

# LIBRARY PROJECTS FOR SOCIAL INCLUSION

Working with volunteers at the Hamburg  
public library system

Gabriele Roesch  
Public Relations

*Presentation in Athens on 06 October 2012*

# WORKING WITH VOLUNTEERS

*“I was always lucky in my life. Today, I want to give something back to society. To those, who need support.”*



# CONTENTS

- Hamburg Public Libraries Foundation  
(Stiftung Hamburger Öffentliche Bücherhallen)
- Voluntary work – a separate customer area
- ‘Media Messengers’ project
- Project funding of the ‘Media Messengers’
- ‘Dialog in Deutsch’ project
- Volunteers – tasks and services
- Marketing
- Challenges

# BÜCHERHALLEN HAMBURG



# FACTS & FIGURES FOR BÜCHERHALLEN HAMBURG

- Sites: 36
- Media units: 1.8 million
- Loans: 14.1 million
- Visitors: 4.7 million
- Employees: 496 (at 401 workplaces)
- Volunteers: 396

# POSITION OF VOLUNTARY WORK

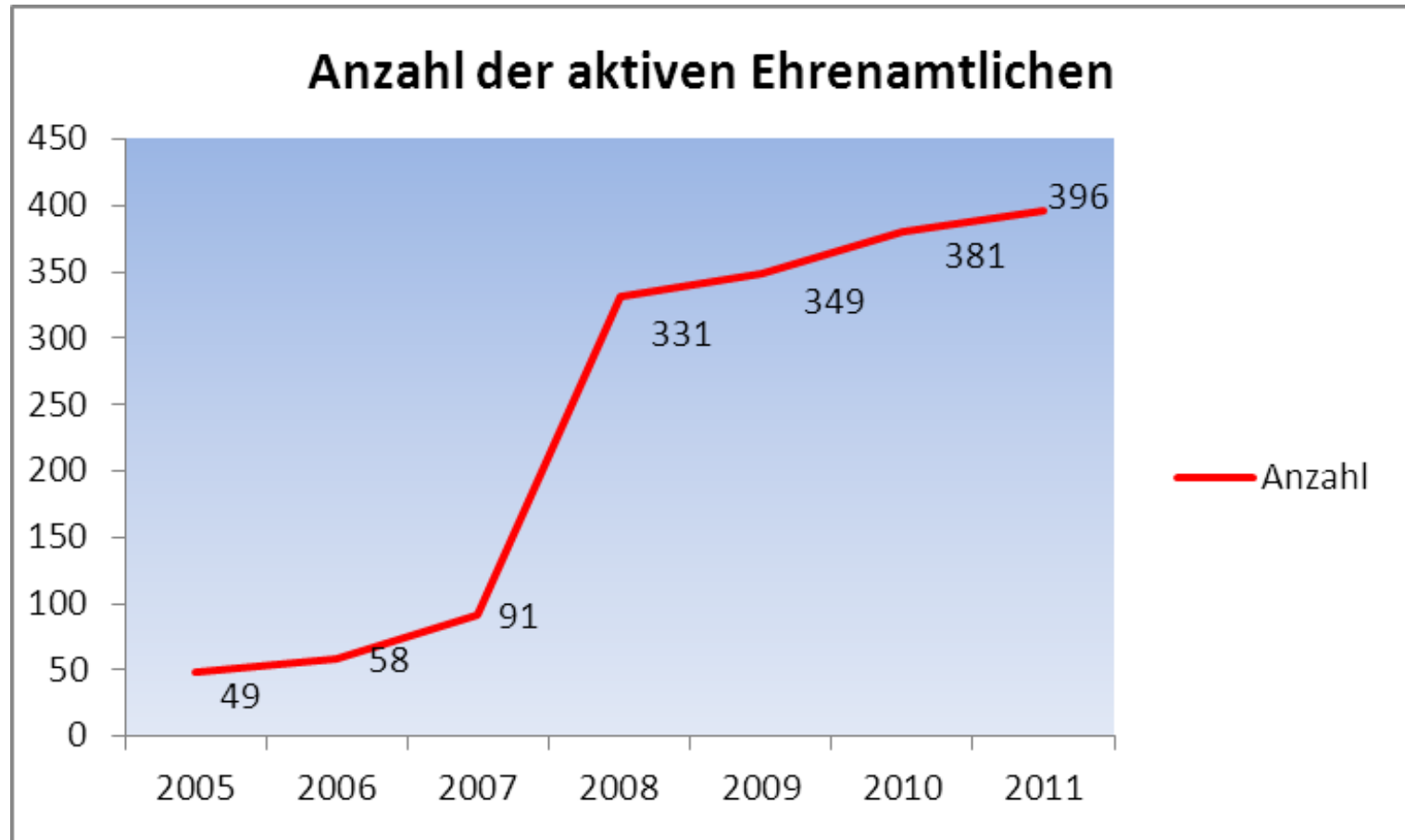
- Important strategic position
- One of five customer areas
- Not core business – only additional services
- Voluntary work costs money
- Opens up new customer groups
- Strengthening social segment
- Volunteers are multipliers and enrichers
- No voluntary work without full-time work: creates jobs

# BUSINESS MODEL FOR VOLUNTARY WORK

- Bücherhallen Medienprojekte gGmbH
  - 100% subsidiary of Bücherhallen Hamburg
  - Serves for separation of professional and voluntary work
  - Professional project management
  - Easier to raise funds from third parties
  - Flexibility, independence
  - Enhances image



# NUMBER OF ACTIVE VOLUNTEERS





# MEDIA MESSENGERS

*„My media messenger became a real friend!  
And the best thing of all is that she doesn't just bring me  
new books. She takes the time to talk to me too.“*



## MEDIA MESSENGERS – PROJECT DESCRIPTION

- First project of Bücherhallen to encourage civic commitment in Hamburg
- Volunteer media delivery service for senior citizens and other housebound people, e.g. people with disabilities
- Enabling senior citizens to participate in culture, information and education
- Mentoring project: 1:1 relationship
- Regular visits once per month

## KEY FACTS

- Launch: March 2007
- 160 media messengers, 300 customers
- Throughout Hamburg
- Wide ranging cooperation
- Professional project management
- Active involvement of volunteers
- Multiple award winning



Gerhard Kessel, Project Director

# HISTORY

- Situation 2006: not enough senior citizens as customers
- Bücherhallen wanted to make target group specific offering
- Demand analysis at institutions for senior citizens
  - Older peoples media use wishes
- Idea of a “library on two legs”
- Media Messengers have to be more than just a delivery service!

## DEVELOPMENT PHASE

- 1 year project development with external consultant
- Recruitment of volunteers at Volunteer Exchange
- Fund raising for start-up capital (private funding)
- March 2007: project launch in two districts
- 40 customers, 30 Media Messengers
- Since 2009: partial funding by Hamburg Culture Ministry
- Since 2009: roll-out throughout the Hamburg

# CUSTOMERS

- 300 housebound persons
- Condition for use of service:  
reduced-price / free-of-charge customer card
- Mainly senior citizens, also some people with disabilities
- 60% living in their own household
- 40% living in care homes
- Average age: 83 years
- Loss of customers due to death/  
dementia: more than 50 per annum



# CUSTOMER BENEFIT

- Participation in culture, information and education
- Promoting exchanges and contacts
- Social integration by reference person
- Enhancement of quality of life

“I’m always happy when Mr Rapp comes round. Then I make coffee and we have a good chat – and I forget all my aches and pains.”



## ORGANISATION – MEDIA

- Own media stock at a library
- approx. 5,000 media units
- 50% books (including large-print), 50% audio books
- Administered by Media Messengers themselves
- Catalogues in book format for volunteers and customers
- Media can be ordered at any site
- Media kits available for care homes





# FUNDING

- Project launch without any public funding
- Annual budget 2007/08: EUR 180.000
- 2007: foundation of the 'Medienprojekte gGmbH'
  - Main funding provider:  
Deutsches Hilfswerk (ARD TV Lottery)
- Since 2009:
  - 50% funded by Hamburg Ministry of Culture
  - 50% funded by revenues from book flea market
- Total budget at present: EUR 60.000 per annum



# DIALOG IN DEUTSCH

*„My children know the German language, but they talk to me in Arabic. They have no patience with me. Here in the group I can take my time. This makes me happy.“*



## DIALOG IN DEUTSCH

- 2010: Second voluntary project of Bücherhallen
- Conversation courses for immigrants, provided by volunteers
- Professional project management
- Funded by Hamburg Ministry of Employment, Social Affairs, Family and Integration
- Two awards



Annja Haehling von Lanzenauer,  
Project Director

# DIALOG IN DEUTSCH – PROJECT DESCRIPTION

- Conversation courses, helping immigrants to practice the German language
- Weekly in every library
- 60 groups in 33 libraries
- 160 volunteers, working in teams
- Small groups, voluntary visit
- Everyday subjects

*Sag mal,  
weißt du ...*

*Schönes Wetter  
ist heute!*

**HALLO**

*Wie geht  
es Dir?*



# TARGET GROUP

- Adults with a migration background
- Basic knowledge of the German language
- Motivation for integration
- Nationalities from all over the world
- All social classes and age groups
- Different reasons to participate



## PARTICIPANTS BENEFIT

- Opportunity to practice the German language in a pleasant atmosphere
- More independence in everyday lives
- Participation in culture and information
- Social and job-related integration

“I felt so lost in this huge city. In my group I found friends, and today I know the metro lines even better than my German husband.”



# DEVELOPMENT OF DIALOG IN DEUTSCH

- Start in 2009
- Cooperation with the Ministry of Employment, Social Affairs, Family and Integration
- 1 year development of the concept
- First Group in February 2010
- Today:
  - More than 60 groups
  - Over 15.000 participant-hours



# LIBRARIES: PARTNER NR. 1

- Neutral and public places
- Protected area
- Reachable throughout the city
- Related to education
- Foreign-language media available





# OUR VOLUNTEERS

- 180 Media Messengers / 160 Dialog in Deutsch
- Age: wide range from 18 to 75
- High level of education
- 65% women, 35% men
- Different volunteers depending on projects
- High level of motivation



# TASKS OF VOLUNTEERS

- Main tasks
  - Dialog in Deutsch: Leading groups, Coordination
  - Media Messengers: Visiting customers, Media selection
- Active involvement in the whole project
  - Office work
  - Public relations
  - Customer recruitment
  - Trainings
  - Flea market for books



# RECRUITMENT & SELECTION OF VOLUNTEERS

- Recruitment of volunteers
  - Volunteer Exchange, agency for volunteers (online portals), press and public relations work
- Careful selection
  - Multi-stage process
  - Extensive initial interview
  - Feedback



# VOLUNTEERS – SERVICES BY BÜCHERHALLEN

- Recognition: equivalence to full-timers
- Contracts for their services
- Accident and liability insurance
- Free-of-charge customer card
- Continuous monitoring
- Continuing education
- Regular get-together for exchange



# MARKETING

- Flyer
- Brochure
- Website: own section
- Presence at Volunteer Exchange
- Networking / Cooperation
- Press / public relations work



18 HAMBURG



## Eine Bücherhalle auf zwei Beinen

Ehrenamtliche versorgen alte und kranke Menschen mit Lesefutter

Auf diesen Tag hat sich Walburga Feldheim (82) schon seit zwei Wochen gefreut. Am Nachmittag klingelt es, vor der Tür steht Monika Vespermann (56) mit einem Stapel Bücher aus dem Arm. „Mein Lebensmittelpack“ sendet die gebildete alte Dame glücklich über die Schwelle in die Lesestube aus der Bücherhalle mitgebracht und wird ihr gleich daraus vorlesen – ein Privileg der Hamburger Bücherhallen.

Wenn jemand wegen Krankheit oder Alter nicht selbst Bücher anlesen kann, dann machen sich eben die Bücher auf den Weg. Und zwar mithilfe von Ehrenamtlichen. Die Bücherhallen haben für die Projekt „Medienboxer“ schon mehr als 70 Ehrenamtliche ins Boot geholt.

Walburga Feldheim lebt in einer Altbauwohnung in Winterhude. Mit dem Gehen klappt es nicht mehr so ganz, mit dem Sehen leider auch nicht. Ihr Geist ist aber noch hellwach. Und der braucht

„Man erhält durch die Bücher so viele neue Anregungen“

Futter. „Ich habe früher schon immer viel gelesen. Dass ich auch jetzt noch an neuem Lesestoff kommen, erfüllt mich mit Freude“, sagt die ehemalige Sekretärin.

Vom dem Projekt „Medienboxer“ erfährt sie von ihrem Pflegeheim, und schon kurz danach kam Jorstin Monika Vespermann nach

ihrem Feierabend zum ersten Mal vorbei. Sie fragte die alte Dame nach ihrem Buchwünschen und beim nächsten Treffen brachte sie die gewünschten Schmücker vorbei – Erzähl-, Biografie- sowie Hörbücher. Die Bücher liest die Jorstin vor, denn rechen den Büchern bringen die Ehrenamtlichen auch Zeit mit.

Der Service ist für die Kunden kostenlos, sie benötigen lediglich eine ermäßigte Bücherhallen-Karte (15 Euro im Jahr). Mehr Infos gibt es über den Projektkoordinator Gerhard Krosch, Tel. 42 26 17 83.

Die alte Dame aus Winterhude ist über das Projekt sehr glücklich. Walburga Feldheim: „Man erhält durch die Bücher so viele neue Anregungen, das ist einfach toll.“ **SIBILLE PAULS**

# AWARDS

- Voluntary work as effective PR and marketing tool
- Media Messengers: one Hamburg award and two national awards
  - Part of the Corporate Volunteering Program of Montblanc International
- Dialog in Deutsch: two awards



# CHALLENGES AND GOALS

- Generate customers
- Overcome reservations
- Media Messengers
  - Providing information to all retirement homes, church communities and home care services
- Dialog in Deutsch
  - Recruiting participants in selected districts
  - 70 groups every week throughout Hamburg



# PERSPECTIVE

- City population in Hamburg:
  - 335.000 senior citizens (19% of all inhabitants)
  - 500.000 persons with migration background (28% of the city's total population)



Demand for our projects!





THANK YOU ...

**... for your attention!**

***[www.buecherhallen.de/ehrenamt](http://www.buecherhallen.de/ehrenamt)***  
***[gabriele.roesch@buecherhallen.de](mailto:gabriele.roesch@buecherhallen.de)***