

TD Summer Reading Club Library Awards

About the TD Summer Reading Club Library Awards

Beginning in 2007, the TD Summer Reading Club Library Awards will recognize and reward each year the most innovative and effective TD Summer Reading Club programs in local public libraries¹ across Canada.

Separate awards will be presented for the English and French summer reading programs.

The objective of the Library Awards is to promote excellence in summer reading programs by:

- celebrating the creativity of library staff who administer successful TD Summer Reading Club programs;
- promoting community partnerships that strengthen children's reading skills; and
- encouraging the sharing of information among public libraries across Canada so that they can further develop exemplary summer reading programs.

Perhaps even more important, the long-term goals of the TD Summer Reading Club and the Library Awards are to:

- improve children's literacy and reading habits; and
- make public libraries a vital part of children's lives.

Each spring a panel of three judges, in each language category, will assess entries with the most effective outreach strategies and creative implementation of the TD Summer Reading Club program in the previous summer.

The TD Summer Reading Club Library Awards are sponsored by TD Bank Financial Group, which is committed to supporting children across Canada with literacy and learning programs. Library and Archives Canada will act as the national coordinating agency of the awards.

¹ Local public library refers to a unique public library service point. This document also uses the term public library branch.



TD Summer Reading Club Library Awards

Prizes and honours

FIRST PRIZE winners in each language will receive:

- \$5,000 to be invested in their public library branch
- an honorary plaque
- national recognition through a press release
- the opportunity to attend the awards ceremony

SECOND PRIZE winners in each language will receive:

- \$2,500 to be invested in their public library branch
- an honorary plaque
- national recognition through a press release
- the opportunity to attend the awards ceremony

Winners will be announced at public library related conferences.

Who is eligible to apply?

- The applicant must be a local public library with a unique service point or a public library branch that is registered with the TD Summer Reading Club.
- The applicant must have offered the TD Summer Reading Club program in its local branch for a minimum of six weeks during the previous summer.
- The applicant must be prepared to promote its TD Summer Reading Club program and share its success strategies through workshops and/or on the program website.

How to apply

1. Print out and complete the **application form**.
2. Write a **program description** that demonstrates the innovation and effectiveness of the public library branch's TD Summer Reading Club program. Entries will be assessed for their effective outreach strategies and for their creative program implementation, based on **all of the evaluation criteria for application**.
3. Include **supporting documentation** to substantiate your application. Documentation can include photographs, letters, drawings, book reports, news articles, printouts of website pages, newsletters, promotional materials, newspaper clippings or other appropriate materials. **(Be sure to clearly label all documentation with the name of the library!)**



TD Summer Reading Club Library Awards

Only paper copies of the applications will be accepted. Please send your application by mail or courier, to:

Library and Archives Canada
TD Summer Reading Club Library Awards
395 Wellington Street, Room 472
Ottawa, ON K1A 0N4

APPLICATIONS MUST BE RECEIVED BY **November 1, 2011**.

Evaluation criteria for application

Applicants will be evaluated according to all of the following evaluation criteria for application. The program description and supporting documentation must provide evidence that the public library branch:

1. followed the general guidelines for the TD Summer Reading Club, and used the program materials provided;
2. clearly identified the TD Summer Reading Club in its promotional and programming materials;
3. offered the TD Summer Reading Club program for **at least six weeks**;
4. noted an improvement children's literacy and reading habits as a result of the TD Summer Reading Club program (increase in interest in reading/books; increase in time spent reading time and/or number of books read; increase in materials circulated);
5. used creative techniques to actively engage children in the TD Summer Reading Club (include supporting materials);
6. gave children access to materials (books and other media) of various genres and at different reading levels, that were geared to their interests and experiences;
7. regularly scheduled, publicized and carried out TD Summer Reading Club events and activities;
8. developed innovative outreach strategies, and invited various groups of children or involved community groups (e.g. 4-H Clubs, Boys and Girls Clubs, community centres, summer camps) in the age group targeted by the library branch;
9. involved community partners in the TD Summer Reading Club program and publicly acknowledged their support. Include copies of your promotional materials or media coverage showing how partners were acknowledged; and
10. completed and submitted the TD Summer Reading Club Statistics and Evaluation Form. (* Relevant statistics regarding changes and/or improvements in children's literacy and reading habits should be included with the submission to the Awards program as well.)

For more information, please contact your provincial or territorial coordinator.



TD Summer Reading Club Library Awards

Selection Committees

- Library and Archives Canada will supervise an independent administrator who will coordinate two selection committees, one committee for each language.
- The administrator will select a nationally recognized panel of three judges for each selection committee.
- The judges will be chosen from the fields of children's literature and librarianship, literacy or education.



Application Form

How to apply

1. Print out, complete and send the application form, by mail or courier, to:

Library and Archives Canada
TD Summer Reading Club Library Awards
395 Wellington Street, Room 472
Ottawa, ON K1A 0N4

2. Write a program description based on all of the evaluation criteria for application.

3. Include supporting documentation to substantiate your application.

About the public library branch

The applicant must be a local public library with a unique service point or a public library branch that is registered with the TD Summer Reading Club. Applicants cannot submit a form in the name of an entire library system with numerous service points.

Name of library branch _____

Street or postal address _____

City/town _____ Province/territory _____ Postal code _____

Population served by the library branch _____

Approximate number of children (ages 6–12 years) in the library service area _____
(write n/a if statistics are not accessible)

Major sources of funding for the local branch, and percentage of support provided by each source
(e.g., local funding 80%; provincial support 20%):

_____	_____ %
_____	_____ %
_____	_____ %
_____	_____ %



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Type of community where public library branch is located (check one):

- Metropolitan centre (population of 100,000 or more)
- Large urban centre (population of 50,000 to 99,999)
- Urban centre (population of 5,000 to 50,000)
- Small town/village/hamlet (population of 500 to 5,000)
- Rural settlement or community (population under 500)
- Indian reserve
- Northern community

About the branch's TD Summer Reading Club Program

Dates TD Summer Reading Club Program was held from _____ to _____

Number of weeks _____

Total number of TD Summer Reading Club programs, events or activities held _____

Number of events held each week or month (please specify) _____

Total number of children who participated in these programs, events or activities _____

Average number of participants per program, event or activity _____

Total number of children who registered for the TD Summer Reading Club _____



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Please list community partners that supported your program and describe the role of each partner:

Contact information

Name and position of the library employee to be contacted with questions/comments about this application for the TD Summer Reading Club Library Awards:

Address _____

Phone (_____) _____ E-mail _____

Name of library branch manager: _____

Signature of library branch manager _____

Phone _____ E-mail _____

Date _____

