FY17 Grant Opportunity: Fade to Books Program for Public Libraries and Barbershop Partners

Grant Guidelines

The New Jersey State Library (NJSL), in partnership with the Long Branch Public Library and the Bridge of Books Foundation, is pleased to announce a new grant opportunity for public libraries who join with their local barbershops in an effort to promote youth literacy in their communities. Begun as a pilot project in Long Branch, Fade to Books recognizes the role of the barbershop as a community gathering space and the role of the barber as a mentoring figure for young men and boys.

Mission of the New Jersey State Library

The New Jersey State Library, an affiliate of Thomas Edison State University, provides services for New Jersey libraries, the state legislature and government employees, Thomas Edison State University staff and students, and registered borrowers.

Goals and objectives of the grant program

This initiative helps NJSL address the following goal in its current strategic plan: to lead library innovation and development by redefining the roles of libraries and librarians as leaders in developing communities.

Overview of the grant program

Each public library applicant may identify up to five barbershops with whom they will work on the Fade to Books project.

Each award will include funds from the New Jersey State Library in the amount of $150 per partnering barbershop towards the cost of bookshelves and supplies, along with $100 per partnering barbershop towards one end-of-project community celebration. Library staff will receive training from the Long Branch Public Library. Additionally, marketing materials will be shared with the libraries and the barbershops.

The Bridge of Books Foundation will select 200 new and gently used books to be donated for the purpose of creating free libraries in each partnering barbershop. Materials will be in English, and if requested, in Spanish, suitable for children up to age 12.
Barbers will encourage their young clients to select books to read as they sit in the waiting area, during their haircuts, and/or to read at home. Libraries and their partnering barbershops will determine additional ways to encourage reading and potential incentives, such as tracking the number of books read to earn a free haircut.

Application criteria include the demonstration of a community’s need to bolster its youth literacy rate, the role of the barbershop in the community, the strength of the library/barbershop partnership, and future sustainability of the program. Applicants must express how libraries and their partnering barbershops will work to build community ownership of the project, in order to ensure replenishment of the books following the initial donation by the Bridge of Books Foundation.

Each awarded library will be placed into one of three cohorts, determined by the library’s grant application submission date. Awards, including reading materials, will be available to the first cohort approximately August 1st; to the second cohort approximately October 1st; and to the third cohort approximately December 1st.

**Grant deadlines and amount to be awarded:**

<table>
<thead>
<tr>
<th>Application due date:</th>
<th>4:00 P.M. on May 5, 2017</th>
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<tr>
<td>Number of grant awards and amount:</td>
<td>Awards will be granted to a maximum of 25 public libraries in amounts ranging from $250 to $1250.</td>
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<td>Awards will additionally include:</td>
<td>200 donated books for each partnering barbershop</td>
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<td>One full day of training</td>
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<td>Marketing materials (window cling and flyer)</td>
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<td>Start-up tool kit (templates and forms)</td>
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<td>Award notification date:</td>
<td>Selected libraries will be notified approximately mid-June 2017.</td>
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<td>Project period:</td>
<td>Determined by cohort placement: Cohort 1: August 1, 2017 to February 1, 2018</td>
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Applicant and Partner Eligibility:

- Open to all public libraries and any community/county libraries who open their doors to all members of their community and serve a public library function. The lead applicant will be the fiscal agent for the grant.

- The lead applicant must partner with at least one and up to five barbershops in the community.

- The lead applicant’s administrative body must provide a letter of support.

- The lead applicant must commit to sending one or more representatives (staff or volunteer) to the Bridge of Books Foundation to help sort books at their location in Holmdel. Total time commitment is 24 hours in three hour increments over the course of two months.

- The lead applicant commits to picking up the books from the Bridge of Books Foundation in person (books will not be delivered).

Funds must be expended towards:

- up to $150 per partnering barbershop towards bookshelves and supplies
- up to $100 per partnering barbershop towards an end-of-project community celebration

Applicants with questions in advance of the due date may contact:
Peggy Birdsall Cadigan, MLS
Deputy State Librarian
Innovation & Strategic Partnerships
(609) 278-2640 ext. 113
pcadigan@njstatelib.org
Application Instructions and Review:

To be considered for a grant award, an applicant must submit a fully completed application via email to the New Jersey State Library by **4:00 P.M. on May 5, 2017.**

The application **must be emailed to both:** Peggy Birdsall Cadigan: pcadigan@njstatelib.org and Karen Van Morter: kvanmorter@njstatelib.org.

Following the deadline, a three-member evaluation panel will review the applications.

Up to 25 applicants will be selected and notified approximately mid-June 2017. Each awardee will be placed into a cohort, as determined by the awardee’s application submission date. Awards, including reading materials, will be available to the first cohort approximately August 1st; to the second cohort approximately October 1st; and to the third cohort approximately December 1st.

Acknowledgement and Publicity:

As a requirement of receiving this grant, the grantee must:

- Acknowledge the funders on all promotional materials about the grant and use the proper accreditation statement and logos: *This project is supported in part by funds from the New Jersey State Library and in partnership with the Long Branch Public Library and Bridge of Books Foundation.* The NJSL logo and the Bridge of Books Foundation logos are available here: [http://www.njstatelib.org/about/publicity-acknowledgement-guidelines-grantees/](http://www.njstatelib.org/about/publicity-acknowledgement-guidelines-grantees/)

- Describe in the final report the grantee’s publicity efforts for the purposes of the grant.

Reporting and Monitoring:

Grantees must submit final fiscal and program reports to the State Library, with copies of vendor invoices. Grantees will receive the final report form with their grant contracts.

The report must describe the project that was implemented, and a detailed explanation of why any parts of the project outlined in the proposal were not successfully implemented.

Final report forms must be submitted to the NJSL Business Office, P.O. Box 520, Trenton, NJ 08625-0520 within two months of cohort project period end date.

NJSL staff may make telephone calls or on-site visits to monitor the progress of a project.