This report highlights ALA’s 2018 fiscal year, which ended August 31, 2018. In order to provide an up-to-date picture of the Association, it also includes information on major initiatives and, where available, updated data through spring 2019.

**MISSION**

The mission of the American Library Association is to provide leadership for the development, promotion, and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all.

**MEMBERSHIP**

ALA has more than 57,000 members, including librarians, library workers, library trustees, and other interested people from every state and many nations. The Association services public, state, school, and academic libraries, as well as special libraries for people working in government, commerce and industry, the arts, and the armed services, or in hospitals, prisons, and other institutions.
Dear Friends,

You made 2018 a wonderful year for libraries. Successes—including the increase in federal funding after the threatened elimination of the Institute of Museum and Library Services, the launch of ALA’s Policy Corps, and the creation of the State Ecosystem Initiative—were all achieved because of you and your commitment to the profession of librarianship.

In this Impact Report, you will find highlights from 2018, including what is being done around ALA’s Strategic Directions:

- Advocacy
- Information Policy
- Equity, Diversity, and Inclusion
- Professional & Leadership Development

You will also find membership statistics, updates about our groundbreaking public awareness campaign Libraries Transform, financial highlights, and where ALA’s Disaster Relief Fund has helped libraries in need.

You might have noticed that we have renamed our Annual Report. We’re now calling it the Impact Report because we want you to know the impact that your membership and gifts have on libraries across our entire nation. You make all this possible, and we’re so thankful to have you with us.

Thank you for your dedication to the library profession. We’re so excited to continue this journey with you as we work together to show everyone how Libraries = Strong Communities.

LOIDA GARCIA-FEBO
ALA President
2018–2019

MARY W. GHIKAS
ALA Executive Director
ALA’S ADVOCACY DELIVERS

The strength and clarity of ALA’s voice—in our nation’s capital and around the country—is more crucial than ever before. ALA’s Public Policy and Advocacy team works to secure policies that ensure and enhance education, lifelong learning, and access to information for all. Thanks to the efforts of thousands of ALA advocates, 2018 was a historic year for library legislation. Together we:

- Increased federal funding by $2 million for libraries after the threatened elimination of the Institute of Museum and Library Services
- Ratified the Marrakesh Treaty, making reading materials more widely available in accessible formats for visually impaired persons
- Passed the Museum and Library Services Act
- Made Congressional Research Service reports available to the public
- Passed the Music Modernization Act
- Introduced the Federal Depository Library Program Modernization Act
- Advocated to protect a free and open internet

YEAR-ROUND ADVOCACY

In an era when members of Congress are reporting more outreach and communications from constituents than at any time in recent history, ALA advocates must engage with their elected officials year-round in order to advance the Association’s policy priorities. Congressional staffers say that individual outreach from a constituent can have considerable influence over how lawmakers vote. ALA urges all library advocates to continue communicating with their legislators and remind them that library workers deliver opportunities to their communities and bring leaders and experts together to solve difficult problems.
During National Library Week 2018, ALA hosted senior policymakers, librarians, and telecommunications experts for a panel on Capitol Hill to advocate for leveraging the federal E-Rate program to improve broadband access in tribal and rural areas. The panel, moderated by National Museum of the American Indian Librarian Elayne Silversmith, focused on how broadband connectivity and telecommunications infrastructure in tribal and rural regions advances education, provides economic opportunity, and closes the digital divide.

“FOR MANY PEOPLE IN TRIBAL AND RURAL AREAS, THE LACK OF HIGH-SPEED INTERNET ACCESS MEANS THAT COMPETING IN TODAY’S ECONOMY IS A STEEP CLIMB AND BECOMING STEEPER. IMPROVING ACCESS TO THE E-RATE PROGRAM IS A STRONG START TOWARD IMPROVING HIGH-SPEED INTERNET ACCESS TO THE LEAST CONNECTED PEOPLE IN AMERICA.”

—ALA Past President Jim Neal, emphasizing ALA’s commitment to its members in tribal and rural areas
Libraries Transform continued to reach new audiences in its third year, spreading far and wide the message about the value and impact of libraries.

The free Libraries Transform toolkit is always growing, with new resources being added to address the changing needs of the library community. This past year new downloadable Because statements featured a diverse range of topics including literacy, job preparedness, privacy, LGBTQ literature, and more.

“Libraries = Strong Communities” was featured as part of ALA President Loida Garcia-Febo’s initiatives.

10,075 Libraries and library supporters have joined Libraries Transform since its launch in October 2015.

Libraries Transform participants represent libraries in all 50 U.S. States as well as international libraries in more than 100 COUNTRIES.

MORE THAN 157,000 PAGE VIEWS ON LIBRARYTRANSFORM.ORG
MORE THAN 17,000 TOOLKIT DOWNLOADS
MORE THAN 4,000,000 SOCIAL MEDIA IMPRESSIONS
NEARLY 80,000 SOCIAL MEDIA ENGAGEMENTS
MORE THAN 27,000 USES OF #LIBRARYTRANSFORM
Twenty libraries in the Caribbean received grants to assist in recovery from the damage caused by Hurricanes Irma and Maria. ALA awarded thirteen libraries in Puerto Rico and seven libraries in the U.S. Virgin Islands $4,000 in grants. Libraries were able to purchase computers, dehumidifiers, books, and other resources to allow them once again to provide much needed information access to residents in their communities. The grants were awarded to school, public, and academic libraries.
ALA launched the EDI Speakers Bureau, an online resource that highlights experts from the library profession who are available to speak on topics surrounding equity, diversity, and inclusion (EDI).

When the ALA Task Force on Equity, Diversity, and Inclusion was formed in 2014, one of its 58 recommendations was to create a clearinghouse of people with expertise to aid library program planners in identifying speakers.

The EDI Speakers Bureau includes the speaker’s location, biography, and area of specialty. Library professionals can nominate a speaker to be added to the EDI Speakers Bureau.

During the past year, ALA awarded Spectrum Scholarships to 60 exceptional students pursuing graduate degrees in library and information studies. Since 1997, ALA has awarded more than 1,100 Spectrum Scholarships. Through this program, ALA affirms its commitment to equity, diversity, and inclusion by seeking the broadest participation of new generations of racially and ethnically diverse librarians to provide leadership in the transformation of libraries and library services.
Attendees at the Public Library Association’s (PLA) biennial national conference, PLA 2018, stop by the photobooth at the Pennsylvania Convention Center in Philadelphia. More than 7,800 public library professionals, exhibitors, speakers, and supporters registered for PLA 2018, the nation’s largest conference dedicated to connecting and supporting the needs of public library professionals and stakeholders. The conference, which took place March 20–24, offered more than 100 sessions that explored such issues as consumer health, digital literacy, the opioid crisis, equity, diversity, inclusion, and social justice.

Conference-goers excitedly wait for former first lady Michelle Obama to officially open ALA's 2018 Annual Conference & Exhibition in New Orleans. Mrs. Obama was interviewed on stage by Dr. Carla Hayden, the 14th Librarian of Congress. Carla Hayden took the stage for a second time with the tenth archivist of the United States, David S. Ferriero, when they presented “The Librarian and the Archivist: The Importance of Collecting Physical Information and Materials in the Digital Age.” Other notable speakers during the conference, held June 21–26, included actors Viola Davis and Sally Field, and Pulitzer Prize winners Tracy K. Smith and Jose Antonio Vargas.
# Financial Highlights
## Fiscal Year 2018

## Consolidated Statement of Financial Position

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$993,841</td>
<td>$1,182,336</td>
</tr>
<tr>
<td>Short-term investments</td>
<td>$9,344,249</td>
<td>$8,177,379</td>
</tr>
<tr>
<td>Accounts receivable (less allowance for doubtful accounts and returns of $361,730 and $318,091 in 2018 and 2017 respectively)</td>
<td>$3,567,215</td>
<td>$3,683,835</td>
</tr>
<tr>
<td>Inventories (less reserves of $233,051 and $212,136 in 2018 and 2017 respectively)</td>
<td>$1,551,367</td>
<td>$1,718,186</td>
</tr>
<tr>
<td>Grants receivable</td>
<td>$455,353</td>
<td>$237,609</td>
</tr>
<tr>
<td>Prepaid expenses and other assets</td>
<td>$533,926</td>
<td>$1,069,519</td>
</tr>
<tr>
<td>Interest receivable</td>
<td>$42,064</td>
<td>$-</td>
</tr>
<tr>
<td>Property and equipment less accumulated depreciation</td>
<td>$11,355,559</td>
<td>$10,855,967</td>
</tr>
<tr>
<td>Goodwill</td>
<td>$1,000,000</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>Intangible assets - less amortization</td>
<td>$685,284</td>
<td>$1,046,450</td>
</tr>
<tr>
<td>Long-term investments</td>
<td>$53,360,618</td>
<td>$43,542,959</td>
</tr>
</tbody>
</table>

**Total assets** | **$82,889,476** | **$72,513,440**

## Consolidated Statement of Operations by Program Activity

### Operating Revenues

<table>
<thead>
<tr>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publishing</td>
<td>$18,520,410</td>
</tr>
<tr>
<td>Grants &amp; awards</td>
<td>$6,970,509</td>
</tr>
<tr>
<td>Membership dues</td>
<td>$6,293,466</td>
</tr>
<tr>
<td>Products and promotions</td>
<td>$705,945</td>
</tr>
<tr>
<td>Meetings &amp; conferences</td>
<td>$15,658,770</td>
</tr>
<tr>
<td>Long-term Investments</td>
<td>$410,559</td>
</tr>
<tr>
<td>Interest and dividends</td>
<td>$1,580,970</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$1,249,341</td>
</tr>
</tbody>
</table>

**Total operating revenues** | **$52,072,165** | **$49,001,036**

### Operating Expenses

<table>
<thead>
<tr>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publishing</td>
<td>$15,990,787</td>
</tr>
<tr>
<td>Meetings &amp; conferences</td>
<td>$14,286,078</td>
</tr>
<tr>
<td>Products and promotions</td>
<td>$792,340</td>
</tr>
<tr>
<td>Grants &amp; awards</td>
<td>$7,029,531</td>
</tr>
<tr>
<td>Office activities</td>
<td>$4,819,003</td>
</tr>
<tr>
<td>Membership activities</td>
<td>$6,504,893</td>
</tr>
<tr>
<td>Long-term Investments</td>
<td>$1,209,838</td>
</tr>
<tr>
<td>Administration</td>
<td>$3,667,549</td>
</tr>
<tr>
<td>Post retirement (credits)</td>
<td>$(-4,614,181)</td>
</tr>
</tbody>
</table>

**Total operating expenses** | **$49,685,838** | **$41,384,365**

### Net Operating Revenue (Expenses)

<table>
<thead>
<tr>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publishing</td>
<td>$2,529,527</td>
</tr>
<tr>
<td>Meetings &amp; conferences</td>
<td>$14,385,207</td>
</tr>
<tr>
<td>Products and promotions</td>
<td>$802,677</td>
</tr>
<tr>
<td>Grants &amp; awards</td>
<td>$3,790,535</td>
</tr>
<tr>
<td>Membership activities</td>
<td>$5,357,897</td>
</tr>
<tr>
<td>Long-term Investments</td>
<td>$1,034,906</td>
</tr>
<tr>
<td>Administration</td>
<td>$1,189,913</td>
</tr>
<tr>
<td>Post retirement (credits)</td>
<td>$(-1,410,460)</td>
</tr>
</tbody>
</table>

**Net operating expenses** | **$3,704,132** | **$7,616,671**

### Total Liabilities and Net Assets

<table>
<thead>
<tr>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>$42,297,159</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>$4,314,278</td>
</tr>
<tr>
<td>Permanently restricted</td>
<td>$517,000</td>
</tr>
</tbody>
</table>

**Total net assets** | **$47,126,137** | **$39,891,327**

<table>
<thead>
<tr>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
</table>
| Total liabilities and net assets | **$82,889,476** | **$72,513,440**

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8 | ALA IMPACT REPORT 2018
Thank you to everyone who contributed to the American Library Association in fiscal year 2018. Our government, corporate, foundation, and individual donors are vital partners as we all work together to ensure that libraries serve as leaders in transforming communities. Your gift to an ALA division, office, or round table enables us to advance our strategic plan goals. Every library is a hub of community engagement, innovation, and continual learning, and you are a part of that. Thank you for your many valued contributions to ALA.

### LIBRARY ADVOCATES | 2017–2018

#### $100,000 and above
- Bill and Melinda Gates Foundation
- Dollar General Literacy Foundation
- Financial Industry Regulatory Authority (FINRA) Investor Education Foundation
- Google LLC
- Institute of Museum and Library Services (IMLS)
- The JPB Foundation
- Knight Foundation
- Rakuten OverDrive
- Schwab Charitable Fund
- W.K. Kellogg Foundation

#### $10,000 to $49,999
- ABC-CLIO, LLC
- American Express
- American Psychological Association
- Baker & Taylor Inc.
- Cengage Learning
- Demco
- EBSCO
- Follett School Solutions, Inc.
- Gilder Lehrman Institute of American History
- Library of Congress
- Library Systems & Services LLC (LSSI)
- Medical Library Association
- National Endowment for the Humanities (NEH)
- OCLC
- Penguin Random House LLC
- ReferenceUSA
- Smithsonian Institution
- University of Maryland, Baltimore Health Sciences & Human Services Library
- Zankel Fund

#### $5,000 to $9,999
- Anonymous
- Antiquarian Booksellers Assoc. of America, Inc.
- Atlas Systems Inc.
- Cambridge University Press
- Candlewick Press
- Credo Reference
- District of Columbia Library Association (DCLA)
- Elsevier
- Gulf Coast Community Foundation
- InfoGroup Inc.
- Innovative Interfaces
- Institute of Electrical and Electronics Engineers
- Jonathan A. Hill, Bookseller, Inc.
- Jonathan S. and Patricia G. England Foundation
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- SirsiDynix
- Sisters in Crime Inc.
- Taylor & Francis Group
- Tech Logic Corporation
- Texas Library Association
- University of Delaware, Morris Library
- University of Iowa Libraries
- University of Kentucky School of Library & Information Science
- University of Washington Libraries

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- Taylor & Francis Group
- Tech Logic Corporation
- Texas Library Association
- University of Delaware, Morris Library
- University of Iowa Libraries
- University of Kentucky School of Library & Information Science
- University of Washington Libraries
ALA considers supporters of Libraries Transform—our Library Champions—among our greatest advocates for the future and sustainability of libraries across the country. When an individual, company, or foundation supports Libraries Transform, they are supporting ALA’s strategic directions: advocacy, information policy, professional and leadership development, and equity, diversity, and inclusion. Libraries Transform and Library Champions also support annual initiatives such as Library Card Sign-up Month and National Library Week.

Through their generous support, Library Champions help make transformation possible for the approximately 120,000 libraries across the country. ALA would like to thank the following Library Champions for their contributions to Libraries Transform.

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Peterson  
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