

Grow Your Library with Successful Grant Writing

Corinne Chronopoulos, Director, Peterborough Town Library

Tina Kriebel, Chair, Peterborough Town Library Board of Trustees

Ben Amsden, Senior Program Officer, New Hampshire Charitable Foundation

Brittany Durgin, Adult Services Librarian, Hooksett Library

What We Will Cover

- Preparing for grants before opportunities become available
- Teamwork strategies
- Creating workflows for tracking and reporting
- Leveraging grants as advocacy
- Tips for success

Grants we won for our project

<https://tinyurl.com/5b6xtxfm>

Foundations and Trusts

Anonymous (4)

BridgeBuilders Foundation

Arthur and Dolores Daniels Foundation

The Ann de Nicola Trust

The Eppes-Jefferson Foundation, Inc.

Eversource Energy Foundation, Inc.

Arthur Getz Trust

Samuel P. Hunt Foundation

Eben Jones Trust

The Kingsbury Fund

Kuldau-Archibald Family Charitable Fund

Arlene Magaw Trust

The Manton Foundation

McIninch Foundation

Merrill Family Charitable Foundation

New Hampshire Charitable Foundation funds

Anonymous (2)

Robert and Mary Cormack Fund

The Maude and John Corser Fund

Delphinium Fund

Anne S. Frantz Charitable Fund

A. Erland and Hazel N. Goyette Memorial Fund

Henry L. and Patricia J. Nielsen Fund

Pratt Family Giving Fund

Eleanor Proudman Trust

Putnam Foundation

Magdalena Ramos Revocable Trust

The Gilbert Verney Foundation

Create your Tools

- For capital projects, write a white paper. Impact impact impact! You can keep going back to this paper to cut and paste for specific grants.
- For project/programs, create your story. What makes your project unique? How will it help your community?

Word version of your case can easily be pulled from for multiple purposes.

"The significant thing is not that Peterborough established the first free public library in the world; what is wholly significant is that the population of our town was of such a character as to demand the establishment of such an institution..."

George Abbot Morison

History of Peterborough, published in 1954

Our Vision: A New Library for a New Age

At its inception as the oldest tax-funded public library in the nation, the Peterborough Town Library was at the forefront of establishing the cornerstone value of all public libraries to follow: free and open access to resources and information for all. At Town Meeting on April 9, 1833, residents of Peterborough, mostly farming families at that time, voted to fund the purchase of books for a public library. They believed free and open access to books and information would better their community and was as important as public education. The collection of books was made available in the general store. The Library collection was moved to its current historic location in 1893. Rising usage and evolving community needs led to an expansion in 1957 and again in 1978.

Today, the Peterborough Town Library's powerful legacy is alive and thriving. Its mission has stayed constant.

The Library champions literacy and encourages life-long learning by providing resources that enrich and educate. With an average of 200 visitors a day, the Library is a much-loved and heavily used pillar of the community.



The Vision: A Library for the Future

A Rejuvenated Landmark

The historic 1892 building, "at the corner of it all," and with its iconic portico and granite stairs, will be restored. Plans call for removing the 1956 and 1978 additions and replacing them with a new wing that shifts orientation to the Contoocook River frontage. In addition to providing pleasant river views, the new orientation of the building will allow the creation of an outdoor space along the river that can serve as an extension of the ground-level public meeting spaces, fulfilling the vision of the Library as a campus and beautiful landmark of Our Town.

Spaces That Foster Community and Support Our Town's Economy

Community engagement will be a priority in the new library. Meeting space will provide opportunities for collaboration for residents of all ages as well as our businesses and organizations. The plan incorporates a business mini-conference facility with five dedicated meeting spaces of different sizes. The large multipurpose room will accommodate up to 125 people for conferences, presentations, art and craft shows, and other large-scale events. Two conference rooms will be available for break-out sessions and group meetings. A tutorial room will be available for face-to-face instructional space, a much needed space for our students.

The new building's layout will also include an informal social space offering Wi-Fi, self-serve coffee, and café-like seating. To maximize community access to these meeting spaces, the building's design will permit access to them outside of normal library hours.

Create your Tools

- Develop a toolkit of pieces you can use for multiple grants.
Ex. folder of excellent photos, annual summary infographics
- Create a polished and unified look to all of your application pieces.

1833 Society Directors

Jim Albridge,
Treasurer

Tina Kriebel,
Secretary

Sue Martin,
Co Vice-Chair

Ron McIntire,
Chair

Linn Perkins

Richard Sawyer,
Co Vice-Chair

Audrey White,
Capital Campaign Chair

David Simpson, Jr.

1833 Society Corporators

Jim Albridge

Polly Bannister

Sandy Bibace

David Blake

Karen Brown

Mimi Bull

Diane Burnett

Sue Callihan

Nancy Clarke

Will Chapman

Karen Clement

Ruth Cleverdon

Cyrus Gregg

Polly Guth

Anne Huberman

Elaine Keating

Joel Huberman

Tina Kriebel

Jane LaPointe

Sue Martin

Ron McIntire

Sara Miller

Virginia Lee Miller

Linn Perkins

Karen Peterson

Tina Rapp

Peter Robinson

Dick Sawyer

Janet Shea

David Simpson

Sharon Smith



A Library for the Future

The 1833 Society

Peterborough has been preparing for the Library of the Future in a disciplined and thoughtful process for almost ten years. In 2006, an energy audit documented the inefficiencies of the current building. In 2011, a group of concerned citizens formed The 1833 Society (so named to honor the date of the Library's founding) to address the growing need for renovation and expansion of the library. The 1833 Society was incorporated as a 501(c)(3) non-profit with the mission of raising money to rebuild the Peterborough Town Library and to assist in the design of a new facility. Today the 1833 Society has 32 corporators led by an eight-member board that will provide oversight for the Peterborough Library campaign. The actual work of the campaign will be conducted by a capital campaign Cabinet assisted by other volunteers.

Community Engagement and the Call to Action

The 1833 Society team has worked closely with the Library Trustees, the Library Staff, the Friends of the Library, and Town officials in planning the library expansion and renovation project. In 2013, project leaders reached out to the community at large, sponsoring a town-wide forum and six additional mini-forums; two outreach visits to local schools sought public input with regard to the project. Also in 2013, project leaders engaged a nationally known fundraising consulting firm to conduct 58 confidential, face-to-face feasibility study interviews to gather further input and to test fundraising potential for the project.

These outreach initiatives revealed broad support for a new library and confirmed that the time has come to inject new life, energy, and relevance into Peterborough's historic, dependable resource. Peterborough's new library requires a design that meets the town's needs, honors its character, and reflects and builds on the emerging role of libraries throughout the nation.

The following principal themes emerged from the community's input:

- The current building is dated, worn, and not fully accessible.
- The Library's layout, design, and functionality need to be compatible with the community's evolving needs.
- Any redesign should respect, retain, and incorporate the historic original building.
- The Library should capitalize on its historical role as a community center, and should include a variety of spaces for formal and informal meetings.
- The library needs to provide programming and appropriate, dedicated space for both teens and children.
- The Library needs to integrate the full range of constantly evolving digital technology throughout its building design and programming, including guidance for turning today's infinite waves of information into useful knowledge.
- The new Library should provide active learning spaces for all ages, and programming for developing digital literacy skills.



Talking Points

UPDATES ON OUR PETERBOROUGH LIBRARY PROJECT

FALL 2019

How PTL Helps Build a Healthy & Vibrant Community

Whether you are studying for the high school equivalency test, looking for job-search resources, or seeking help with digital devices, the Peterborough Town Library is the "go to" place. While many of the library's program offerings continue to serve its primary mission—that of supporting literacy—employment and career assistance, technology help, and continuing education are growing services provided by the library.

In 2016, the library began a partnership with Project Lift, a volunteer-led tutoring program to assist adults with passing the HISET (formerly GED). Based in Hillsboro, Project Lift was looking for affordable tutoring space in the Peterborough area. The library offered free space and began to publicize the service and attract more adults in the community to this opportunity. Every Wednesday volunteers and

students meet at the library to work towards their goals. Through ongoing marketing, the library has helped to raise the visibility of this important program locally.

In addition, the library's technology classes and Drop-in Tech Help are particularly popular. Assistant Librarian Mary Hubbard and Library Assistant Tim Brevzovec offer introductory and intermediate level classes on using various computer software applications, searching the Internet, and maintaining computer security. They survey students to understand their questions and interests, and they create classes to address those student needs.

Recently Hubbard and Brevzovec created a four-part class focusing on internet security for seniors, and they have taken their "Tech Drop-in" on the road to the town's Recreation Department.

Career counseling is another area in which the library gets a steady stream of patrons who need assistance. Corinne Chronopoulos, the

researching employment opportunities. "The goal is to give job seekers a full 'tool box' for finding satisfying employment," notes Hubbard. "We want to help them identify their marketable life experiences, personal strengths, and interests in order to better formulate career goals."

continued over



To learn more about the library project, please visit PeterboroughTownLibrary.org/

A Rich Legacy

In 1833, an extraordinary thing happened in the small town of Peterborough, NH. Citizens voted yes to a tax that would support the creation of a free public library. This incredible act made books, which at the time were expensive items, accessible to all, not just the privileged few. Peterborough Town Library became the cornerstone of the American public library movement.

Today there are more than 16,000 public libraries across the country, affirming that the legacy of the Peterborough Town Library is alive and well.

EARLY HISTORY

Peterborough's library was originally housed in the town's general store. It was later moved to the post office, and subsequently to the Town Hall. In 1892, generous local philanthropic support made possible the move of the steadily

growing collection of books to a new, dedicated library building, designed and built by George S. Morison.



the additions to the building in 1957 and 1977 served to increase the service area, they no longer provide the necessary infrastructure for technology, sustainable heating/cooling, load-bearing space, or ADA compliance. The time has come for a major restoration of the historic building and a much-needed, updated addition that honors the architecture of the original building, while providing updated spaces, flexible floorplans, and a quality infrastructure.



Read the full report on library building issues and watch the 3D walkthrough video at PeterboroughTownLibrary.org/libraryproject/.



The original Library with the newly added portico circa 1914.

Today the Peterborough Town Library is thriving.

Since 2016, the library has seen a 12% increase in visits and a 10% increase overall in circulation. In 2018, 76,924 items were borrowed from the library and there were 215 average daily visits. The library boasts 3,665 active patrons or 60% of the town residents (not including children under six).

RESTORATION OF THE HISTORIC LIBRARY

Ann Beha Architects, of Boston MA, were selected for the project because of their extensive experience working with historic buildings and public libraries.

The historic reading rooms will remain a quiet refuge for those who need to work, research, read, and think. A small tutorial room will be added as well as energy-saving upgrades throughout the historic building. The project plans call for the following restoration elements:

- Restoring original windows on the East side of the building and repointing brick walls in several areas.
- Raising the ceiling in the current administrative area to reveal the entirety of the original windows.
- Returning symmetry to the design of the historic reading room.
- Removal of the staircase added in 1977 in the historic room.
- Restoration of the historic bookcases and hearth.
- Removal of unattractive and inefficient HVAC system and lighting.
- Removal of white paint on bricks and truss system.
- Creation of a permanent historic exhibit.

The original 1892 building will be beautifully integrated with the new additions and the handsome historic structure, and will once again become a primary point of entry into the new library.

Tell a story with your statistics



PETERBOROUGH TOWN LIBRARY

Annual Review

BY THE NUMBERS | 2022

86,743

total checkouts

If each item is valued at just \$10 an item, this is a value of \$867,430.

75% Physical items

25% Downloads

The per capita cost of the library was \$85.00 for last fiscal year. Residents could check out 8 items to gain a quality return on that investment.

3,052 active
Library patrons.

We purge inactive patrons annually.

672

New Library Cards

174
kids

495
adults

53,791

Library Visits

In 2022, the library averaged 185 visitors each day!

280 programs offered

YOUTH

151 programs

2,696 attendees

ADULTS

135 programs

1,939 attendees

5,163
Questions Answered

Meeting Room Usage:

- 850 study room bookings
- 204 classroom/boardroom bookings
- 65% of all bookings were free to 501(c)3 non-profits

2019 PTL Stats

Peterborough Town Library
Open 50 Hours per Week



55,211

Onsite Visits



14,388

Virtual Visits



348
PROGRAMS OFFERED



8,009

PROGRAM ATTENDANCE
\$40,045 VALUE



39,102

PUBLIC INTERNET SESSIONS
\$5 INVALUABLE \$\$



181

MUSEUM PASSES USED
\$3,620 value



213

GROUPS USED A MEETING ROOM



4,000

Questions Answered
\$\$ Invaluable \$\$

338 TECH CLASS STUDENTS
\$8,450 VALUE



73,431

ITEMS Borrowed
\$667,950 VALUE



4,028

ACTIVE BORROWERS

11,805

Downloads
\$7,368 Value

584

NEW CARDHOLDERS

Be proactive!

Don't wait until
you need a grant.

- Brainstorm with staff, trustees, and funders. Review feedback from patron surveys, evaluations, or previous applications.
- Create a wishlist of possible projects that would help you achieve your library goals or strategic plan.
- Think about all size projects and programs, and the impact they will have on your community.





Teamwork Strategies

- Have one person in charge of collecting all the required pieces, tracking the deadline, and submitting final application.
- Ask a Trustee to be in charge of writing follow-up thank you cards.
- Have someone outside your staff/trustee group read your materials and critique them.



Tracking

- Create a master checklist for all grants applied to each year.
- Include submission deadline, date submitted, amount gifted, main contact, thank you cards, and any other follow-up steps.
- Grant reporting is essential especially for long term relationship

Declined tracking and conversations

- Track the ones you don't get as well!
- Have conversations about why an application was declined.

Promote! Leverage Every Grant!

- Even small grants are worth promoting. The story could inspire all kinds of further support!
 - Press release
 - Pictures of the impact—share widely!
 - Follow-up thank yous to grantee with pictures.

Example: a grant for solar may inspire a library patron or local business to make a gift.





Things we learned

- Ask for what you need
- Go for the moonshot *sometimes*
- Think local
- Apply for multiple grants
- Don't be afraid to apply again
- Build long-term relationships
- Understand your library's public-private talking points

Questions?

Corinne Chronopoulos, Director, Peterborough Town Library

CChronopoulos@peterboroughnh.gov

-

Tina Kriebel, Chair, Peterborough Town Library Board of Trustees

ptltrusteeschair@gmail.com

-

Ben Amsden, Senior Program Officer, New Hampshire Charitable Foundation

ba@nhcf.org

-

Brittany Durgin, Adult Services Librarian, Hooksett Library

bdurgin@hooksettlibrary.org