

# Mahalo

## to our 2013 Sponsors!

### Supporting our Summer Reading Programs

"Friends of the Library of Hawaii is proud to support Hawaii's public libraries and its statewide Summer Reading Program and recognizes the bridge this program provides between the end of one school year and the beginning of the next. The excitement this program creates for the participants and how it engages individuals and families in reading for incentives and in the attainment of a goal of books read results in the joy of reading that lasts long after the program ends."  
- Byrde Cestare, Executive Director, Friends of the Library of Hawaii

"McDonald's Restaurants of Hawaii is proud to support the Summer Reading Program because learning to read and reading is so important for Island keiki. Through our many years of participation in this program we know that Hawaii public libraries strive to make reading a fun activity that our keiki and their families can enjoy together."  
- Melanie Okazaki, Regional Marketing Manager, McDonald's Restaurants of Hawaii

"Hawaii Pizza Hut has been doing business in the islands for over 40 years and we are committed to supporting literacy. The Hawaii State Public Library System's Teen Summer Reading Program began over two decades ago and has been going strong ever since. It is the perfect program that targets middle and high school kids during the summer months and motivates teens to go to the library and read for pleasure! We believe this literacy initiative is invaluable to the future of our keiki and we are proud to support literacy in Hawaii."  
- Leah Allen, Director of Marketing, Hawaii Pizza Hut

"Frito-Lay of Hawaii is a proud, long-time supporter of Hawaii's Summer Reading Program. We're glad to offer our snacks as a fun incentive to get teens to broaden their horizons and expose them to all the services that our public libraries have to offer. Many libraries report an increase in participants and number of books read. We salute the librarians and staff for generating excitement and fostering a love of reading during the summer."  
- John Erickson, Sales Senior Director, Frito-Lay of Hawaii



First Insurance Company of Hawaii's devotion to our SRP continues with funding of incentives and reading at a children's story time at the Hawaii State Library, with training consultant **Maile Fuchshuber** (left) doing the honors this year with children's librarian, **Suzanne Uratani**.



Molokai Public Library's SRP prize drawing winner, **Rheyzaiyah Escobar**, proudly displayed his Avenger backpack filled with school supplies – one of the six prizes valued at \$50 each that were donated by Price Busters.

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### A "Can You Dig It!" Celebration Kicks off the Summer of Reading

The Hawaii State Public Library System (HSPLS) invited keiki and parents to celebrate the start of the Children's Summer Reading Program (SRP) at a regional kick-off event held at Kapolei Public Library on May 28. Everyone was excited to sign up for the program and got to literally **dig into** a few of the fun things to explore during the summer. *See more highlights inside.*

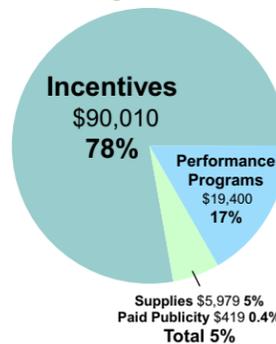


#### ... and Communities responded "YES, We Can", and did DIG IT!

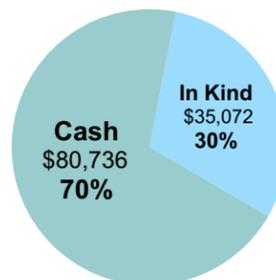
A total of 27,769 patrons registered for the 2013 SRPs and collectively read 305,885 books in five weeks! Participants signed up at their local library and read a book a week, to receive a free reading incentive. Hawaii's 50 public libraries statewide offered three age-level reading programs for children, teens and adults to delve under the surface of just about anything with free, fun and family-friendly activities. Altogether, the SRP's **cost 83 cents a week, per registrant – funded 100% by donations.**

- 27,769 registrants – 35% growth from 5 years ago
- 305,885 books read
- Cost of 83 cents per week, per registrant – funded 100% by donations

#### Expenses



#### Donations



The continued success of the SRPs is only made possible by our supporting "communities" – sponsors, performance artists, volunteers, and library staff – that embrace HSPLS's mission to promote literacy by nurturing the love of reading and life-long learning by advocating STEAM (Science, Technology, Engineering, Art and Math) education initiatives wherever possible.

• **Lifeline Program Sponsors:** Friends of the Library of Hawaii and 42 public and private sponsors generously contributed monetary and in-kind donations valued at \$115,807 to cover all program components, excluding staffing.

• **Outstanding Performance Programs:** 52 performances presented at libraries throughout the State added cultural and artistic dimensions to the reading programs and drew nearly 5,000 attendees.

• **Devoted Volunteers:** We relied on volunteers to support the SRPs, which included over 270 teens who contributed 4,400 hours, Friends groups, Girl Scouts, 15 Craigsides and many dedicated others.

• **Knowledgeable and Dedicated Library Staff:** All strived to incorporate STEAM elements into their programs in novel ways to spark excitement for reading and learning.



The neighborhood bank said "YES" to Lil' Audrey III's visits too!



USB Drives were provided by Hawaii's Access for All Grant through the Broadband Technology Opportunities Program, funded by the American Recovery and Reinvestment Act of 2009, and leveraged with Bill & Melinda Gates Foundation Opportunity Online funds; match funds were provided by the Friends of the Library of Hawaii, the Omidyar Ohana Fund through the Hawaii Community Foundation, and Alexander & Baldwin Foundation.

# Children

"...planting kits were a big hit with the kids. One boy proudly returned to the library and showed off his five-inch sprout to every library staff member and program volunteer. His mom added that the ones he planted in their front yard were growing even taller."

- Librarian, Princeville Public Library

"It was awesome! I loved to get books. I had so much fun! I loved to see the beans grow. I had a lot of fun! Thank you!"

- 2nd grade patron, Kaimuki Public Library



## Kick-Off Highlights

Keiki and parents got "hands-on" with gardening fun at the "Can You Dig It" kick-off event for the Children's SRP - learning about plants, gardening and worm composting inside Kapolei Public Library and digging into the gardening kit activity on the lawn outside the library.



The Children's SRP (pre-K to 6th grade) explored all things underground and undersea with the "Dig Into Reading" theme and captivated 17,840 children who cumulatively read 241,211 books.

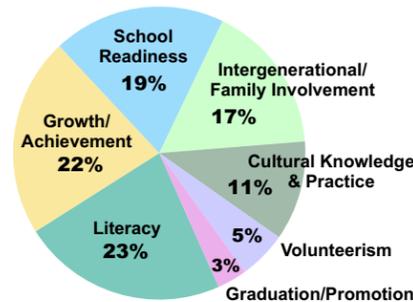
## Incentives → Motivation → Achievement → Pride

This year's trial of an interactive reading incentive was embraced and appreciated for providing keiki with a hands-on learning activity for the summer. Growing the gardening kit - seeds, biodegradable pot, potting soil and planting instructions - enticed keiki to read and learn more about gardening, composting (including with worms) and science to "grow and expand" their young minds.

Our reading program ranks high in growing bonds among ohana by getting the whole family involved along with our other key program objectives, based on 1,137 evaluations received from parents and caregivers of participants.

We were interested to see the impact of our Children's SRP on all communities statewide and compared our participation's footprint with the population statistics from the Department of Business, Economic Development and Tourism's 2012 State Data Book (with estimates for 2013 growth in the number of children between 3-12 years old). We estimated that the 2013 Children's SRPs, provided by our 50 public libraries, served 10% of children (3-12 years) for the entire State of Hawaii, and up to 14% on Kauai.

## Program Benefits



## Performance Programs Grew Crowds

Outstanding storytellers and performing artists continued to draw crowds with the 52 performances statewide attracting nearly 5,000 patrons, and as many as 325 patrons for a program. Audiences were wowed by intriguing storytellers Bento Rakugo, and Dave Del Rocco; performance extraordinaires Kenny Endo Taiko Ensemble, magician Alan Arita and Uncle Wayne Watkins & the Howling Dog Band; the loveable Ronald McDonald and his "It's Book Time!" event along with other special performers and presenters featured at selected libraries with the support of their respective Friends groups.

The majority of the performances were coordinated through the University of Hawaii at Manoa's Outreach College, Statewide Cultural Extension Program, and supplemented with funding from the Hawaii State Foundation on Culture and the Arts and the National Endowment for the Arts.



Uncle Wayne Watkins & the Howling Dog Band



Ronald McDonald



Mahalo to D.R. Horton-Schuler Division (presenting sponsor for the Kick-Off celebration), Wet'n'Wild Hawaii and Wholesale Unlimited for donating prizes; Geobunga for demonstrating planting a pizza garden and Ulu Wai Ministry for sharing worm composting. Top row: **Lee Tokuhara**, Director of Community Relations (left) and **BJ Nagata**, Sales Manager (right) from D.R. Horton-Schuler Division flank **Richard Burns**, State Librarian, with the lucky prize winners.

The Teen SRP (7th graders to 2013 high school graduates) uncovered finds beneath the surface of the earth, popular culture, and other cool stuff, and drew 3,211 teens who cumulatively read 24,037 books.

Hawaii Pizza Hut, our lead sponsor of the Teen SRP for 21 consecutive years, jazzed teen participants with Personal Pan Pizza certificates for in-branch drawings and funded Notebooks and other cool prizes for regional grand prize drawings. On Oahu, teens representing each of the libraries attended an exciting finale program at Kahala Mall in late July. KCCN-FM 100's on-air personality "Lina Girl" Langi (right), hosted the event and Brown Bags to Stardom winner **Haley Kagimoto** entertained the crowd as the teen readers enjoyed a fun prize drawing for tech prizes, gift cards and more.



The lucky teens could also enter in-branch drawings for a chance to win free iPod Shuffles, courtesy of the Friends of the Library of Hawaii.



Group photo: Teen tech prize winners from the Oahu public libraries posed with their winnings at the Teen SRP's Finale event that was held at Kahala Mall and sponsored by Hawaii Pizza Hut. Right: A few of the happy teen winners from the Neighbor Islands show off their tech prizes (left to right): **Chiemi Powell**, Hana Public & School Library; **Kasey David**, Makawao Public library; and **Shaya Rendon**, Koloa Public & School Library.



# Adult

"Thank you for helping make our family trip to the library more exciting and fun. It felt like a field trip every week! All my kids loved reading this summer and it helped inspire me to turn off the TV and read myself! Thanks." - Patron, Waialua Public Library

"The challenge, the prizes and the special guests on Saturdays was a great family time away from routine, electronics, etc. Mahalo." - Patron, Kapolei Public Library

The Adult SRP (18 years and older) delved into books that have made a literary, scientific or personal impact and attracted 6,718 adults who cumulatively read 40,637 books.

Participation has skyrocketed 216% from five years ago. Many parents and caregivers shared (in the 1,256 evaluations submitted) that they initially enrolled to be an example for their children and then found themselves loving the added family time spent together.



# Teen

"This summer reading program keeps me reading all the time." - 8th grade patron, Waimea Public Library

"It was a fun time reading and going to the activities and getting to volunteer at the library. The librarians were really nice . . ." - 8th grade patron, Wahiawa Public Library

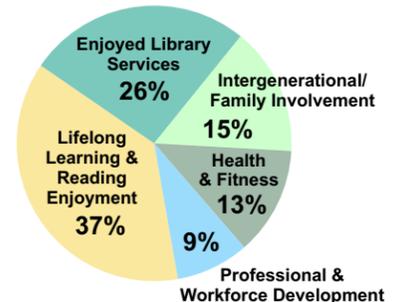


## Cool Flash Drive Incentive!

Teen and Adult participants clamored to get their USB flash drive incentive for the final week of the program to use for school and work.



## Adult Program Benefits



Ecstatic Nook HD Tablet winners shared smiles and a shout out after receiving their prizes (three of the five tablets funded by the Friends of the Library of Hawaii for the Adult SRP's regional drawings). Left to right: **Kathleen Olivas**, Lihue Public Library; **Tiffani Aki**, Waialua Public Library; and **Roseann Fernandez**, Waimanalo Public & School Library.