

**INFORMATION REPORT**

**TO:** ALA Executive Board

**RE:** Status Report of the ALA Development Office

**ACTION REQUESTED/INFORMATION/REPORT:**

Development Office information report

**CONTACT:**

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**DRAFT OF MOTION:**

No request for action

**DATE:**

April 15, 2009

Since our last report to the Executive Board in December 2008, the Development Office has continued to work on defining and improving internal functions and processes, as well as external activities that will, hopefully, garner new revenues for ALA. Specific activities include the following:

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## **ALA Fundraising Priorities**

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### **@ Your Library E-Magazine**

ALA's e-magazine pilot project, @ your library ([www.atyourlibrary.org](http://www.atyourlibrary.org)), will have a 'soft launch' during National Library Week (April 12-18, 2009). This new web site is targeted to the general public and is intended to encourage library use by linking services to topics of interest to families, young adults and children, as well as those individuals interested in career development. The web site will be launched to the membership during the ALA Annual Conference in July (Chicago). The project is managed by Leonard Kniffel, Editor in Chief of *American Libraries*, and Deborah Robertson, Director of the Public Programs Office (PPO).

The e-magazine pilot project was funded by a two-year grant of \$270,700 from the Carnegie Corporation of New York.

### **Campaign for America's Libraries**

The Public Information Office (PIO) and The Metropolitan Group, a strategic communications agency, continue to cultivate and solicit national corporate prospects for the *en tu biblioteca* and *Parents and Children* mini-campaigns.

In 2008, Univision Radio, the largest Hispanic radio company in the nation, and ALA partnered on the production of PSAs for nine markets: Austin, Chicago, Houston, Los Angeles, New York, Miami, San Antonio, San Francisco and Washington, D.C. Univision Radio has promoted these PSAs across its network of 70 stations. The estimated fair market value of their in-kind support is \$500,000.

### **Freedom to Read Foundation**

Keith Michael Fiels and the Development Office met with McCormick Foundation staff on April 1 and submitted a proposal on behalf of the Freedom to Read Foundation for sponsorship support toward their 40<sup>th</sup> Anniversary Gala on July 12 in Chicago.

### **Library Champions**

There are currently 46 Library Champions as Checkpoint Systems Inc. recently declined to renew its membership in the program. The Development Office continues to develop its stewardship

### **Planned Giving**

The Development Office continues to work closely with several individuals who have indicated their interest in making a planned gift to the Association or have included one of ALA's divisions, offices or round tables in their estate plans.

Recent inductees to the Legacy Society include: Teri Switzer (ALA/LLAMA).

### **Spectrum Scholarship Program**

Under the leadership of President-elect Camila Alire, the Office for Diversity (OFD), the Development Office, and The Alford Group, who was contracted as counsel for this project, are developing the Spectrum Presidential Initiative (SPI), a one-year fundraising effort for Spectrum scholarships that will be publicly launched during the Inaugural Banquet in Chicago.

The goal is to raise \$1 million between July 2010 and July 2011 in an effort to support 90-100 MLIS scholarships. Scholarships will be awarded, based on pledge payment cycles, from 2010 to 2014. Ten percent or \$100,000 of the goal would be designated to the Spectrum Endowment. In addition, gifts will be sought for doctoral fellowships. Types of donations to be accepted are: cash, pledges, tribute gifts, stock gifts, planned gifts, and matching gifts.

Past President Betty Turock has agreed to serve as chair of the Spectrum Presidential Initiative.

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## **External Activities**

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### **Atlantic Philanthropies**

In December 2008, the Development Office, Keith M. Fiels, Executive Director and Satia Orange, Director of the Office for Literacy and Outreach Services, met with Stacey Easterling, Program Officer at Atlantic Philanthropies, to learn more about their Ageing grant program. Since then, Atlantic Philanthropies has informed ALA that they are moving toward social policy actions for their aging program. The Reference and User Services Association (RUSA) and the Office for Literacy and Outreach Services (OLOS) are evaluating their older adult programs for opportunities that can be broadened to increase advocacy capacity by and for older adults within the library. We have been invited to contact the Foundation in September/October.

### **Bill and Melinda Gates Foundation**

In March 2009, the Office for Research and Statistics (ORS) submitted a grant proposal for a three-year continuation of the \$2.6 million grant that ORS received from the Foundation in 2006. The proposal seeks to 1) continue a national study that explores public library involvement with the Internet and technology support, budgetary trends, and other issues in maintaining public access computing support; 2) actively disseminate study findings to the profession and other key stakeholders; 3) assess the impacts of the Gates Foundation's Opportunity Online Grant Program; and 4) develop a strategy for maintaining the data collection into the future.

### **Dollar General Literacy Foundation**

In April 2009, Dale Lipschultz, Literacy Officer, Office for Literacy and Outreach Services (OLOS), and the ALA Development will be submitting a grant proposal for the continuation and expansion of the American Dream Starts @ your library program. The current program supports public libraries in their efforts to provide literacy services for adult English language learners through a one-time award of \$5,000. To qualify, public libraries must be located within 20 miles of a Dollar General Store, distribution center or corporate office.

### **FINRA Investor Education Foundation**

ALA and the Reference and User Services Association (RUSA) received a two-year grant of \$440,000 from the FINRA Investor Education Foundation for the continuation and expansion of the *Smart Investing @ your library* program in March 2009. To date, 25 libraries have participated in the program and more than \$1 million in grants have been awarded to these same libraries.

### **L.I.S.T Foundation**

The ALA Development Office attended a special event for the Library, Information Services and Technology (L.I.S.T.) Foundation on April 2. The Foundation was established in March 2009 and seeks to support public and school libraries in Illinois. The Foundation was founded by Joan Schenk, who is the librarian at the Walt Disney Magnet School in Chicago. Robert Solliday is the executive director.

### **McCormick Foundation**

The Office for Diversity (OFD) submitted a proposal to the McCormick Foundation for the support of the Spectrum Presidential Initiative. Keith Michael Fiels and Kim Olsen-Clark met with Foundation staff on April 1 to discuss the initiative and formally submit the proposal.

### **Open Society Institute**

In May 2009, the Office for Intellectual Freedom (OIF) and Patricia Martin, a consultant to OIF who is managing marketing and communications for the *Privacy for All: Rallying Americans to Defend Our Freedoms* campaign, will be submitting their first year-end report to the Foundation.

**Safeway, Inc.**

Safeway, Inc. and ALA are finalizing the five back panels that will feature interesting information on libraries and literacy on their 'Eating Right™' store-brand cereals. We anticipate that their distribution centers will start shipping these cereal boxes to their stores in the United States beginning in July. This project is managed by Marci Merola, Director of the Office for Library Advocacy. The team includes Megan Humphrey, Manager of the Campaign for America's Libraries, and Larra Clark, Project Manager, Office for Research and Statistics (ORS). Safeway is donating in-kind support for all design and promotion costs to the project. The estimated fair market value of their in-kind support is \$500,000.

Safeway Inc. is one of the largest food and drug retailers in North America. The company has more than 1,700 stores in the Western, Southwestern, Rocky Mountain, Midwestern and Mid-Atlantic regions of the United States and in Western Canada.

**Toyota Motor Company**

The International and Chapter Relations Offices received 200 sets of 50 translated works of Japanese modern fiction and non-fiction, as well as a program administration grant of more than \$100,000 from the Overseas External Affairs Division of the Toyota Motor Company. The sets were distributed to libraries across the country on a first come, first serve basis.

**US Census Bureau and 2010 Census**

As in previous years, ALA has partnered with the US Census Bureau for the 2010 Census. The Office for Research and Statistics (ORS) and the Development Office will internally coordinate the project, which includes sending press releases on the 2010 Census to our members, as well as providing links on the ORS web pages to toolkits and educational materials prepared by the US Census Bureau.

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**ALA Development Office Operations**

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The office continues to make improvements in gift processing, online giving, and developing policies and procedures to handle cultivation and stewardship in an efficient and effective manner.

In January 2009, Amanda Armstrong, Development Associate, resigned from the Development Office. Presently, our office is conducting interviews for the position of assistant director and will conduct interviews for the position of the development associate in FY10. The responsibilities for the Library Champion program will be the responsibility of the assistant director.

The Development Office is working with the Public Information Office (PIO) and Production Services to develop a compact-version of the annual report that will be used for a special mailing to corporations and foundations.