



Friends of the Library of Hawai'i  
Report to the Board of Education  
January 17, 2012

The Friends of the Library of Hawai'i (FLH), founded in 1879, is the non-profit 501(c)(3) organization that supports and promotes the Hawai'i State Public Library System. FLH has two major fundraisers each year, the Annual Booksale and the Links to Literacy Golf Tournament.

### **64th Annual Booksale**

The 64th Annual Booksale was held at McKinley High School from June 18 through June 26. This 9-day sale raised over \$200,000 and netted \$170,000. We counted approximately 15,000 customers at the door.

The booksale committee was able to secure several major sponsors for the sale including Pension Services Corporation Hawai'i, Rezents & Crowley LLP, Bank of Hawai'i, Kathy Choy, and HMS Host. We received a grant of \$5,500 from the Renee B. Fisher Foundation, which is located in Connecticut. This funding provided \$75 gift cards for 75 teachers from Title I schools to spend at the sale. At our sale, \$75 buys a LOT of books, especially if you wait until half-price day!

With over 400 volunteers (including the football teams from Farrington and McKinley High Schools), we are grateful to the many sponsors who donated food to feed them! Sponsors included Zippy's, Safeway, Tsukenjo's, Kahai Street Kitchen, Foodland, Alan Wong, Natsunoya Teahouse, BaLe, Nalo Farms, and Chef Mavro. They kept our volunteers well nourished, hydrated, and happy!

We thank the McKinley High School staff for welcoming and sharing their campus with us for two weeks!

At the end of the sale, the remaining books were donated to Palama Settlement and two Rotary Clubs for their literacy projects. We start fresh each year with a totally new collection of books to offer at the sale.

The 65th Annual FLH Booksale will be held at McKinley High School from June 23 through July 1. I hope we'll see you all there!

## Links to Literacy

The 18th Annual Links to Literacy golf tournament was held on Friday, September 23, at the Ko Olina Golf Club. Founder and volunteer chair Alan Yamamoto did an awesome job of securing teams and sponsors for the tournament. As always, this well attended event was a great way to showcase our public libraries to the business community and netted \$150,000. As repeated frequently during the event, ***Libraries are good business!***

The golf tournament was followed by a banquet and silent auction at the JW Marriott Ihilani Resort & Spa. Presentations at the banquet highlighted the public libraries and how FLH provides support for programs not covered by the State budget.

The Links Committee works year-round to ensure the success of this event. On tournament day, over 100 volunteers assist with operations on the golf course and at the banquet which includes an incredible silent auction.

Marriott, a sponsor of this event for 18 years, announced that 2011 would be their last year as title sponsor. Instead, they are focusing on nationwide organizations like the Red Cross, Big Brothers & Big Sisters, and Habitat for Humanity. We are extremely sorry to lose them as a Title Sponsor, but hope that they will continue with us in some fashion.

We also learned that Ko Olina Hawaii would not be returning as Title Sponsor for 2012. We are still hopeful that they might be convinced to continue with us, as the venue at Ko Olina Golf Club has proven to be a very popular one.

We are seeking new sponsorship for this event and one of the charges for our Strategic Planning Committee is to plan for the future of this event.

We are collaborating with Susan Nakata Director of HSPLS Library Development Services Section, to create marketing opportunities that will give our major sponsors recognition throughout the year and to engage their continued support.

## Where does the money go?

Simply put, the State provides for library facilities and personnel, the book budget is funded by library fines and DVD rentals, and the Friends provide funding for everything else including:

- ❖ Summer Reading Program which had almost 25,000 participants reading over 285,000 books
- ❖ Fall Programs including Teen Read Week, programs for children, and purchase of award winning books for children, teens, and adults
- ❖ Spring Programs include a tour of a Honolulu Theatre for Youth production and National Library Week Programs

- ❖ Continuing Education Grants for HSPLS staff
- ❖ Quarterly Grants to library branches
- ❖ Discretionary funds of \$500 to each library branch
- ❖ Librarian of the Year and Excellence in Service program which celebrates HSPLS staff

Additionally FLH funds \$25,000 in scholarships each year for students enrolled in the Masters program at UH Library and Information Science.

### **Future Fundraising**

We are researching new ways to increase our ability to fund expanded support for HSPLS.

- Year-round Bookstore
- Annual Campaign (direct mail)
- Third fundraiser to involve a new demographic

### **Affiliates Program**

We currently have 37 Friends affiliates at library branches throughout the State. Our goal is to have an active affiliate group at each library. We believe a strong affiliate network will support local libraries at the community level and present a united voice at the State level.

We are very pleased with the Memorandum of Understanding, signed in 2010, which clearly articulates the role of FLH with the Hawai'i State Public Library System. We have shared this document with our affiliates as part of our guidelines for operations.

### **Advocacy**

On Wednesday, January 11, we held our Legislative Event at Washington Place. The event included breakfast and presentations about HSPLS. In attendance were the Governor, Lt. Governor, 25 legislators and 7 aides, HSPLS staff and FLH staff and volunteers. The Mahalo Award, which is presented to the State legislator who has demonstrated his or her support of Hawai'i's public libraries during the past legislative session, was presented to Senator Donna Mercado Kim.

The goal of this event is to help make our legislators aware of the important role libraries play in their districts, and the outstanding collections, programs and services they provide for the people of Hawai'i.

In his speech at this event, the Governor mentioned four pillars of a democracy:

1. The right to vote
2. The right to a trial by jury of one's peers
3. The right of a commoner to sue the King
4. The right to free and equal access to information, as provided in a public library

As Thomas Jefferson said, "*There is no democracy without an educated populace.*"

Hawai'i's public libraries provide lifelong learning opportunities for the people of Hawai'i and deserve the continued support of our legislature. The Friends of the Library of Hawai'i is very proud to be HSPLS' non-profit organization whose mission is to support and promote Hawai'i's public libraries.

Included in your packet is the FLH Holiday Newsletter which provides a snapshot of our past year and a funding piece which includes our history, our major fundraisers, our support for the library branches, and our affiliates.

Thank you very much for the opportunity to present this report to you all today.

Byrde Cestare, Executive Director  
Friends of the Library of Hawai'i

Attachments:

Holiday 2011 FLH Newsletter  
FLH Funding Piece