

# FRIENDS OF THE LIBRARY

## - Starting and Sustaining Your Friends Group -

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# OUTLINE

- 📖 OLS-North survey
- 📖 Purpose & Role of the Friends
- 📖 Organizing your Friends group
- 📖 Sustaining & Revitalizing your Friends Group
- 📖 Resources



# OLS-North Survey

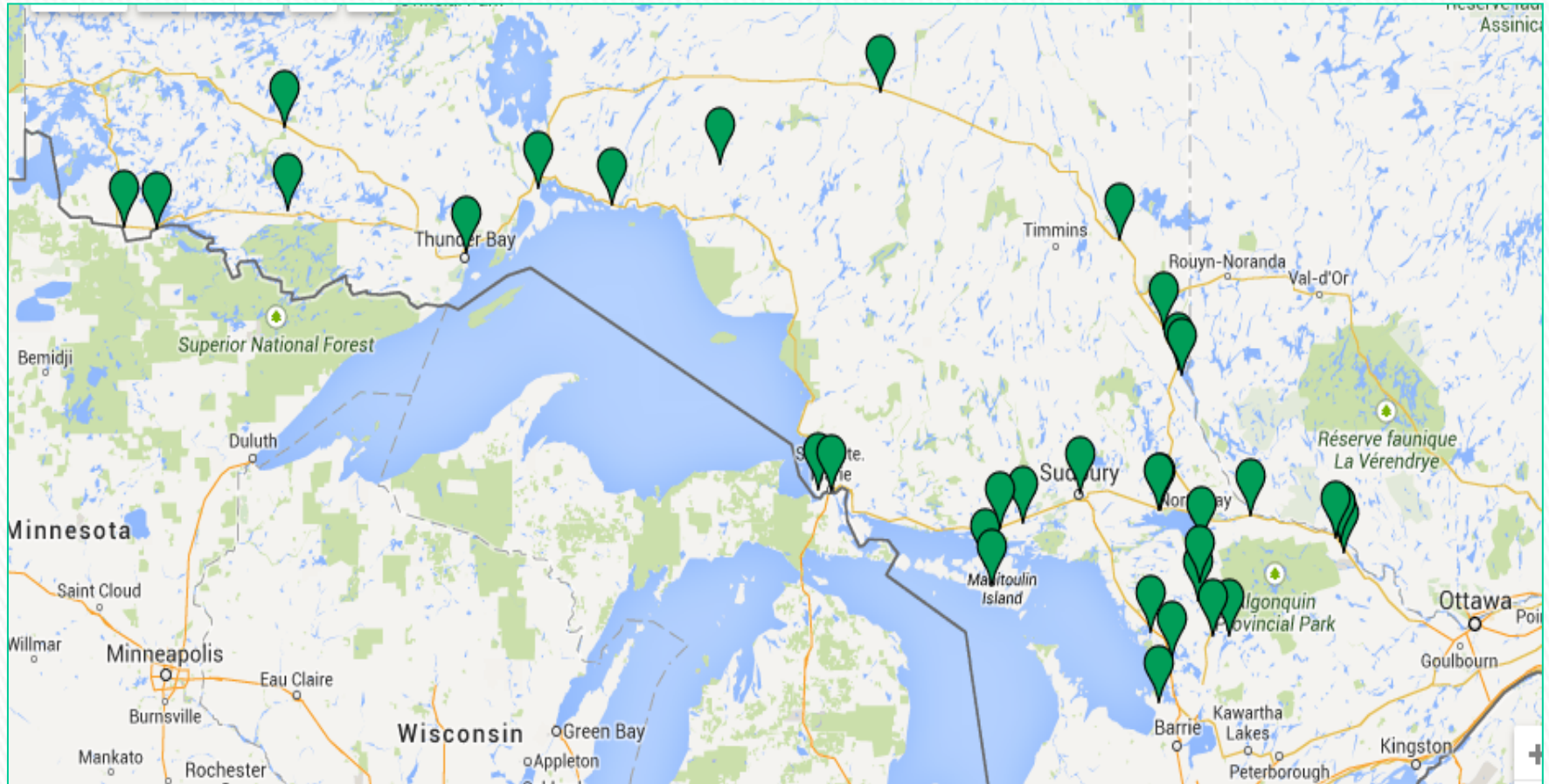
## Northern Ontario Statistics

- 📖 120 public libraries
- 📖 32 First Nations libraries
- 📖 37 Friends of the Library groups

*Data from OLS-North Survey, FOCAL Directory and Canada Revenue Agency charities database*



# OLS-North Survey



# OLS-North Survey

## 36 Friends of the Library groups:

- 📖 Reported membership ranges from 4 to 16
- 📖 7 Friends are registered charities
- 📖 1 is incorporated



# OLS-North Survey

Library service population:

	<b>OLS-North Survey 2014</b>	<b>SOLS Ontario Survey 2003</b>
Under 2,000	33%	14.1%
2001 – 5,000	36%	21.2%
5001 – 15,000	16%	23.5%
15,001 – 50,000	5%	23.5%
50,001 – 100,000	2%	4.7%
Over 100,000	5%	12.9%



# OLS-North Survey

Number of members:

	<b>OLS-North Survey 2014</b>	<b>SOLS Ontario Survey 2003</b>
10 or less	81%	31%
11 - 20	9%	18.4%
21 - 50		28.7%
51 - 100		8%
Over 100	9%	13.8%



# OLS-North Survey

## How Friends group liaises with the library

Member of the Library Board attends Friends meetings 4

Member of the Friends group attends Library Board meetings. 2

Member of the Library Board attends Friends meetings and vice versa 2





# OLS-North Survey

## How Friends group liaises with the library

Liaison is through library employee 4

Library director is ex-officio member of Friends Board 4



# OLS-North Survey




## Support from the library?

- 📖 Use of office facilities/supplies, e.g., photocopier
- 📖 Meeting rooms
- 📖 Space on Library's web site
- 📖 Computer support
- 📖 Publishing assistance
- 📖 Permanent space for merchandise sales



# OLS-North Survey





## Top three barriers that most impact the success of Friends group:

-  Lack of membership
-  Member burnout
-  Lack of leadership



# OLS-North Survey

## Top 4 activities:

-  Fundraising events
-  Book sales
-  Raffles, bingo, lottery tickets, etc.
-  Sale of merchandise



# OLS-North Survey

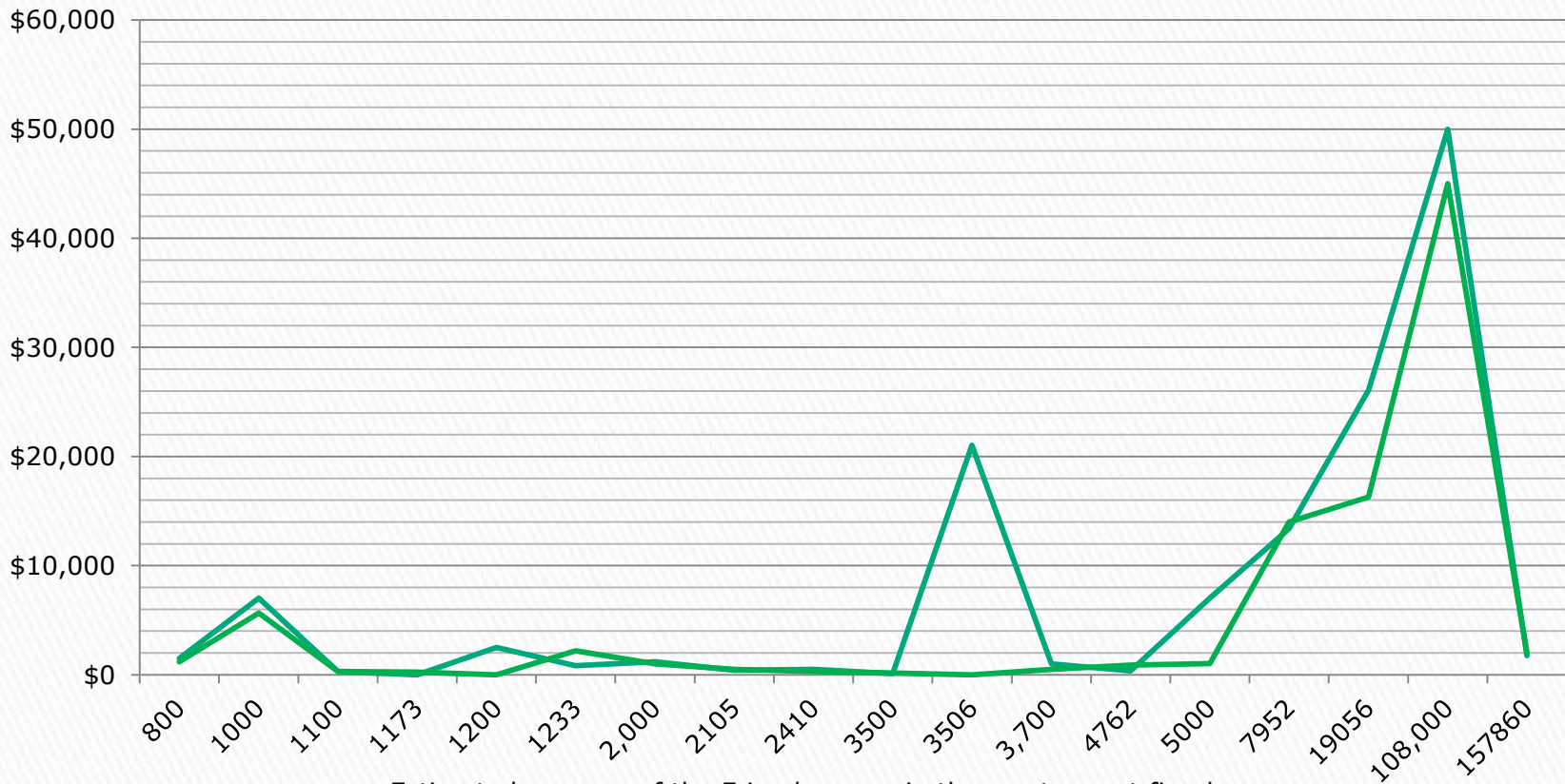
## More activities:

- 📖 In-library volunteers
- 📖 Direct service programs (e.g., literacy programs),  
program sponsorship (e.g., authors)
- 📖 Library is run by volunteers
- 📖 Homebound service
- 📖 Friends newsletter



# OLS-North Survey

## Friends' Revenue and Expenses 2013



- Estimated revenue of the Friends group in the most recent fiscal year:
- Estimate Friends donation to (spending on) library in the most recent fiscal year:



# OLS-North Survey

## Revenue

Under \$1000	35%
\$1000 - \$1800	23%
\$2500-\$7026	17%
Over \$13383	23%



# OLS-North Survey

Four Friends groups made over \$10,000 in 2013

	Population	Revenue
Dwight	3,506	\$21,026
Fort Frances	7,952	\$13,383
Huntsville	26,083	\$26,083
Thunder Bay	108,000	\$50,000





# OLS-North Survey

## Expenditures:

- 📖 Library materials (e.g., books, videos)
- 📖 Library facilities/capital campaign
- 📖 Library programs
- 📖 Library furniture and equipment
- 📖 Computer equipment and software



# OLS-North Survey

## Top five barriers that might have caused a former Friends group to stop volunteering:

- 📖 Lack of membership
- 📖 Member burnout
- 📖 Government 'red tape'
- 📖 Lack of structure, purpose and goals
- 📖 Lack of leadership



# OLS-North Survey

## More barriers that might have caused a former Friends group to stop volunteering:

- 📖 Really was a fund raising group and goal was achieved
- 📖 Too formal and structured for members
- 📖 Unsure of how it works
- 📖 Volunteers are project oriented
- 📖 We couldn't get young people to join and the others were getting too old



# Charities . . . Revenue and Expenses

## Revenue



- Receipted donations \$6,992 (43%)
- Non-receipted donations \$5,352 (33%)
- Gifts from other charities (0%)
- Government funding (0%)
- All other revenue \$4,077 (25%)

**Total revenue: \$16,421**

## Expenses



- Charitable program (0%)
- Management and administration (0%)
- Fundraising \$1,801 (11%)
- Political activities (0%)
- [Gifts to other registered charities and qualified donees](#) (0%)
- Other \$14,615 (89%)

**Total expenses: \$16,416**



Source: Canada Revenue Agency

# ROLE OF THE FRIENDS

## Purpose:

- 📖 Advocate
- 📖 Increase awareness
- 📖 Raise funds for enhancements - over and above the library's operating budget
- 📖 Sponsor programming
- 📖 Provide support
- 📖 Establish a good volunteer base



# ROLE OF THE FRIENDS






	BOARD	CEO	STAFF	FRIENDS
Mission	<ul style="list-style-type: none"> <li>To govern</li> </ul>	<ul style="list-style-type: none"> <li>To administer</li> </ul>	<ul style="list-style-type: none"> <li>To implement</li> </ul>	<ul style="list-style-type: none"> <li>To support</li> </ul>
Mandate	<ul style="list-style-type: none"> <li>Public Libraries Act</li> <li>Municipal By-law</li> </ul>	<ul style="list-style-type: none"> <li>Job description</li> <li>Mission statement, goals and objectives</li> </ul>	<ul style="list-style-type: none"> <li>Job description</li> </ul>	<ul style="list-style-type: none"> <li>Constitution</li> </ul>
Role	<ul style="list-style-type: none"> <li>Policy &amp; planning</li> <li>Accountability</li> <li>Advocacy</li> </ul>	<ul style="list-style-type: none"> <li>Administration</li> <li>Planning and procedures</li> <li>Advocacy</li> </ul>	<ul style="list-style-type: none"> <li>Implementation</li> <li>Administration as delegated</li> <li>Advocacy</li> </ul>	<ul style="list-style-type: none"> <li>Fundraising</li> <li>Volunteer support</li> <li>Advocacy</li> </ul>
Responsibilities	<ul style="list-style-type: none"> <li>Fiscal health of the library</li> <li>Represent the community</li> <li>Services that meet the needs of the community</li> <li>liaison with Council</li> <li>Securing support for the library from Council and from the community</li> </ul>	<ul style="list-style-type: none"> <li>Delivery of services</li> <li>Staffing</li> <li>Budget monitoring</li> <li>Representing the library in the community</li> </ul>	<ul style="list-style-type: none"> <li>Provision of services</li> <li>Advising CEO on services</li> <li>Representing the library in the community</li> </ul>	<ul style="list-style-type: none"> <li>Fundraising campaign</li> <li>Volunteer hours or scheduling</li> <li>Speaking out for library services in the community</li> </ul>
Activities	<ul style="list-style-type: none"> <li>Monthly meetings</li> <li>Budget presentation to Council</li> <li>Development and review of policies and plans</li> <li>CEO performance appraisal</li> </ul>	<ul style="list-style-type: none"> <li>Implement Board directives</li> <li>Monitor service delivery through output measures</li> <li>Supervise staff</li> <li>Report to Board</li> </ul>	<ul style="list-style-type: none"> <li>Executive procedures</li> <li>Report to CEO or delegated</li> <li>Report to Board</li> <li>Maintain membership</li> </ul>	<ul style="list-style-type: none"> <li>Plan and execute fundraising activities</li> <li>Work as volunteers on specific services</li> </ul>






Une bibliothèque est requise pour hausser la communauté

# ROLE OF THE FRIENDS

-  Support and align with the library's mandate and strategic plan
-  Partner with the library, undertaking complementary activities
-  Pursue opportunities for advocacy and fundraising






# ROLE OF THE FRIENDS

-  Communicate with Library Director/CEO or staff liaison
-  Operate as an independent, arms-length organization, with their own Board, Constitution and/or By Laws
-  Collaborate with the Library Board










# ORGANIZING YOUR FRIENDS GROUP

-  Planning the First Meeting
-  The First Organizing Meeting
-  Charitable Status



# PLANNING THE FIRST MEETING

-  Promote the meeting well in the library
-  Book a meeting room
-  Always have refreshments
-  Ask Trustee or Library Director to speak about need for Friends' group
-  Invite someone who is a member of a local Friends group to provide information








# THE FIRST ORGANIZING MEETING

- 📖 Keep the meeting on track by following a simple agenda
- 📖 Determine projects and priorities
- 📖 Establish a Steering Committee to draft Constitution and By Laws
  - 📖 Purpose of your group
  - 📖 Executive positions (job descriptions)
  - 📖 Use of funds
  - 📖 Relationship to the Library Board and staff



# THE FIRST ORGANIZING MEETING

-  Checklist for people to record areas of interest and skills
-  Encourage those present to recruit friends (“bring a Friend”)
-  Keep volunteers engaged
-  Make it easy for volunteers to work on a simple project
-  Let them know exactly how they can help, how much time their task will take (e.g., job descriptions)



# CHARITABLE STATUS

In our survey -

- 📖 7 Friends groups are registered charities
- 📖 7 Libraries are registered charities
- 📖 7 libraries use the municipality's charitable status to issue receipts
- 📖 Two libraries have both the library and the Friends group as a registered charity



# CHARITABLE STATUS

A non-profit organization can exist without having registered charitable tax status.

Advantages to having charitable status:

- 📖 Attract donations
- 📖 Issue tax receipts
- 📖 Exempt from income tax

Link Canada Revenue Charities directorate:  
[www.cra-arc.gc.ca/tx/chrts/menu-eng.html](http://www.cra-arc.gc.ca/tx/chrts/menu-eng.html)



# CHARITABLE STATUS





Advantages to having charitable status:

- 📖 May result in more charitable gifts - individuals and corporations use charitable donations to reduce their income tax
- 📖 Can receive money from foundations and other charities because the organization is officially recognized as a "qualified donee" (e.g. Trillium)
- 📖 Apply for grants to charitable organizations
- 📖 Qualify for G.S.T. rebate
- 📖 Can get publicity on websites and listings of charities in Canada (e.g. CanadaHelps)



# CHARITABLE STATUS

## Comments on charitable status:





-  Gives us credibility
-  Forces us to keep accurate records and look professional
-  Our full membership fee is tax deductible and people appreciate that
-  We can give receipts for gifts in kind as well





# CHARITABLE STATUS

## Disadvantages :





-  Organization must devote all of its resources to its charitable activities
-  Must file annual income tax returns with Canada Revenue Agency
-  Must have constitution/bylaws to apply for charitable status
-  Governing documents must indicate how assets are distributed at time of dissolution



Charity Central - <http://www.charitycentral.ca/site/>



# SUSTAINING YOUR FRIENDS GROUP

-  Recruitment
-  Increasing your volunteer base
-  Retention
-  Recognition



# SUSTAINING YOUR FRIENDS GROUP

## Recruitment








- 📖 Where to look
  - 📖 Current membership
  - 📖 Library users
  - 📖 Community
- 📖 Just ask – one-on-one



# SUSTAINING YOUR FRIENDS GROUP

## Recruitment

### Understand why Friends volunteer

-  I care
-  I use libraries
-  I want to give back
-  I felt coerced (but then stayed of my own free will!)
-  I have time/more time
-  I love books
-  I want to make a difference

*Northern Ontario/Northern Michigan Friends of the Library Workshop, held in Sault Ste. Marie, 2002.*



# SUSTAINING YOUR FRIENDS GROUP

## Recruitment

### Understand why Friends volunteer

- 📖 There is job to be done
- 📖 Decreased funding for something valuable
- 📖 I was raised with the library. It is part of my life
- 📖 I am committed
- 📖 I was asked to join because of a need
- 📖 I like being a team player
- 📖 I have a skill to contribute
- 📖 I believe in the cause







*Northern Ontario/Northern Michigan Friends of the Library Workshop, held in Sault Ste. Marie, 2002.*



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# SUSTAINING YOUR FRIENDS GROUP

## Recruitment

-  Promote your group often
-  Explain how you will be supporting the library
-  Create a fact sheet, brochure and/or bookmark about your group
-  Use the library's volunteer form or a Friends volunteer form



# SUSTAINING YOUR FRIENDS GROUP

## Recruitment

- 📖 Speak about specific tasks a potential volunteer could help out with
- 📖 Contact those interested in volunteering quickly



# SUSTAINING YOUR FRIENDS GROUP

## Increasing your volunteer base . . .

- 📖 Leadership – need to attract Board members with leadership abilities
- 📖 Take advantage of members' involvement in other organizations
- 📖 Visibility in the community – promote Friends at other community events
- 📖 Be willing to learn from what other Friends groups have successfully done (FOCAL website)





# SUSTAINING YOUR FRIENDS GROUP

## Increasing your volunteer base . . .

- 📖 High school students (40 hours)
- 📖 New Canadians
- 📖 Seniors/retirees
- 📖 Boy Scouts/Girl Guides
- 📖 Partnering with other community organizations
- 📖 Exhibit at community events (Fall Fair, summer festival)



# SUSTAINING YOUR FRIENDS GROUP

## Retention

- 📖 Volunteers feel the task they are doing is important
- 📖 Culture of your group – welcoming and inclusive
- 📖 Good organization – functions as a team
- 📖 A feeling of accomplishment
- 📖 People need to feel valued and appreciated



# SUSTAINING YOUR FRIENDS GROUP

## Recognition

- 📖 Thank your volunteers in the library's newsletter and at your Friends' meetings
- 📖 Reception/Tea/Volunteer lunch
- 📖 Awards
- 📖 Plaques or appreciation certificates
- 📖 Saying "thank you"



# RESOURCES

[www.friendsoflibraires.ca](http://www.friendsoflibraires.ca)

Friends of the Library: starting and sustaining your  
Friends group

Presentation [PowerPoint](#) [PDF handout](#)

FOCAL toolkits

[Why you need Friends](#)

[Roles and relationships](#)

[Recruiting and retaining volunteers](#)

Recruiting and Retaining Volunteers -  
Presentation [Part 1](#) [Part 2](#)

[Ten Tips for Recruiting Volunteers](#)





# RESOURCES

-  FOCAL website - [www.friendsoflibraries.ca](http://www.friendsoflibraries.ca)
-  “How to Form your Friends of the Library Group”, by Dorothy Macnaughton and Jami van Haaften
-  FOCAL toolkits
  -  Why you need Friends
  -  Roles and relationships
  -  Recruiting and retaining volunteers



# RESOURCES

-  "Recruiting and Retaining Volunteers", an OLA conference session, 2007 by Reva Cooper on the FOCAL web site ([www.friendsoflibraries.ca](http://www.friendsoflibraries.ca)) under Conferences, Archives
-  "Ten Tips for Recruiting Volunteers"



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