



The Lisa Libraries

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You can now donate online to the Lisa Libraries.

Please visit our website, and with just a few clicks you can make a secure financial contribution.

www.LisaLibraries.org

WISH LIST

Financial contributions

Donate online or via US Mail (see enclosed donation slip and return envelope).

Volunteers

working either in our Kingston, NY, office or remotely. Please contact us for more information.

Children's books

from Pre-K to Young Adult, hardcover or paperback, and in all subjects.

LisaLibraries@gmail.com
www.LisaLibraries.org



Dear Friends,

Spring is in the air. It's a time for taking stock and for fresh starts. At the Lisa Libraries we've been looking back over the past year as well as forward to the year ahead.

2011 was memorable. We had an office makeover, with labor donated by Americorps and supplies donated by Herzog's Home Center. And we gave away over 23,000 new books to organizations across the country, including those benefiting children in foster care, children living with their families in homeless shelters, and children in communities struggling to

recover from disasters such as Hurricane Irene.

As we look ahead to the next year, we're grateful for the support of the many people who share our passion for putting books into the hands of children; for making sure that all children, regardless of their economic circumstances, have access to the magic of words. In this issue of our newsletter you'll meet several of these people . . . and one dog, Reggie, the Lisa Libraries' mascot.

Thank you to all our human and canine partners in literacy.

The Lisa Libraries

Kappa Delta Pi

The SUNY New Paltz, Zeta Zeta chapter of Kappa Delta Pi, the International Honor Society in Education, has sent teams of their members to volunteer at the Lisa Libraries for a number of years. This past fall we were happy to collaborate with them on a project to benefit the children of parents incarcerated at the Ulster County Jail in Kingston, NY.

In the Voice to Remember project, an incarcerated parent chooses a picture book for his or her child, and records it on a CD. The Kappa Delta Pi students make a gift pack with the book and CD and present it to the child. This way a child can hear his parent's voice



Members of The SUNY New Paltz, Zeta Zeta chapter of Kappa Delta Pi, the International Honor Society in Education, pick out books at the Lisa Libraries for the Voice to Remember project.

reading the story when he curls up with his new book.

We look forward to an ongoing collaboration with Kappa Delta Pi.

In support of literacy,
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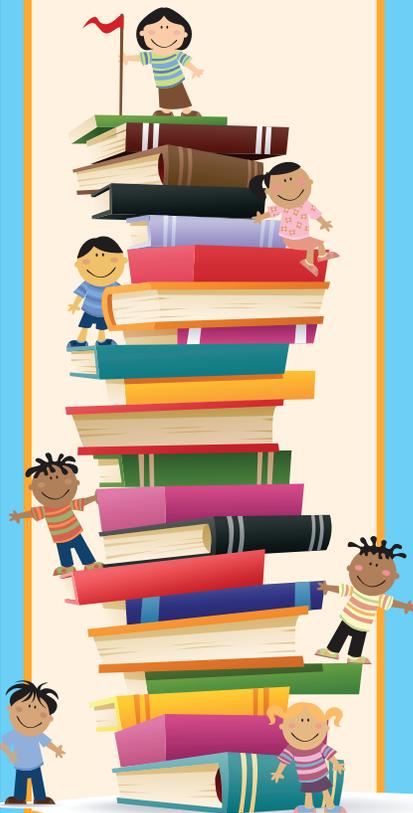
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Read Now receives 800 new books

The Lisa Libraries donated 800 books in November to Read Now, which runs childhood literacy programs in Bergen and Passaic counties in New Jersey, to help restock shelves whose books were destroyed during the extreme flooding caused by Hurricane Irene last September. The books were distributed between Michael's Energy Factory Day Care and the Frank Napier School, serving grades K-8 in Paterson, NJ.

"The books that you have donated to Read Now have been fabulous and have allowed us to give . . . quality books to



A Read Now volunteer reads one of the books donated by the Lisa Libraries to children at Michael's Energy Factory day care in Paterson, NJ.

help restock the classrooms," said Lolly Burgin, Director, Read Now.

Thank-You Notes



Tapeworks in Bethlehem, PA, has donated all of our packaging tape for the past two years. They make a great product—we never need to worry about the heavy boxes of books we ship coming apart at the seams. One piece is all takes! (www.tape-works.com)



Herzog's Home and Garden Center in Kingston, NY, donated the materials for us to paint our floors with heavy-duty porch paint. Top quality paint, rollers, trays and brushes were donated by this community-minded, locally-owned home center. (www.herzogs.com)

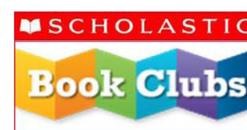
A large team of **Americorps** volunteers from Ramapo for Children in Rhinebeck, NY, painted our floors in one day and did a beautiful job. Our floors are shiny and clean now, and the environment is much more cheerful for volunteers and staff. (www.ramapoforchildren.org)

Stewart's Shops®



Thank you, **Stewart's Shops**, for a generous grant to The Lisa Libraries as part of the Holiday Match program, in which Stewart's matches donations made by its customers in order to benefit children's charities. (www.stewartshops.com)

Thank you to some of our largest book donors



Meet Frank

We had the opportunity to interview Frank Campagna of ColorPage, located in Kingston, NY, at our office recently. ColorPage has donated the design and printing of the Lisa Libraries' newsletters and other printed and digital material for the past two years.

Lisa Libraries: We'd like to thank you for your support—it's been a great gift and a tremendous help to The Lisa Libraries.

Frank Campagna: We're happy to do it.

LL: Please share a little about your interest in literacy and why you've made such a generous donation to the Lisa Libraries.

FC: Our business is primarily about providing marketing and publishing services to organizations and self-published authors. We've been working with self-published authors for a number of years, since around 1990. Our business started as a copy shop in the mid 70s, but by the early 1990s we were manufacturing books for self-published authors. I realized there was a lack of interest on the part of book printers to print fewer than ten thousand books, which affected what I recognized as a rising market—independent self-published authors.

With a new product line geared for self-publishers we used magazines like *Writer's Digest*, *Poets and Writers*, and *The Writer* and ran small classified ads with the idea that you could do what we coined "ultra-short-run-book printing". That allowed authors to affordably buy less than a thousand books. It wasn't long before we realized the effect we might be having on literacy; with everyday people being able to share their words and ideas as a published author. Within a year's time we had work coming in from every state including Hawaii and Alaska. We were putting out books that otherwise never would have made it to the market.

Over the years some professors who were interested in self-publishing or creating their own text materials started coming to us. Since then we've become involved with a small team at Columbia University Teacher's College, where a program called SPI, the Student Press Initiative, was being developed. The program trains teachers to bring publishing into the classroom. The purpose is to engage and inspire students to write, and to write their best.

We've been in many classrooms that are challenged for literacy. Research suggests that better writers make



Frank Campagna, president of ColorPage

better readers, and if you're a better writer and reader you improve academically across all curricula.

About three years ago we created a startup company called "Classroom Authors". We're developing free web-based software so that students can collaborate in the self-publishing world. We have 30 or so pilot classrooms in which students have published their own work.

LL: Can you tell us about ColorPage today?

FC: ColorPage has two arms to it. One is focused on publishing and the other is focused on marketing. Those two services run hand-in-hand today. From the marketing point of view we work mostly with non-profits and small businesses and we are very heavy in direct mail and printed sales collateral. On the publishing side we offer a plethora of services around designing, printing, promotion and distributing books and publications.

Both on the marketing side and the publishing side ColorPage has introduced advanced technologies that streamline production and provide e-solutions in terms of eBooks, website development, personalized direct mail and e-mail services.

LL: We know you support children's literacy. Could you please tell us about any other charitable organizations you're involved with?

FC: We try to focus our giving to causes that educate and improve opportunities for children. We give to organizations that include the Boys and Girls Club and Boy Scouts, Hudson Valley Food Bank, New York Military Academy, Center For Spectrum Services, a school in Saugerties serving children on the autism spectrum, to name a few.

LL: You've been a great help to us for the past two years, professionalizing our marketing and our newsletters and putting them online. Thank you so much, Frank, and thanks to all the talented people at ColorPage who have been so supportive of our mission.

FC: We're glad that you discovered us so that we could become part of the Lisa Libraries.

Volunteer Corner

Rachel Pollan was one of the first volunteers who joined the Lisa Libraries when we moved to Kingston, NY, in 2007. Since then, Rachel has worked almost every Thursday morning entering and cataloging books. If you've donated books or received a donation from the Lisa Libraries, there's a good chance that at some point those books passed through Rachel's hands.



Rachel and Reggie hard at work in their matching sweaters. They didn't plan it in advance—they're just on the same wavelength!

Recently, the Lisa Libraries interviewed Rachel so that we could introduce one of the key members of our team to you.

Lisa Libraries: Welcome, Rachel. Thank you for all your help over the years and for agreeing to answer a few questions this morning.

Rachel Pollan: Thank you, it's a pleasure.

LL: Can you please tell us how you first discovered the Lisa Libraries?

RP: I found the Lisa Libraries on the internet, on a site called "Volunteer Match". I had just moved to Kingston and I wanted to volunteer in the community.

LL: Where did you move from?

RP: I lived in Yonkers, NY, but I grew up in Pelham Parkway in the Bronx.

LL: What did you do for a living before you moved to Kingston?

RP: I was a registered nurse for the city of New York for over forty years. I did primarily pediatrics, and that's why I was drawn to the Lisa Libraries. The fact that we give books to underprivileged children is particularly meaningful to me, since I worked mostly in city hospitals where a lot of the kids are underprivileged.

LL: Actually, one of the hospitals you worked at received a Lisa Libraries donation.

RP: Yes, I worked at Jacobi Medical Center and we gave out Lisa Libraries books to the children during their clinic visits.

LL: The collaboration between the Lisa Libraries and Reach Out and Read, which gives books to children during their visits to hospital clinics, is ongoing.

RP: The children really loved being given books they could keep.

LL: You are one of Reggie the Lisa Libraries' dog's absolutely favorite people.

RP: And Reggie is my favorite dog!

LL: Do you have a dog?

RP: No, but I have a cat named Paco who's now 16 years old—she's retired also.

LL: You're here faithfully almost every Thursday morning—do you volunteer anywhere else?

LL: I volunteer for RSVP—Retired Senior Volunteer Program in Kingston, and for Ulster Literacy Association, also located in Kingston.

LL: So you're making sure that the adults and the children read.

RP: Yes, everyone should read! It's very important.

LL: Rachel, thank you so much for the hundreds of hours you've given to the Lisa Libraries, to the children who will benefit from your generosity, and for all of the volunteer work you do in the community.

RP: I'm glad to be here, and thank you to the Lisa Libraries for the work you do.

