fremont, NE
- ♦ North Liberty, IA
- ♦ Hartford, CT
- ♦ Pittsburgh, PA
- ♦ Washington, DC
- ♦ Harrisburg, PA
- ♦ New York, NY
- ♦ Roanoke, VA
- ♦ Richmond, VA
- ♦ Clarion, OH
- ♦ Long Branch, NJ
- ♦ Coralville, IA
- ♦ Reno, NV
- ♦ Columbia, SC
- ♦ Wahoo, NE
- ♦ Howard County, MD
- ♦ Elkins Park, PA
- ♦ Dover, DE
- ♦ Norman, OK

Literary Landmarks™

Kate Chopin House Novelist and short story writer Kate Chopin (1850-1904) lived in this house located at 4232 McPherson Avenue in St. Louis, Missouri, in the autumn of 1903. It was in this house that she wrote her last poem, "To the Friend of my Youth: To Kitty," and her last story, "The Impossible Miss Meadows." It was also in this house that she died of a cerebral hemorrhage on August 22, 1904. The house is the only existing St. Louis building associated with her life and work. Dedicated April 22, 2007. Partners: Friends of the Kirkwood Public Library and the Kate Chopin Society of North America (headquartered in the Kirkwood Public Library).

Frederick Douglass National Historic Site The Frederick Douglass National Historic Site preserves the last residence of Frederick Douglass (1818 -1895), one of the most prominent African-American leaders of the 19th century. A fiery orator, dedicated editor, bestselling author, and presidential advisor, Douglass crusaded for human rights as an abolitionist, a strong

advocate for women's suffrage, and a voice for social justice. From 1877 until his death in 1895, Douglass lived at the estate he called Cedar Hill, located in the Anacostia neighborhood of Washington, D.C. Daily tours of the Douglass Home are offered and a visitor center provides an orientation film, exhibits, and a bookstore. Dedicated June 24, 2007. Partners: National Park Service, Gilder Lehrman Center, and the Frederick Douglass Memorial and Historical Association.

Will Rogers Museum Will Rogers wrote to entertain, to enlighten, and to educate. His words were stilled far too soon. The site on which the museum now resides was purchased by Will and Betty Rogers to build their Oklahoma home. It is on a bluff overlooking Claremore. The museum was built as a gift of the people of Oklahoma in memory of their native son. Dedicated October 26, 2007. Partners: Friends of Libraries in Oklahoma (FOLIO) and the Cherokee Nation.



(Left) From 1877 until his death in 1895, Frederick Douglass lived at the estate he called Cedar Hill, located in the Anacostia neighborhood of Washington, D.C. The home is a National Historic Site maintained by the National Park Service.



(Right) Frederick Douglass, portrayed by Michael E. Crutcher, Sr. pauses reverently during his remarks as part of the Literary Landmark dedication ceremony held on June 24 in Washington, D.C.

Award Winners, 2007

Public Service Award

Senator Susan Collins (R-ME)

Best Friends Awards

Introduced in 2006 and continued in 2007, The Best Friends Awards recognize Friends around the country for their print and electronic materials that promote the group and its special programs and projects. The awards do not evaluate the type or scope of Friends programs, rather the printed materials that promote programs and special projects coordinated by the Friends. A list of winners is posted at www.folusa.org.

Libraries Transform Community Essay Contest sponsored by the Lana & Michael Porter Foundation

Linda Baer, Reading (PA) Public Library

FOLUSA/Baker & Taylor Awards, \$2,000 each

Large Library Friends

Friends of the Minneapolis (MN) Public Library

Friends of the Leesburg (FL) Public Library

Small Library Friends

Friends of the Mineola (TX) Memorial Library

Friends of Libraries U.S.A. 2007 Board of Directors

The Friends of Libraries U.S.A. Board of Directors shows the best qualities of a volunteer organization, providing insight and leadership to the organization, and traveling at their own expense to our meetings. Its unique make-up of Friends, business people, and librarians of different backgrounds gives it the perspective needed to reflect our national scope.

Officers

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- Rod Wagner, Nebraska Library
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Past Presidents

- Daniel Arbour - Ann Arbor, MI
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- Richard Torbert - Philadelphia, PA
- Stanley Walker - Basking Ridge, NJ

Executive Director

Sally G. Reed

Marketing & Public Relations Coordinator

- Beth Nawalinski



2007 Corporate Friends of FOLUSA

Friends of Libraries U.S.A. is deeply indebted to its Corporate Donors, who provide much of the revenue needed for us to fulfill our mission. They are also the source of major in-kind gifts, including the creative energy of their executives. We are deeply grateful for their generosity.

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FOLUSA Mission Statement

Friends of Libraries U.S.A. provides resources, services, and networking opportunities for Friends, Trustees, and Foundations across the country to increase and enhance their efforts on behalf of libraries of all types.

