



Everyone Reads @ your library Mini-grant Requirements and Guidelines 2014

I. Mini-grant Title

El día de los niños/El día de los libros (Children's Day/Book Day): Día Family Book Club

II. History

El día de los niños/El día de los libros (Children's Day/Book Day) is a nationally recognized initiative that emphasizes the importance of literacy for all children from all backgrounds. It is a daily commitment to linking children and their families to diverse books, languages and cultures. The common goals of all Día programming are to:

- Celebrate children and connect them to the world of learning through books, stories and libraries.
- Nurture cognitive and literacy development in ways that honor and embrace a child's home language and culture.
- Introduce families to community resources that provide opportunities for learning through multiple literacies.
- Recognize and respect culture, heritage and language as powerful tools for strengthening families and communities.

The Día celebration was founded in 1996 by children's book author Pat Mora, who proposed conceptually linking the existing Children's Day with literacy. Since 2002, the Association for Library Service for Children (ALSC) has served as the national home of Día and we, along with the founding partner of Día, the National Association to Promote Library and Information Services to Latinos and the Spanish Speaking (REFORMA), have continued to increase public awareness of the celebration and its goals in libraries throughout the country. The celebration is intended to be year-round, culminating nationally on April 30th each year.

III. About ALSC

Through our direct service to children’s librarians across the country, the Association for Library Service to Children (ALSC), a division of the American Library Association (ALA) is committed to creating sustainable change in childhood literacy, language and cultural and social skills. Working with parents and caregivers, our programs are designed to help close the opportunity gap in early learning by building foundational skills that children need for success in school and in life. ALSC is comprised of members dedicated to creating community spaces that cultivate the love of lifelong learning.

IV. About Dollar General

The Dollar General Literacy Foundation awards grants annually to schools, nonprofit organizations and libraries to support education and literacy in the communities where its customers, employees and their families live and work. Available grants and a complete list of grant recipients are available at www.dgliteracy.org. Dollar General is a leading discount retailer with more than 10,600 stores in 40 states. The company has a longstanding tradition of supporting literacy and education. Celebrating its 20th anniversary in 2013, the Dollar General Literacy Foundation has awarded more than \$81 million in grants to nonprofit organizations, helping more than 4.4 million individuals take their first steps toward literacy, a general education diploma or English proficiency. To learn more about Dollar General, visit www.dollargeneral.com.

V. Purpose of the Grant

The purpose of the Everyone Reads @ your library grant is for ALSC to prepare libraries to incorporate Día into their existing programs, every day of the year. To help meet this goal, ALSC will provide 15 mini-grants to libraries to initiate a Día Family Book Club Program. Through this grant ALSC will also develop a Día Family Book Club curriculum that can be accessed for free by libraries across the country to assist in the successful execution of their own Día Family Book Club.

VI. Mini-Grant Purpose

The purpose of the mini-grant is to encourage libraries to offer a book club (regular interval and minimum of 6 meetings). The Club will utilize multi-cultural, multi-lingual, or second language books (specific to each library’s patron base) to provide an opportunity for the community to come together. The project year for this grant is January 2014 through August 2014.

VII. Mini-Grant Eligibility

- Must be a public library with a demonstrated need and the capacity to address the diverse backgrounds within their community and commit to incorporating Día into existing programs.

- Must be located within 20 miles of a Dollar General Store, distribution center, or corporate office (please visit Dollar General's Store Locator at <http://www.dollargeneral.com/storeLocator>)
- Must have the capability to initiate a Día Family Book Club that will meet at regular intervals a minimum of 6 times.
- Must complete and submit the online application by November 30, 2013.

VIII. Mini-Grant Objectives

Objective 1: Build a greater awareness in the community of the resources and services libraries offer through Día.

- A. Demonstrate the Día logo on all Día Family Book Club materials: signage, calendars, Web site, publicity, buttons, and stickers.
- B. Demonstrate that materials are being utilized.

Objective 2: Libraries will offer a Día Family Book Club (regular interval and minimum of 6 meetings).

- A. Demonstrate conduction/completion Día Family Book Club that utilizes multi-cultural, multi-lingual, or second language books (specific to each library's patron base).
- B. Staff will create and provide a plan to incorporate Día into their existing programming. The plan should include clear objectives and accountabilities for achieving the objectives.
- C. Provide number, topic and programs attended by the community.

Objective 3: Libraries will purchase books and materials to support the Día Family Book Club and to be distributed at clubs in order for participants to continue to read together at home.

- A. Provide a list and count of books distributed at book clubs.
- B. Provide list of other supporting books, magazines, and materials purchased by the library to support the Día Family Book Club.
- C. Demonstrate that families continued to use distributed books at home through structured home activities.
- D. Collect feedback from club participants about the use and usefulness of the books and activities distributed by the library.

IX. Grant Money Allocation

A minimum of 50% (\$1,000) of grant funding must be used to purchase books to distribute to participants of the library's Día Family Book Club. Remaining funds should be used for Día Family Book Club programming, publicity, or to add multicultural or multilingual books to the library's collection.

X. ALSC Responsibilities

- Provide recipients with midterm and final reports to be completed.
- Create and distribute a book mark for use in the club, as well as in the library; and create and distribute signs/banners designed to draw attention to the club, and to Día and multicultural awareness.
- Work with Dollar General to create a Dollar General book plate to be inserted in all books that are purchased through the grant.
- Create a press kit, modified from the kit produced through the 2012 Dollar General grant. The kit will assist libraries in drawing public attention to the book club, and to multicultural publications in the library.
- Create a Día Family Book Club curriculum that grant awarded libraries can choose to use for their programming.

XI. Library Responsibilities:

- Display signs and material (brochure, book mark and sign/banner) throughout the library.
- Develop a plan for conducting a Día Family Book Club, monthly or at regular intervals. The plan must include a minimum of six Día Family Book Club meetings; provide evidence of addressing the various cultures and languages within the community served by the library, and aim to retain book club participants for all book club meetings.
- Distribute copies of books used during the Día Family Book Club to participants, ensuring that each book has the Día bookplate on it.
- Attempt to create and leverage a partnership with its local Dollar General store.
- Complete the midterm and final reports and submit to ALSC by assigned date.
- Register each Día Family Book Club meeting in the 2014 Día program registry.

XII. Evaluation

The success of the program will be determined by a combination of outcome-based and output-based evaluation process and tracked on a midterm basis so that adjustments can be made based on feedback.

Midterm reporting form (submit by April 11, 2014):

- Provide quantitative information about the number of classes, participants, collections and materials (purchase and circulation), cultural development/language trainings, collaborations, and media outreach opportunities.
- Provide a budget report.
- Provide qualitative data including impact stories, lessons learned, and media relations.

Final report form (submit by August 22, 2014):

- The Project Coordinator and Library Director will evaluate the mini-grant's success in terms of goal achievement and its impact on the library, librarians and the community.
- Submit final budget summary to support and illustrate the mini-grant's success.

XIII. Timeline

October 15, 2013 – November 30, 2013

Application period

December 1, 2013 – December 15, 2013

Review applications; select up to 12 grantees

December 20, 2013

Announce successful applicants/notify unsuccessful applicants

January 1, 2014 – August 1, 2014

Mini grant implementation time period

April 11, 2014

Midterm status report due to ALSC

August 15, 2014

Final report due to ALSC