



Everyone Reads @ your library Mini-grant Requirements and Guidelines

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

Dollar General is a leading discount retailer with more than 10,000 neighborhood stores. Dollar General Stores provide convenience and value to customers by offering consumable basic items such as food, snacks, health and beauty aids and cleaning supplies, as well as basic apparel, house wares and seasonal items at everyday low prices. The company has a longstanding tradition of supporting literacy and education. Since its inception in 1993, the Dollar General Literacy Foundation has awarded more than \$74 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.

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 12 mini-grants to libraries to initiate a Día Family Book Club Program. ALSC will also develop a Día Family Book Club Toolkit to support the mini-grant awarded libraries, as well as libraries across the nation, in the successful execution of a 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 3 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 February 2013 through July 2013.

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 3 times.
- Must complete and submit the online application by February 1, 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 3 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.
- D. Provide evidence of media promotion: number of press releases issued; number of times press release is printed and names of the publications in which the press release is printed; number of interviews: online, in print or broadcast; additional media attention.

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. Tiered Mini-grants

Tier I Applicants:

- Serve a population of less than 75,000
- Up to 6 mini-grants will be given
- Mini-grants awarded will be \$5,000 each

Tier II Applicants:

- Serve a population of 75,000 and greater
- Up to 6 mini-grants will be given
- Mini-grants awarded will be \$5,000 each

X. Grant Money Allocation

Each library is required to allocate mini-grant money toward each of the three objectives based on the following structure:

Objective 1: Marketing/Awareness

15%

Example: Flyers, signs, other materials needed to promote your Día Family Book Club.

Objective 2: Programming

35%

Example: Copies to be given to participants, food/drinks for participants, supplies to be used during book club meetings.

Objective 3: Book and material purchasing and distribution

50%

Example: Books (with bookplate) to be distributed to participants, a copy of the book used during the book club to be included in the library collection, other relevant materials to be included in the library collection.

XI. ALSC Responsibilities

- Provide a survey template for the Día Family Book Club.
- Create a toolkit with book list to be distributed in the library to parents; and for the library to use when considering book titles for the book club and to add to their permanent collections. Included in the brochure will be tips to parents on reading to their children from birth; and how to use the library as a partner in promoting literacy. ALSC will distribute copies of the brochure; and will offer it on the Día website.
- Create activities for children that relate to some but not all book club selection that help to enhance learning, as well as reading skills.
- 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.

XII. 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 three 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.
- Provide evidence of publicizing and conducting Día Family Book Club sessions. This includes, but is not limited to, news clippings, screen shots of the library website featuring notification of the sessions; and attendance records.
- Provide ALSC with a short summary of club and photographs (and release forms) at the completion of each book club meeting to be used on the Día website.
- Complete the midterm and final reports and submit to ALSC by assigned date.

XIII. 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 29, 2013):

- 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 July 1, 2013):

- 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.

XIV. Timeline

January 7, 2013 – February 1, 2013

Application period

February 4, 2013 – February 15, 2013

Review applications; select up to 12 grantees

February 19, 2013

Announce successful applicants/notify unsuccessful applicants

February 25, 2013 – July 1, 2013
Mini-grant timeframe

April 22, 2013
Midterm status report due to ALSC

July 1, 2013
Final report due to ALSC