

FACING NEW CHALLENGES



**Engaging the American Public,
Policy Makers, and Funders about
Libraries and Librarianship**

EVERYLIBRARY
INSTITUTE 2022
ANNUAL REPORT



EveryLibrary
Institute

EveryLibraryInstitute.org



2022 HIGHLIGHTS

CRISIS RESPONSE



Fundraising for Libraries
We championed emergency fundraising campaigns for several libraries facing shutdowns because of censorship.

INFLUENCING POLICY



Influencing Public Policy
Our research projects, policy papers, and training programs help guide a new future for school and public libraries.

BUILDING THE SECTOR



LAFCON 2022
We convened hundreds of library leaders to learn about political action, organizing, and fundraising from noted industry experts.

CHANGING THE LANDSCAPE



National Polling
Our voter-facing national poll about censorship discovered new messages that can impact and influence perceptions.

ENGAGING AMERICA



Showcasing Libraries
We reached over 1 million people each week on social media and through search results with stories about libraries and librarians.

A close-up photograph of a person's hands holding an open book. The person is wearing a dark long-sleeved shirt and a striped shirt underneath. Their right hand is resting on the top page of the open book, with fingers slightly spread. The book is open to a page with printed text. In the background, there are other books on a shelf, suggesting a library or bookstore setting.

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BOOK BANS, CENSORSHIP, AND ANTI-ACCESS LEGISLATION

GOING BEYOND REPORTING

National Voter-Facing Polling

With accurate and actionable polling, the EveryLibrary Institute, helps the library sector do more than report or react to challenges.

Model Legislation Protecting Databases

With dozens of state legislative attacks on database access, we partnered with Georgetown University Law Clinic to create pro-library legislation.

Supporting Discovery and Tracking

ELI was proud to welcome and support Dr. Tasslyn Magnusson as a policy fellow focused on proactive research and tracking of book bans and challenges in schools and libraries.

NATIONAL VOTER POLL ABOUT BOOK BANS

The EveryLibrary Institute identified a gap in polling data about book bans and censorship. Other polls have captured how Americans feel about book bans but did not ask voters questions about what would either change or reinforce their perceptions. In August, we commissioned Embold Research, a leading non-partisan polling firm, to conduct a political poll of 1,123 registered voters to ask these critical questions.

In 2023, we will partner with several leading organizations to conduct focus groups, message testing, and voter modeling. We need to understand not only what people think today but how to proactively shape the message about libraries and librarians in a fraught political and social climate to positively influence what they think tomorrow.



Many politicians and activists are trying to ban books that focus on sexuality, such as "Gender Queer" and Toni Morrison's "The Bluest Eye," because some people feel it's too explicit.

60% Oppose

America is supposed to be the home of the free. Book banning is just another example of extreme politicians overstepping and trying to control us.

85% Agree

If you don't like a book at a library, don't check it out. Other people shouldn't be able to control what me or my family can read.

75% strongly agree

BOOK BANS

We were actively engaged in opposing efforts in K-12 and public libraries to ban books, limit access, and censor protected speech. These are political problems that require a new policy framework that goes beyond traditional sector responses.

The First Amendment is under attack across all Five Freedoms. Complex issues like this require serious study, consultation, and new coalitions committed to taking bold action.

With so many challenged books being about LGBTQ or BIPOC stories, opposition to censorship is not only a fight for the freedom of speech; it is a fight against discrimination.

We need smart policy frameworks that reflect an understanding of how civil rights and Equal Protection are deeply tied to the missions of school and public libraries.

DR. MAGNUSSON'S DATABASE OF BOOK BANS AND CHALLENGES

We have been proud to support the development and dissemination of a robust open-access [Book Challenge Database](#) curated by Dr. Tasslyn Magnusson. Her independent research has focused on attempts to challenge books in school and public libraries and tracks successful banning efforts in particular. The dataset includes insights into the groups that are pushing anti-access and censorship agendas as well as local library alliances that are fighting for the First Amendment and the integrity of libraries.

Dr. Magnusson's approach is unique in the field because she does not rely on self-reporting from affected libraries. Her dataset is developed through active monitoring of news, social media posts, and contributions by colleagues. Her work has been instrumental in advocacy, research, and news stories this year.

Access the full dataset for free anytime at
https://www.everylibraryinstitute.org/book_censorship_database_magnusson



FUNDRAISING FOR LIBRARIES IN CRISIS

The EveryLibrary Institute has helped several libraries with emergency fundraising appeals. In Ridgeland, MS we helped raise over \$100,000 to stabilize the library when the mayor of that town attempted to cut off funding over LGBTQ+ titles. We are the fiscal agent for over \$250,000 in charitable giving for the Patmos Library as they face several years without tax funding.

We use our 501(c)3 charitable status to its fullest extent to support libraries in crisis. This type of fundraising and fiscal sponsorship is a core organizational value.



SAVE OUR LIBRARIES
VOTE AGAINST DEFUNDING





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ADVANCING OUR RESEARCH AND POLICY AGENDA

The EveryLibrary Institute is uniquely positioned in the library ecosystem to focus on the frameworks that underpin federal, state, and local library and education policies. With our history of creating actionable research and policy projects in mind, we continued to explore topics like post-COVID school and public libraries, emerging issues in health and literacy services, and the tax code, while actively confronting censorship and anti-access initiatives with reasoned guidance and technical assistance.

RESEARCH PAPERS

In 2022, the EveryLibrary Institute helped create seven research projects and policy reports that explore core issues facing school and public libraries.

School Library Focus

- Anticipating the Post-COVID Pivot for School Librarians
- Could School Librarians be the Secret to Increasing Literacy Scores?
- Level-Setting the School Library Conversation Post-COVID: A Report from the First Libraries.Today Convening

Public Library Focus

- Cannabis Tax Policy and Libraries
- Freckle Reports for April and September 2022
- Literacy and Health Outcomes

Access all ELI Reports for free anytime at

https://www.everylibraryinstitute.org/research_and_reports

SHAPING PUBLIC POLICY



Libraries transcend political parties and politics. They are open and free for all.

Expert Testimony

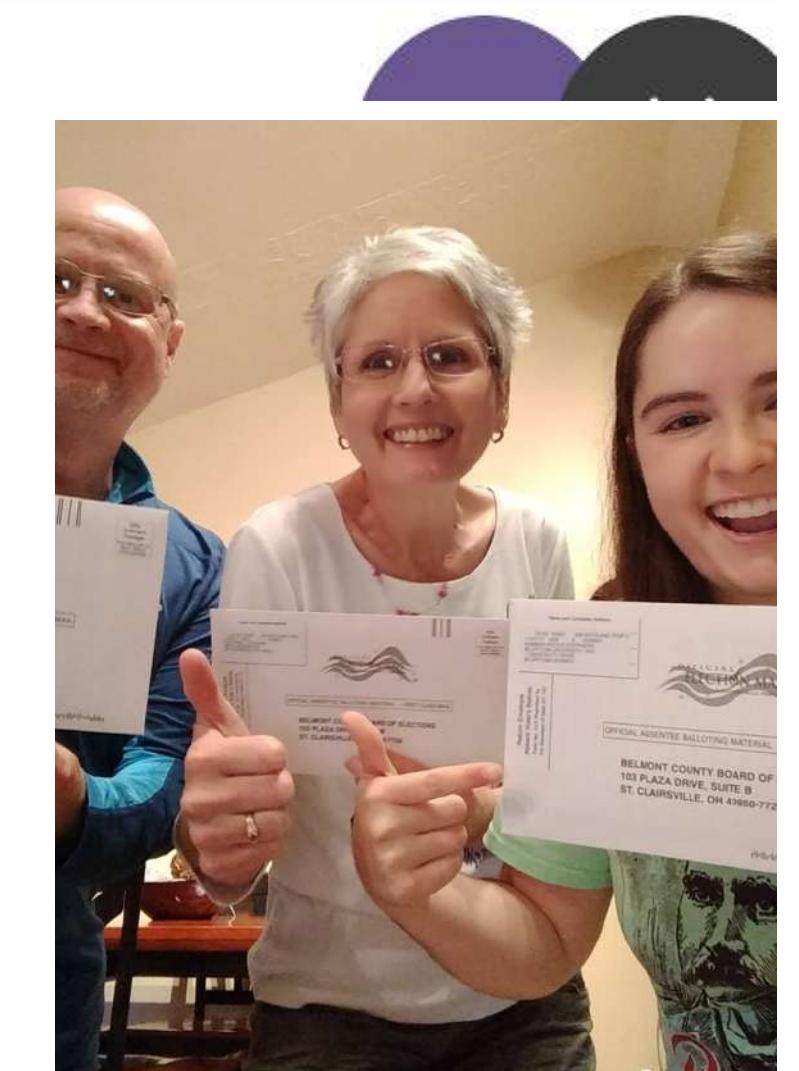
Our leadership team provided testimony at the city and state levels about issues as diverse as the role of school librarians, the nature of digital rights in libraries, and the impact of book bans on civil society and education.

Informing the Advocates

Following fights over anti-access legislation in several states, we published "Weathering the Attacks on State Library Database Contracts", a policy playbook designed to equip library stakeholders and vendors with better information to make their case.

Real-World Insights

After the Maryland eBook bill was declared unconstitutional, we were a key stakeholder in crafting new state legislation that would extend rights to libraries. We continue to be involved in policy discussions around Controlled Digital Lending (CDL) as well.



MODEL STATE DATABASE LEGISLATION

In 2021 and 2022, several state legislatures considered legislation that would curtail or limit access to school library databases and make it difficult or even impossible for state libraries, schools, districts, and vendors to administer these databases.



Anti-access special interest groups are focusing on school library databases because they claim that these educational resources contain "harmful materials" such as pornography, obscenity, or content about sex and sexuality. The attacks have escalated from attempts to censor or shut off access to content in local school districts, to lawsuits against statewide library consortia, to proposing and enacting regressive legislation that over-regulates or curtails access for students and their families.

The EveryLibrary Institute collaborated with Georgetown University Law Center's Intellectual Property & Information Policy Clinic ("iPIP") to research and create the "**School Library Database Procurement Act**", new model legislation to help safeguard state library database contracts and student access to information and pre-empt legislation by grass-roots anti-access activists.

Access a package of resources about this model legislation at
https://www.everylibraryinstitute.org/model_database_act_released

AMICUS BRIEFS

The EveryLibrary Institute was invited to join several amicus briefs to the courts in 2022. Our criteria for deciding which issues to join include weighing the impact of the case on library praxis and the nature of the authority of libraries to act for the public good.

ELI is proud to stand alongside other national partners when petitioning and informing the courts.

Briefs filed in 2022:

- [American Society for Testing and Materials, et al. v. Public.Resource.Org](#) along with Library Futures, Authors Alliance, and Public Knowledge.
- [Hachette et. al v. Internet Archive](#) along with Library Futures and Readers First.
- [Andy Warhol Foundation v. Goldsmith](#) with Library Futures, Software Preservation Network, American Library Association, and Association of Research Libraries



LAFCON '22

The library sector is facing significant losses in public and voter support for libraries and a fall-off in appreciation for librarians. With COVID-related disruptions to patron behavior coupled with pre- and post-COVID uncertainties about significant issues like municipal and state funding, home values and local taxes, and the education funding formula, library leaders need new skills, knowledge, and networks to help them understand these challenges.

The EveryLibrary Institute and our partner organization EveryLibrary, the national political action committee for libraries, hosted the second biennial [Library Advocacy and Funding Conference \(LAFCON\)](#) online in September. LAFCON '22 was a high-impact event because it brought experts from outside of libraries who are successful fundraisers, activists, and policy wonks to libraries. Over 500 library leaders from across public, academic, and school settings were in attendance.



COALITIONS



Libraries are missing from too many policy discussions. We aim to correct that by being involved in effective coalitions that address real-world problems across multiple sectors. Our organizational alignment is to identify coalitions of common concern or common cause and bring our library sector insights, networks, and resources to the conversation.

The EveryLibrary Institute is engaged with the work of the **National Digital Inclusion Alliance** (NDIA) and the **SHLB Coalition** to focus on broadband policy, the **Building a Better Internet** initiative convened by the Internet Archive to look at digital rights, several state ebook groups alongside **Library Futures**, the **CIVIX Now** coalition aligned around the teaching of civics, the **Libraries.Today** initiative which explores new praxis and policy for school libraries, and the **National Humanities Alliance's** broad agenda for museums, archives, and libraries.

IN THE NEWS

Our favorite headlines from 2022 capture the breadth of the EveryLibrary Institute's work building and supporting the library ecosystem.



Bloomberg Law

"Libraries, Publishers Battle Over Terms for E-Books' Use"

Library Journal

"EI Report Reveals Link Between Low Literacy and Negative Health Outcomes"

Book Riot

"Louisiana School Librarian Seeking Legal Action After Slander Campaign."

Vice / Motherboard

"New Report Links Rise in Book Bans to Anti-LGBTQ Groups"

Politico

"When Should Books Get Banned?"



A photograph showing a person wearing a white hard hat and a blue jacket with a yellow safety vest. They are holding a black marker and writing on a dark, textured metal surface. In the background, there are palm trees and some industrial structures under a clear sky.

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CAPACITY BUILDING FOR THE LIBRARY SECTOR

Trainings and Skills Building to Prepare the Profession for What Comes Next

The EveryLibrary Institute has always focused on helping the library sector to be better prepared to seize new opportunities or to anticipate the challenges ahead. We were proud to have hosted several formal training collaborations with state libraries and state library associations in 2022. Our leadership team was in high demand as conference speakers, keynoters, and panelists.

TRAININGS

Select Training Partnerships in 2022:

- Georgia Public Library Directors Summit
- North Carolina Library Directors Summit
- Multi-Session Series with Live Coaching Calls and Clinics for the State Libraries of Ohio, Delaware, Wyoming, and Utah
- Connecticut Library Consortium
- Illinois Heartland System
- Wisconsin Trustee Training Week

**On Demand
or In Person
Coaching
Calls**

**Focused on
Helping
Members
Succeed**

**Customized
for Each
State**



From budgets and funding to intellectual freedom to best practices for marketing and outreach, our training offers library leaders new and actionable insights to address real-world problems. EveryLibrary Institute staff was proud to support the training goals for several state libraries, state associations, and systems in 2022.

STATE PARTNERS



Delaware Libraries

Our ongoing partnership with DLA, the Friends of Delaware Libraries, and the state library is focused on state legislation, local funding, public engagement, and coalition building to enhance the effectiveness of school and public libraries across the state.



Wyoming Library Association

Our new partnership with WLA puts the EveryLibrary Institute and EveryLibrary in close contact with association leadership to address issues of concern like book bans and censorship while improving the profile of the organization and its member libraries with the public, the media, and policymakers.



School Library Associations

Throughout 2022, the EveryLibrary Institute provided expert advising and technical assistance to state school library associations in New Jersey, Pennsylvania, and Michigan, and to stakeholders in the city of Washington DC, on their legislative agendas.

FISCAL SPONSOR ROLE

One of our great hopes is to help support and catalyze new ideas in libraries. In order to help innovative organizations overcome barriers, we offer Fiscal Sponsorship and Fiscal Agent services to libraries, library organizations, and library-aligned projects. With a fiscal sponsor, good ideas can find the structural support they need in order to grow.

We were proud to work in support of the following mission-aligned organizations as their fiscal sponsors in 2022:

- Ridgeland, Mississippi Friends of Libraries Emergency Appeal
- Patmos Library (MI) Emergency Appeal
- Connecticut Library Association Annual Appeal
- Telehealth Projects for the Delaware Division of Libraries



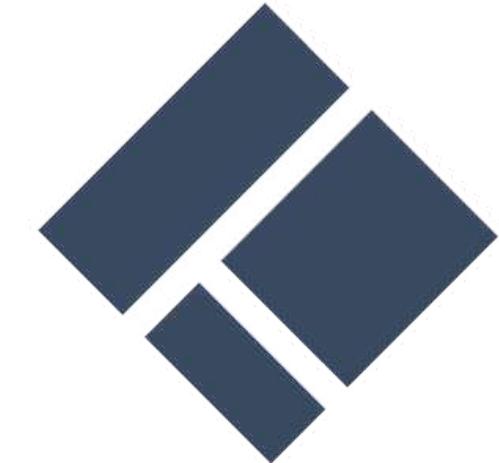
ELI continues to support small donor fundraising campaigns for libraries, library organizations, and library ideas through our FundLibraries.org platform. All participating projects receive fundraising advice, donor management tools, and marketing support to reach their goals.

NATION DIGITAL: WEB SERVICES FOR CAMPAIGNS



Expert web and data for library campaigns and advocacy organizations

NationDigital is our full-service web design and data consultancy. NationDigital offers any library ballot campaign, local anti-censorship group, or state library association partner low-cost or free digital tools to help them reach their advocacy and public engagement goals. In 2022 we provided free advocacy and activism sites to dozens of pro-library efforts who could not otherwise afford their own technology.



**Nation
D I G I T A L**



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DONORS AND PARTNERS

Putting donor support to work in transparent and measurable ways

As a mission-driven organization, the EveryLibrary Institute is proud to acknowledge and thank the philanthropic, corporate, and foundation partners who help enable and empower our work. We are grateful to our fundraising partner organizations who have identified us as qualified recipients of their directed giving.

DONORS

The EveryLibrary Institute is able to work for libraries and librarians because of our donors and partners. Our commitment to our donors is to provide high-quality direct support to libraries and library workers who are grappling with unprecedented challenges and help them set a course for stability and success in the future.

We would like to gratefully acknowledge our capacity-building donors this year:

Nora Roberts and the Nora Roberts Family Foundation
Kahle Austin Foundation
Allison Rosen Family Foundation
Society of Children's Book Writers Impact and Legacy Fund
Bookey Family Foundation
Moreau/Weinreb Family Fund
BMD Family Foundation
Alper Family Charitable Fund
Steinmann Multiverse Fund
Heffner/Fichtenkort Family Charitable Fund
and several Anonymous donors



DIRECTED PHILANTHROPY

We are grateful to Black Library, a division of GamesWorkshop, for designating the EveryLibrary Institute as their charity of choice for their Humble Bundle campaigns again in 2022. This is the fourth year of their sustaining philanthropic partnership with us and a testimony to their commitment to supporting libraries is deep in both the US and Europe. You can learn more about HumbleBundle's mission to provide great deals on great products while supporting charities like the EveryLibrary Institute at humblebundle.com.

We were proud to be the beneficiary of several directed fundraising efforts this year like the Impact and Legacy Fund from the Society of Children's Book Writers, twitch streamer Enthusiamy, and several others. We are always excited to help promote these kinds of events and are grateful to the folks who identify our work as important to support.



BLACK LIBRARY

BOARD AND STAFF



Our Board of Directors supports the mission and work of the organization by bringing a wide range of library experiences to the conversation.

KC Boyd, Washington DC Public Schools

John Chrastka, Board President

Kyle Courtney, Harvard Library

Trevor A. Dawes, University of Delaware Library

Erica Findley, Multnomah County Library

Britten Follett, Follett Learning

Amy Garmer, United States Institute of Peace

Fran Glick, Baltimore County Public Schools

Kafi Kumasi, Wayne State University

Steve Potter, Mid-Continent Public Library (ret.)

Rivkah Sass, Sacramento Public Library (ret.)

Cal Shepard, State Library of North Carolina (ret.)

Maureen Sullivan, Independent Consultant

Patrick Sweeney, Board Secretary

Jill Hurst-Wahl, Independent Consultant

Lance Werner, Kent District Library

Our staff team moves the organization forward day-to-day while maintaining a focus on strategic priorities.

John Chrastka, Executive Director, Peter Bromberg, Associate Director, Patrick "PC" Sweeney, Associate Director

Kosi Harris, Media Relations, Tasslyn Magnusson, Project Fellow



WHERE WE ARE GOING IN 2023



Public Engagement

We are launching Fight for the First to assist every pro-library group while we continue to grow our national network of Americans on social who are engaged library advocates and activists.



New Voter Model

The library sector needs current accurate information about voter attitudes and messaging that supports or influences change. We will convene a partnership project to conduct the polling and focus groups our industry needs.



School Library Policies

There is a clear need for better policies in K-12 about collection development as well as challenges. We will be working with qualified partners on a rights-affirmative framework to ensure that school libraries can serve all students.



Partnering for Success

Our aim is to be in partnership with library stakeholders and to devote our resources to advance common goals which benefit libraries, librarians, and the people they serve.

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ELI is a Gold Rated charity with GuideStar. You can view our 990s at guidestar.org.

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