

Friends of the Mission Library



Mission Friends preparing reading boxes for local restaurants.

Mission Friends of the Library have been busy with various activities around the community. The Junior Friends of the Library teamed up with the Friends of the Library to take part in the Saturday Mission Farmers Market once a month. They set up a book sale table and had moderate success over the summer.

As well, the Friends of the Library have been setting up reading boxes in local restaurants around Mission. These boxes include children books that the Friends of the Library have collected to give away to encourage literacy. They have asked local restaurants to hand the books out to families awaiting their meals.

Mission Friends of the Library had a potluck lunch on October 14, 2009

to encourage new membership. The theme of the lunch was "Bring A Friend, Be A Friend."

Mission Friends of the Library recently donated towards the purchase of classics for the Adult Collection, colourful rugs for the Children's department, and sponsoring our Reading Buddies program for one month. Thank you, Mission FOL!



OUR MISSION

To connect people to the world of information and ideas.

OUR VISION

To be an innovative organization that is recognized as a vital community destination and resource for literacy, recreation, and informed decision-making.

OUR VALUES

Community Development
 Universal Access
 Respect for Diversity
 Respect for Staff
 Collaboration and Partnerships
 Innovation and Risk-taking

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flash!



Advocating, Sharing, Helping

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Friends are recognized as one of the most important citizen groups in the world. Time and time again, Friends groups have brought benefits to the library as a result of activities and representation of community needs and interests.

- FVRL web site

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Message from Rob O'Brennan, FVRL's new CEO



Rob O'Brennan
 Chief Executive Officer

Your support of our staff and involvement with them over the years was a tremendous encouragement to us all and made an important contribution to the success of our libraries in your communities.

As Chief Executive Officer of FVRL, I offer you my sincere thanks for all you do to enhance the library experience for our customers and for the practical help you give our staff. Your initiatives offer invaluable assistance and help make libraries a place where our communities enjoy book and puzzle sales, Quiz Nights, and a host of social events that enrich the lives of the participants. Your helping hand multiplies the effectiveness of your library's literacy efforts and expands the horizons of people in all seasons of their lives. You may never know the full extent of your influence, but you can be sure that all your kindness and hard work have had a transforming effect and made a difference to countless individuals.

As a Fraser Valley Regional Library employee for over 21 years, I appreciated the dedication and skilled efforts of our Friends of the Library.

As we look ahead to the future of Fraser Valley Regional Library, I am optimistic, and I have been hard at work on our strategic planning process. Let me share several highlights.

First of all, FVRL is well positioned for the future, and fulfilling our mission - to connect people to the world of information and ideas - is even more important as we grapple with economic uncertainties. During the economic downturn more customers made greater use of the library's free resources and services. At the same time, some communities that experienced population growth and new real estate development saw remarkable increases in library usage. That's why we want to bring new or enhanced resources to the public, invest in literacy for all ages, find ways to expand our services to homebound customers, and improve our customer service by applying innovations in technology. Another important focus is to build upon relationships with our communities and community partners, including local organizations and local governments.

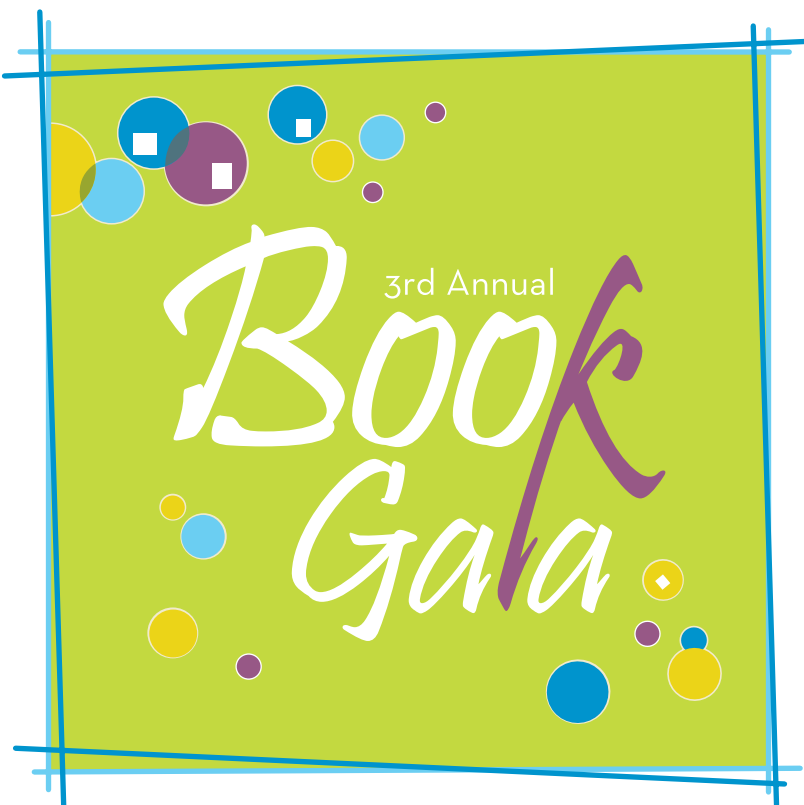
Thank you very much to each one of you for joining with FVRL to make your library a vital community destination. We appreciate your partnership with us.

Friends of the Abbotsford Libraries

Several groups have asked us about our Book Gala, which we held two years, in which we invite members of the public to 'Stay at home and read a book' and then send us the money which they would have spent in going out for an evening. Here are the steps which outline the procedures which we used. Select a committee to attend to the following:

1. Arrange for a special account for your library branch with FVRL's Finance Department unless you have a tax number yourselves.
2. Identify and secure sponsors. The first year was free, but we felt that requesting a financial commitment was a better idea, which is what we did the second year. A mock up of the invitation was needed for this. Companies who became sponsors were asked to send their logos directly to the printers. These were then printed on the back of the invitations.
3. Arrange for printing. FVRL Marketing and Communications did not charge us the first year, but was unable to do that the second year. Our costs were almost \$700 for 350 packages the second year. The invitations could include information about a specific project for which

you are planning to use the funds. Printing included invitations and envelopes, response cards and envelopes, and bookmarks.

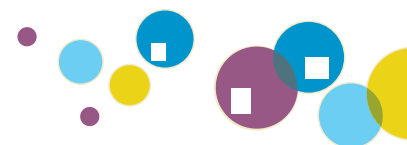


4. Arrange for as much publicity as possible. The Abbotsford News generously donated a copy of the invitation with a tear out copy of the response card several times. Display lots and lots of posters around the library and anywhere else you can think of.
5. As much as possible, distribute Book Gala packages personally. Most of our donations came from library customers who picked up the package at the library. We

found that mail-outs did not receive much response. We also found that businesses that we thought would be interested were not.

6. When the donations arrive, ensure donors complete the form which has to accompany the donations to FVRL. Photocopy the form in order to keep a record for yourselves. This also will have the name and address which will be needed when you mail out the tax receipt and thank you letter. This past year we had a box with donors' names and had a draw prize, which we hope will add to the publicity for the following year.
7. Send letters of thanks to sponsors (supporters), donors, library staff and others who helped.

8. Celebrate. Announce with pride the amount received and the purchases which the donations made possible. Provide photo opportunities for the newspapers, such as of the draw prize winners or the purchases made.



Friends of the Maple Ridge Library



Espie Aquino chatting with visitors to Maple Ridge Public Library's Canada Day booth.

The year 2009 was a busy and exciting year for the Friends of the Maple Ridge Library. In the fall the members completed their second book sale of the year, and it was a great success, with many happy customers walking away with lots

of reading material to carry them through the wintry days ahead.

The Maple Ridge Public Library in partnership with Family Education Centre held the Diwali Festival at the Pitt Meadows Heritage Hall. The

Friends of the Hope Library

Friends of the Hope Library made a number of contributions for the younger members of our library. We purchased a colourful rug to help define and enhance the children's area, especially for Storytime events. Friends also made a large number of poem and story flannel board kits, which are available for local early childhood educators to check out.

To assist our library staff delivering children's programs, Library Manager Nicole Glentworth made a

portable puppet theatre out of cloth and dowelling, which rolls up easily for storage. This eliminates the need to use larger puppet theatres that take up so much room and are heavy to transport. FOHL was pleased to pay for the materials.

Friends assisted when the local preschool made visits to the library and provided refreshments for the children's and teen's poetry readings. Friends were especially helpful at the annual Write a Letter to Santa

Friends contributed to the success of this program through their energetic efforts of decorating, organizing and serving the food.

The Friends faithfully volunteered for our many adult, family, and multicultural programs including Eid and, on more than one occasion, came out of children's craft programs covered in glue and sparkles. On Canada Day the Friends, together with library staff, helped promote the Maple Ridge Public Library and the Summer Reading Club by hosting a booth at Memorial Peace Park.

Although the funding for the Books for BC Babies has come to end, the Friends continue to pack what we have left and to date have packed 683 bags.

– Submitted by Barbara Hallam

afternoon by providing and serving refreshments and assisting with letter writing and sing-alongs.

At our book and puzzle sales we ensure we have a good selection of materials for children and this is given easy access. We have been pleased with our successful initiatives for seniors and children. Next step? Young adults!

The Power of Letters to the Editor as Advocacy Tools

Advocacy is a planned and sustained effort to raise awareness, support and understanding of an issue. Successful advocacy often utilizes a variety of marketing and public relations tools. Writing "Letters to the Editor" is a simple, yet effective advocacy tool that can raise the profile of your library, its contributions to your community, plus address specific important topics related to your organization.

Letters to the Editor can help influence decision making for several reasons:

- a) they reach a large audience
- b) they create an impression of widespread support or opposition to an issue; each letter written is assumed to represent a number of like-minded individuals
- c) they can provide unique information not addressed in news articles
- d) they can act as a public education tool
- e) they are often monitored by elected officials

As a Friend of the Library, you are an ambassador in your community. Because you share a passion for strong public library services, you are in the perfect position to voice your opinion on such topics as the need for adequate library facilities, sufficient hours of operation and staffing levels, quality resources and programming, and more.

The following are a few general tips on writing successful Letters to the Editor:

Be Brief - Keep your letter short and pithy, preferably limiting it to one issue. This will help insure the paper does not cut out key points.

Make it Legible - Send your letter via the email link off a newspaper's website, and if this is not possible, mail in a typewritten copy.

Include your Contact Information - Most papers will only print letters where contact information has been provided for verification purposes.

Write from Your Heart - Make your points using personal examples; avoid clichés.

Increase the Impact - Don't hesitate to send your letter to several community papers and cc copies to municipal representatives and other key officials.

The next time you feel a need to help raise awareness of a pressing library issue, or simply draw the public's attention to the outstanding service your local library is offering, think about writing a Letter to the Editor. You might be amazed at the response!

- Submitted by Jennifer Douglas, Information Services Librarian and FOL Staff Liaison, Chilliwack Library

For more tips on writing successful Letters to the editor visit the following websites:

www.ollc.org/pdf/in_advocacy_bklt.pdf

www.artspresenters.org/advocacy/grassroots/letters.cfm

Friends of the Chilliwack Library



Friends of the Chilliwack Library celebrate their 20th Anniversary on November 4, 2009.

In 2009 the Friends of the Chilliwack Library celebrated an auspicious occasion - our 20th anniversary. Can it really be 20 years since our group first met? We are lucky to have three founding members still very active: Mary Jane Watkins, Marlene Williams, and Dick Smith.

Remember the first book sale, the first tea and bake sale? How about the first \$1000 we raised? Wow! The great garage sale in the library was very successful. One of the things we discovered in those early years and continue to realize - we have wonderful library staff.

As the years passed and we moved into a new century, we tried some innovative ideas: a Quiz Night that has become part of the Chilliwack social calendar, and a gigantic annual puzzle sale. We made over \$3,500 at the 2009 puzzle sale. Chilliwack - a puzzling town, also a very generous one.

To date the Chilliwack Friends have raised over \$75,000 for the Chilliwack Library. Another large wow!

During 2009 we continued with our usual activities. Our Pet Parade held during Summer Reading Club went well. It is always exciting to see the animals in costume and their various tricks. Books, of course, are prizes for the proud owners. Then September and October kept us busy with a book sale and our annual Quiz Night.



We were so pleased to have had almost all the founding members with us at our birthday celebrations this past November. What a group! At the anniversary itself on November 4, 2009 we enjoyed speeches from dignitaries, music, refreshments and a raffle. Then we got back to the drawing board and started on plans for the next twenty years. Happy Birthday, Chilliwack Friends!

Our last duty for 2009 was decorating the Christmas tree, after which time we could sit back and reflect on all that we have done this past year. However, early in the New Year we will roll up our sleeves and be 'back at it', organizing our first activity of the year... the big Puzzle Sale.

Several years ago, the clever ladies of the Friends of the Chilliwack Library made a nursery rhyme quilt to enhance the Children's section of our library. Thirty-four panels were made to illustrate the various nursery rhymes. The librarians planned to use these panels during the various Storytimes throughout the years to



Two panels from the nursery rhyme quilt that inspired author Max Tell (Robert Stelmach).

Friends of the Chilliwack Library - continued

come. We knew that we would be helping to guide parents toward working with the rhymes with their young'uns, but little did we know that an entertainer would be "tickled" with our quilt, too.

Max Tell (Robert Stelmach)—who is a writer, storyteller, songwriter, and educator—was so taken by the quilt that he asked to meet with us in person to make a proposal. The proposal was to use photos of our panels in a book along with the rhymes (and possibly a CD with

Max chanting/singing the nursery rhymes). He will do the groundwork to see if a publisher is interested in the idea. Should this be a 'go,' the Friends will be earning a share of the monies from sales and this money will be added, of course, to our coffers.

We all agreed that we would like to cooperate with Max Tell. It may be awhile before we learn what might happen but, in the meantime, the fact that our work was noticed and considered was a terrific compliment! Well done, ladies!

By the way, Max Tell is a member of Canadian Society of Children's Authors, Illustrators, and Performers; the Federation of BC Writers; the Writers' Union of Canada; the Vancouver Society of Storytelling; and the Storytellers of Canada. Last year he entertained the children at our library, and was much enjoyed.

- Submitted by Enid Kulesh and May Watkins, Inaugural Member, Chilliwack FOL

Friends of the Langley City Library

Customer Appreciation Days come along on a regular basis at the City of Langley Library. People coming in to the library on these days are always surprised to find a small group of smiling Friends offering cake and drinks. "Why?" They ask. "Why are you doing this?"

It's a good question. One of the reasons is just what the title says—to show the library users how much they are appreciated. Another reason is to let staff and users meet and converse on a "non-business" basis, forming friendships. The library becomes a more comfortable place to be.

Another reason, for the Friends, is to enlist new members, to encourage more participation in the Friends groups, and to promote the library and its resources.

On a typical Customer Appreciation Day a steady stream of people of all ages cluster around the table,



Friends show library users how much they are appreciated on Customer Appreciation days.

chatting with each other and the Friends and Staff, and enjoying the camaraderie of shared food & drink. Some of the younger library users are shy and have to be urged to come forward. In the end, they all enjoy the treat, scurrying away with parents or friends to nearby tables or chairs.

- Submitted by Dave Bennett



A is Advocacy: Ideas from the 2009 Appreciation Luncheon



Friends of the Hope Library at the 2009 FOL Appreciation Luncheon on Saturday, April 25.

Friends from all over the Fraser Valley came together to share ideas at the 2009 FOL Appreciation Luncheon on Saturday 25 April 2009. To facilitate discussion, the following topics were suggested: advocacy, book sales, community, donations, events, fundraising, games & galas, helping hands, ideas, joining, acknowledgement and learning. Listed below are ideas different Friends' groups have tried or the result of brainstorming at the Appreciation Lunch. For the complete list, please contact your local FOL liaison. For your convenience, we have grouped closely related topics together.

Advocacy & Community

- Promote library to service groups, volunteer clubs, First NationsTable at Farmers' Market
- Invite teens to help with book sale

Booksale & Helping Hands (hands-on projects)

- Last hour buy 2-for-1
- Have a theme, e.g., sell romances in February
- Project-base volunteers

Donations & Fundraising

- Bequests on FVRL website
- Silent auction

Events, Games & Galas, Ideas

- Games, Trivia or Quiz night
- ProD Day programming for elementary kids at library
- Have the ability to contact other FOL groups

Fundraising

- Grants (e.g., New Horizon) towards seniors use of library (buying furniture, LP keyboards, etc.)
- Visit other libraries in the municipality over a period of a month and get prize

Acknowledgement

- Publicity through newsletters, newspaper ads
- Potluck lunch
- Specials for Friends

Learning and Joining

- Be a friend, bring a friend luncheon
- Newspaper
- FOL Banner

Thank you to all our Friends for sharing your great ideas.