



Friends of ALSC 2012 Annual Report

Dear Friends,

Even though the Friends of ALSC has been around since 2000, this is a year of firsts for the organization. This is the first year that we are releasing this new annual report. This past year a brand new logo for the Friends of ALSC was unveiled along with the announcement of a direct URL address of <http://www.ala.org/alsc/donate>.

The Friends of ALSC funds, which are administered by the ALSC Budget Committee and approved by the ALSC Board, have gone to good use in 2012. Here you find examples of the Friends of ALSC helping libraries and librarians across the country. Thank you to everyone who gave in 2012. Your gift means so much to us!

Carolyn Brodie
ALSC President

Peterson and Struckmeyer awarded Institute scholarships

In 2012, the Friends of ALSC awarded scholarships to the ALSC National Institute to Joella Peterson, librarian at the Tumwater Timberland (Wash.) Library and Amanda Struckmeyer, head of youth services at the Middleton (Wis.) Public Library.

The scholarships were awarded in efforts to support ALSC's goal of continuing education for children's librarians. The scholarships included Institute registration; transportation to and from the Institute; and two nights at the Sheridan Indianapolis City Centre. The ALSC Institute took place Sept. 20 – 22, 2012 in Indianapolis.



Thank you from a recipient

Dear Friends of ALSC,

Thank you so much for the opportunity to attend the ALSC Institute in Indianapolis! The Institute was phenomenal; every program I attended was top-notch, and the author presentations were icing on the cake! I appreciated the chance to network with youth services librarians from across the country. I've been recommending the Institute to everyone in my department!

Many thanks,
Amanda Struckmeyer

Welz wins eBadge Contest



In August, the Friends of ALSC and the ALSC Membership Committee announced the winner in the ALSC eBadge Contest. Krista Welz, Children's Librarian at

the North Bergen (N.J.) Free Public Library is the winner with her "ALSC Cloud" design (right). Welz's design received over 175 votes on the ALSC Blog poll.

Welz is the winner of a Nook and a Book from the Friends of ALSC. Her design will be featured for ALSC members to display on their blogs or email signature lines.

[http://www.ala.org/
alsc/donate](http://www.ala.org/alsc/donate)



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Pina wins ALSC raffle at 2012 Annual Conference



Susan Pina (left), librarian at the Orange County (Calif.) Library was the winner of the ALSC raffle at the 2012 ALA Annual Conference in Anaheim, California. Pina won a Book and a Nook from the Friends of ALSC.

More than 300 conference-goers participated in the ALSC raffle. Other prizes included tickets to the Newbery-Caldecott Banquet and certificates for ALSC online courses and webinars.

Banquet tickets opportunity of a lifetime

Ten lucky participants in the Value of ALSC Membership Facebook competition won tickets to the 2012 Newbery Caldecott Banquet. The competition was organized by the ALSC Membership Committee and the prizes were awarded by the Friends of ALSC.

White paper released on importance of play

ALSC recently released a white paper on the importance of play funded by the Friends of ALSC. This white paper, written for the Association for Library Service to Children by Sue McCleaf Nespeca, was adopted by ALSC's Board of Directors on September 10, 2012. You can download a copy of this white paper at: http://www.ala.org/alsc/importance_of_play

2012 Friends of ALSC financial information

December 2011 - November 30, 2012			
Area of Support	# of Donations	Amount donated	Total fund balance
Unspecified Donations	40	\$4,830.00	\$ 23,123.76
Early Literacy	6	\$25,530.00	\$ 27,557.50
Innovative Conference Programs	1	\$100.00	\$ 1,562.50
Professional Development	1	\$25.00	\$ 1,787.50
21st Century Challenges	1	\$100.00	\$ 837.50
Totals	49	\$30,585.00	\$ 54,868.76
Expenditures as of 11/30/12			
	Budgeted	Actual Expense	
New logo design and marketing	\$2,000.00	\$1,396.32	
Two Institute Scholarships	\$2,000.00	\$1,682.20	
Sponsored Banquet Table	\$1,000.00	\$1,000.00	
2 Nook and a book	\$600.00	\$567.74	
Bank Fees	\$125.00	\$105.00	
Play and Library Programming Activities	\$9,000.00	\$6,800.00	
Total Expenditures	\$14,725.00	\$11,551.26	
Net Asset Balance (Fund balance less expenses)	\$ 43,317.50		

Thank you to all of our 2012 donors!

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Dudley Carlson

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