

EBD # 6.1

2011-2012

TO: ALA Executive Board

RE: Report of the ALA Development Office

ACTION REQUESTED/INFORMATION/REPORT:

ALA Development Office information report

CONTACT:

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DRAFT OF MOTION:

DATE:

October 13, 2011

Executive Summary

The purpose of the Development Office report to the ALA Executive Board Members is to provide an account of the progress made by ALA and its units in their strategic fundraising efforts. As represented by the level of gifts made and actionable next steps developed with various donors, significant progress has been made in the advancement of the fundraising continuum (i.e., identify, qualify, cultivate, solicit, steward) culture within ALA and its units.

Accomplishments

The primary focus of the Development Office has been ensuring that our fundraising systems, structures and services fully support ALA-wide goals. Since our last report to the Executive Board in June 2011, the Development Office has continued to work on defining and improving internal functions and processes, as well as external activities designed to garner new revenues for ALA. Following the list of accomplishments, further information about specific fundraising activities is listed to highlight the expanding role and reach of ALA.

In addition, the Development 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. The ALA Development Office has been reviewing its efficiencies and making changes to help with workflow. Changes range from simple ideas such reviewing and tailoring our gift acknowledgment letter writing process to more complex tasks such as developing benchmark reports for giving to ALA.

Strategic Priorities

- As of 10/05/2011, the amount contributed to the Spectrum Presidential Initiative in gifts and pledges is \$985,723 or 98.5% of the goal. This amount includes the recent grant of \$200,000 plus a portion of the challenge grant from the Bill & Melinda Gates Foundation to the Spectrum Presidential Initiative.
- In October, ALA President Molly Raphael, President-Elect Maureen Sullivan and Executive Director Keith Michael Fiels met with the National Endowment for the Humanities (NEH) and the Institute for Museum and Library Services (IMLS) to discuss the convening of a "Thought Leader" meeting for spring 2012. Invitations will be sent to a pre-selected group of foundation and corporate leaders. The "Thought Leaders" meeting is part of the Bill & Melinda Gates Foundation grant for Spectrum.
- The first meeting of Task Force for Planning Giving is scheduled for October 24. The charge of the committee headed by Jim Neal is to launch an ALA-wide planned giving campaign in 2012.
- ALA President Molly Raphael and Executive Director Keith Michael Fiels met with Vartan Gregorian, President of the Carnegie Corporation of New York, to discuss potential projects which will celebrate the Corporation's 100th Anniversary (November 2011 to October 2012). A proposal was submitted to support a national recognition

award honoring elected officials and philanthropists who make major contributions to the improvement of libraries and library services.

- ALA has been invited to submit a full proposal to AARP Foundation in support of *New Start @ your library*, an initiative to provide career and financial literacy tips to low-income, age 50+ adults.
- Public Programs Office (PPO) is exploring potential opportunities as related to ageing populations with the MetLife Foundation.
- The Office for Diversity (OFD) is collaborating with OCLC and the Los Angeles Public Library on a special “library as a career” awareness program for middle school students during the ALA Annual Conference in Anaheim.

Fundraising

- IMLS awarded an \$886,499 grant for Spectrum Doctoral Fellowship students, the *Laura Bush 21st Century Librarians Program*. Funding will provide tuition and stipends for at least seven ethnically diverse students pursuing PhDs in library and information science.
- The Institute of Museum and Library Services (IMLS) awarded two National Leadership Grants to ALA in October: Association of College and Research Librarians (ACRL), *Building Capacity for Demonstrating the Value of Academic Libraries* (\$99,985); and Public Programs Office (PPO), *ALA and StoryCorps* (\$33,968).
- Dollar General Literacy Foundation awarded a second year grant of \$200,338 to Association for Library Service to Children (ALSC) and the Young Adult Library Services Association (YALSA) for *Everybody Reads @ your library*. To date, \$411,097 has been awarded to deepen the outreach for Día and Teen Read Week programs at public libraries to children and teen English language learners.
- PPO received two NEH Chairman’s grants totaling \$48,911, to support planning, focus group and evaluation activities in six public libraries under a new NEH initiative titled “Bridging Cultures Bookshelf on Muslim Worlds.”
- PPO received a grant of \$22,024 from the Tribeca Film Institute (NEH grant) for consulting for a film discussion series for libraries.
- PPO received \$23,640 in additional funding from the Space Telescope Science Institute to add nine sites to its tour to libraries of “Visions of the Universe: 400 Years of Discovery.”
- Two Library Champions, Dollar General and FINRA Foundation, are now supporting The Campaign for America’s Libraries at the \$10,000 level. Three companies were added at the associate level membership during the last fiscal year: LSSI, The Rowman and Littlefield Publishing Group, Sisters in Crime.
- In support of Banned Books Week, the Development Office researched and prepared profiles for 34 potential corporate and foundation prospects for the Office for Intellectual Freedom (OIF).
- The Development Office is giving support to PPO on a fundraising campaign to benefit the Cultural Communities Fund (CCF). A mailing was sent to prior donors of CCF in September.

- The Development Office is giving support to ACRL on their 75th Anniversary campaign.
- The Development Office will be giving support to YALSA to identify, cultivate and solicit various corporate and foundation prospects for Teen Read Week 2012 and Teen Tech Week 2012.
- The Development Office continues to give support to the Development Office and Government Documents Round Table (GODORT), International Relations Round Table (IRRT) and Retired Members Round Table (RMRT) on the development of fundraising plans. A first-phase email and mail campaign for GODORT was concluded in May and raised a total of \$7,720. The GODORT Fundraising Committee is discussing potential follow-up fundraising activities.
- The Development office is in initial strategic discussions with the Library and Information Technology Association LITA to support their first membership fundraising campaign.
- The Development Office continues to have ongoing strategic discussions with the Exhibits Round Table (ERT) about the Hoy Scholarship.
- The Development Office executed a targeted mail/email campaign on behalf of the Campaign for America's Libraries (CAL). The mailing consisted of individuals who had given to CAL or to our unrestricted fund over the past five years. The campaign had a 7% response rate and a total of \$3,080 was raised through online and check donations.
- ALA has begun receiving its Combined Federal Campaign (CFC) contributions. CFC is the workplace giving campaign for all federal government employees. Based on pledge data received, ALA will receive \$9,600 from the CFC Fall 2010 campaign, with approximately \$7,000 to be received in FY12. Contributions are unrestricted.
- To date, ALA has received \$ \$9,278 from Donation Line, a turn-key vehicle donation program. When a donor selects ALA as the designated charity, Donation Line arranges the pick-up and sale of the vehicle, with ALA receiving approximately 80% of the proceeds. There is no cost to the Association and contributions are unrestricted.

Building the Profession

- ALA Past President Roberta Stevens and the Development Office will be presenting "Frontline Fundraising" at the Library 2.011 World-wide Virtual Conference, November 2 - 3, 2011. The conference will be held online, in multiple time zones over the course of two days, and will be free to attend. The School of Library and Information Science (SLIS) at San José State University is the founding conference sponsor.

Organizational Excellence

- ALA Development Office has developed a dashboard report for classifying and categorizing the relationships of donations received by ALA and its units to provide an overview of giving to ALA Board of Directors and BARC.
- To enhance ALA's financial system, a new module has been added to the IMIS database system specifically for grants. This "Grants" module will allow ALA divisions

to input their new/proposed grants directly into our IMIS database, for tracking and updating. This will also allow the development office and finance office to more accurately report on the status of grants throughout the divisions/offices of ALA.

- ALA Information Technology & Telecommunication Services (ITTS) and the Development Office have developed a two-phase upgrade/enhancement plan for giveALA, the Association's online donation web site. The first phase was concluded in September 2011, allowing re-directs to specific funding categories or funds after login. The implementation is being tested with Human Resource Development and Recruitment (HRDR) and ALA Chapter Relations/International Relations.
- The Development Office is exploring an alliance partnership between ALA and the National Civics League. Activities will be linked to their All-American City Award and give support to their new reading campaign.
- The Development Office has been working with the Read it Loud! Foundation on their upcoming launch in late summer of a new reading campaign. ALA is a coalition partner with the Center for the Book in the Library of Congress and the Read it Loud! Foundation.

ALA Fundraising Priorities

Spectrum Scholarship Program and Spectrum Presidential Initiative

As of 10/05/2011, the amount contributed to the Spectrum Presidential Initiative in gifts and pledges is \$985,723, or 98.5% of the \$1,000,000 goal. This amount includes the recent grant of \$200,000 plus \$57,125 of the \$100,000 challenge grant from the Bill & Melinda Gates Foundation to the Spectrum Presidential Initiative.

In October, the Spectrum Executive Committee will be discussing ALA-wide celebration plans at Anaheim, as well as reviewing a strategic plan drafted by the Office for Diversity for ongoing annual giving support towards the Spectrum Scholarship Program.

Spectrum Honor-Roll of Donors

\$100,000 – \$250,000

Medical Library Association/National Library of Medicine
ProQuest
Dr. Betty J. Turock and Turock Family

\$15,000-\$49,999

ALA Council
ALA Executive Board
OCLC Online Computer Library Center

\$5,000-\$14,999

ALA Past Presidents
ALA Spectrum Scholarship Recipients

American Association of School Librarians (AASL), a division of ALA
Asian/Pacific American Librarians Association
Association of College and Research Libraries (ACRL), a division of ALA
Association for Library Services to Children (ALSC), a division of ALA
Black Caucus of ALA
Gregory Calloway 2009 Chicago Marathon Run
Chinese American Librarians Association
Library Instruction Round Table (LIRT)
Molly Raphael
REFORMA, National Association to Promote Library & Information Services to
Latinos and the Spanish Speaking (REFORMA)
Texas Library Association*
Friends and Family of Dr. Betty Turock and Gus Friedrich, in honor of their
marriage
Young Adult Library Services Association (YALSA), a division of ALA

\$1,000 – \$4,999

Dr. Camila A. Alire
Lucas Alvarez
American Indian Library Association
American Library Association – Chicago Headquarters Staff
APALA & REFORMA Northern California Chapters Fundraiser*
Association for Library Collections and Technical Services (ALCTS), a division of ALA
Bank of America
Gladys Smiley Bell
Angelina Benedetti*
Kathleen Bethel
Irene Briggs*
Gregory L. Calloway
iSchool at Drexel and Drexel University
Barbara Eschner and Dick Cantley Dinner, in memory of Ron Clowney
Keith Michael Fiels
Barbara Ford
Freedom to Read Foundation*
GEICO
Mary W. Ghikas
William Gordon
Michael Gorman
Grinnell College Librarians, in honor of Rebecca Stuhr
Tracie Hall
W. Michael Havener
Luis Herrera
Dora T. Ho
Sara Kelly Johns

Falona Joy
Dr. Em Claire Knowles
Los Angeles Public Library/ Library Foundation of Los Angeles*
Marquette University
James G. Neal
New Jersey Spectrum Scholarship Committee
Ocean County (NJ) Library
Ohio Library Council
OHIONET
Kim Olsen-Clark
Public Library Association (PLA), a division of ALA
Mark Puente
James Rettig
Reference and User Services Association (RUSA), a division of ALA
San Diego area Spectrum Scholars
Patricia Glass Schuman
Russell Shank
Simmons College Student Groups*
Roberta A. Stevens
Winston Tabb
Tennessee Library Association*
Eugene Tkalitch
UCLA ALA Student Chapter
University of Arizona SIRLS and REFORMA-Tucson Chapter*
University of Michigan Librarians
University of Wisconsin at Milwaukee
W. W. Norton & Co.*
Whispering Bells Foundation Charitable Trust
Tom Wilding
Yolo County Library Dinner for Spectrum Scholars, hosted by Patty Wong and
Ken Yamashita

***NEW**

Honor-Roll of Planned Giving Donors to Spectrum Scholarship Program

William Gordon
Dr. Em Claire Knowles
Dr. Betty Turock
J. Linda Williams

@ Your Library E-Magazine

ALA's e-magazine for the general public, @ your library (www.atyourlibrary.org), is intended to encourage library use by linking services to topics of interest to families, young adults and children.

The atyourlibrary.org project is been managed by Leonard Kniffel and Mark Gould, Director of the Public Information Office (PIO). The e-magazine pilot project was funded by a two-year grant of \$270,700 from the Carnegie Corporation of New York.

In October 2011, ALA partnered with Sterling Publishers to promote a Heritage Recipe Contest through *Connect with your kids @ your library*. The partnership provided ALA with editorial content for atyourlibrary.org, as well as sponsorship support for the Campaign for America's Libraries from Sterling Publishers.

The ALA Development Office and American Libraries Marketing continue to approach several companies about the development of web-based projects/content on atyourlibrary.org. Leonard Kniffel and the ALA Development Office will be working on a strategic plan to expand fundraising efforts for the website.

Campaign for America's Libraries

With the guidance of the Metropolitan Group, PIO has developed a comprehensive strategy that includes media, online presence, library partnerships, a Family Activity Guide, posters, bookmarks and public service messages which will promote *Connect with your kids @ your library*. This initiative aims to strengthen families and foster child development and educational achievement by encouraging parents and their children to spend time together at their local libraries. Since 2006, Metropolitan Group has served as a strategic communication consultant to PIO for The Campaign for America's Libraries.

In May 2010, ALA and Metropolitan Group secured Scholastic Parent and Child magazine as the initiative's magazine media sponsor for two years. With a reach of 7 million parents, the magazine provides the learning link between home and schools, and is the nation's top magazine for parents of children 17 and younger. A mention about the initiative was printed in Scholastic Parent and Child magazine's June/July issue (Fresh Start Section), which directs readers to atyourlibrary.org. Scholastic Parent and Child magazine have also agreed to: six print PSAs (Sept 2010-2012), editorial content opportunities, web presence, and other co-branding opportunities with the 2010 August/September issue. The donated ad value of these placements is expected to be at least \$275,000 over the two-year period.

A media partnership with Lifetime (cable television media sponsor) was finalized December 2010, granting ALA \$38,000 to support the development of 15 and 30 second PSAs, now available for viewing at atyourlibrary.org and partner libraries. Since June, Lifetime has also aired the PSAs based on availability across their A&E and Lifetime Networks. This grant has enabled ALA to hire Parallax, an award winning PSA and

commercial multi-media firm, to produce the PSAs. Parallax has developed and executed a concept that is estimated to have the equivalent production value of a PSA with a budget two-to-three times the value of the grant. Lifetime also provide technical and in-kind support to ensure that the PSAs are produced to the highest quality. Metropolitan Group managed the production of the PSAs and providing creative strategy.

Keith Michael Fiels, Megan Humphrey, Kim Olsen-Clark and two representatives of the Metropolitan Group met with representatives of R.R. Donnelley to discuss potential funding for Connect with your kids @ your library.

On the fundraising side, Metropolitan Group has continued to cultivate prospective partners, focusing on cause-related opportunities with companies marketing to parents of young children; and foundations interested in making a philanthropic gift to support the child-parent connect aims of the initiative.

Library Champions

For 2012, the Development Office is pursuing a strategy of building a stronger connection between the support of our Library Champions, ALA's Campaign for America's Libraries, and the resulting impact on communities. Three new members were added during the last fiscal year: LSSI, The Rowman and Littlefield Publishing Group, Sisters in Crime. Three members opted not to renew their membership for the current fiscal year: Bowker (now fully integrated with ProQuest), H.W. Wilson (bought out by EBSCO), and Marshall Cavendish (budget cuts). The Development Office is refreshing membership materials to offer more meaningful recognition for \$10,000 members, and will continue to promote the one-year Associate member giving level (\$2,500).

Planned Giving

The ALA 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. The office also continues to work with divisions to identify and reach out to potential planned giving prospects, including providing customized planned giving brochures for the upcoming AASL conference.

Recent member welcomed into the Legacy Society: Carol Pitts Diedrichs.

In FY12, an ALA-wide planned giving campaign is planned to roll out, coupled with the establishment of the Task Force for Planned Giving. The first meeting of the Task Force is scheduled for October 2011. Task Force members include: Jim Neal (chair), Katharina Blackstead, Francis Buckley, Jr., William Gordon, Pam Spencer Holley, Dr. Em Claire Knowles, Robert Newlen, and Frances Roscello.

Relief Funds for Haiti, Chile and Japan libraries

As of September, 2011, the total giving to various international disaster relief efforts was:

- Haiti: \$46,209.61, a 6.6% increase since June 10, 2011).
- Chile: \$1,400, a 4% increase since June 10, 2011.
- Japan: \$4,053, a 599% increase since Jun 10, 2011.

ALA member Deborah Lazar has pledged \$5,000 in matching gifts for the Haiti Disaster Relief fund. Development staff is working with ALA Chapter Relations/International Relations to roll out a “100 Days for Haiti” matching gift appeal in October 2011.

External Activities

AARP Foundation

In October, Leonard Kniffel with the support of the Development Office submitted a proposal to request support for *New Start @ your library*, a nationwide project to develop strategies and methods to help low-income, age 50+ library patrons find work and increase their financial stability. This project is designed to help a key demographic of library users, resources and project promotion would be made available on atyourlibrary.org.

American Promise Alliance

The Washington Office met with Dr. Elizabeth Morgan, Director of the Grad Nation campaign for America's Promise Alliance. The Grad Nation effort is focused on raising the national high school graduation rate to 90% by 2020. ALA and PLA are current partner organization with American Promise Alliance.

Arca Foundation

The ALA Washington Office submitted a grant proposal to the Arca Foundation. The project *Crisis in Contemplation: Public Policy Issues and Implications* would conduct research and host a workshop to help develop national policies and guidelines around the impact of digital technologies on education and the economy.

Boeing Company

ALA and PPO are currently reviewing funding guidelines for submissions to Boeing.

Carnegie Corporation of New York

In October 2011, ALA submitted a concept proposal on a national recognition award honoring elected officials and philanthropists who make major contributions to the improvement of libraries and library services. Through these awards, ALA would bring national and international attention to the importance and value of libraries during a national adult book awards hosted by Booklist and the Reference & User Services Association (RUSA).

ALA Leadership and staff will be travelling to New York for the I Love My Librarian Award ceremony and reception on December 8th.

Carnegie Science Center

In April 2010, AASL with the support of the Development Office submitted a collaborative proposal with the Carnegie Science Center (Pittsburg, PA) to the Motorola Foundation. In August 2010, \$150,000 in total funding was approved. Carnegie Science Center is currently revising the project with approval from the funder, moving from an original DVD kit to an online delivery model. The intended outcome is an educational toolkit called CAN*Teen that inspires girls ages 9-14 to see themselves in STEM careers.

Dollar General Literacy Foundation

Dollar General Literacy Foundation awarded a second year grant of \$200,338 to Association for Library Service to Children (ALSC) and the Young Adult Library Services Association (YALSA) for Everybody Reads @ your library. To date, \$411,097 has been awarded to deepen the outreach for Día and Teen Read Week programs at public libraries to children and teen English language learners.

Green Halloween

ALA is exploring a cross-promotional partnership with Green Halloween, a project aimed at reducing landfill waste by encouraging the swapping of Halloween costumes. In exchange for promoting National Costume Swap Day on www.atyourlibrary.org, Green Halloween would list ALA as a national partner along with other partners such as the Association of Zoos and Aquariums.

Institute of Museum and Library Services (IMLS)

ALA's Office for Diversity received an \$886,499 grant for *Laura Bush 21st Century Librarians Program - Doctoral Programs*. The grant supports ALA Spectrum Doctoral Fellowship scholarships and will provide tuition and stipends for at least seven ethnically diverse students pursuing PhDs in library and information science at one of 21 participating academic programs. Funding from IMLS will support fellows' first two years of study.

In addition, IMLS awarded two grants for the National Leadership Grants Program:

IMLS awarded \$99,985 for *Building Capacity for Demonstrating the Value of Academic Libraries*. The grant is managed by ACRL, in partnership with the Association for Institutional Research, the Association of Public and Land-grant Universities, and the Council of Independent Colleges. Funding supports convening two national summits addressing the need to build the library profession's capacity to document and communicate library value in alignment with academic institutional goals.

IMLS awarded \$33,968 for a proposal submitted by PPO. Funding supports *ALA and StoryCorps* for a four-month planning grant, making accessible StoryCorps services to public libraries across the country. ALA and StoryCorps will convene a Board of Advisors to aid in the planning and design of this collaborative national

program. The outcome planning grant is a program plan to be submitted as an IMLS National Leadership Project proposal in 2012.

The Joan Ganz Cooney Center at Sesame Workshop

In September, ALA's Office for Literacy and Outreach Services (OLOS) and AASL renewed their commitment to be active outreach partners for the 2012 STEM Video Game Challenge. The 2012 Challenge was launched in partnership with Digital Promise, a new initiative created by the President and Congress, supported through the Department of Education. The initiative is designed to unlock the promise of breakthrough technologies to transform teaching and learning through video games for children and young adults that teach key STEM concepts and foster an interest in STEM subject areas.

Mozilla Foundation

YALSA is an official Collaborator with the Badges for Lifelong Learning Competition to develop digital badges meant to inspire learning and skill development for 21st century learners. The competition was started with support from the MacArthur Foundation, HASTAC (the Humanities, Arts, Science, and Technology Advancement Collaboratory), and the Mozilla Foundation. The competition will match expert developers with the Collaborators, who will work as teams to create the badges, through financial support from the various funders. The project will enable YALSA to provide innovative continuing education opportunities to the library community.

National Endowment for the Arts

PPO and YALSA received a \$20,000 from the National Endowment for the Arts in support of the Great Stories Club. Funds have supported author visits to seven Great Stories Club programs. The authors on tour are Jennifer Brown, Coert Voorhees, Walter Dean Myers and Coe Booth.

National Endowment for the Humanities (NEH)

PPO began tours to libraries of five exhibitions:

- 1) "Lincoln: The Constitution and the Civil War," with partner The National Constitution Center and Museum, to 200 sites;
- 2) "Manifold Greatness: The Creation and AfterLife of the King James Bible," with partner The Folger Shakespeare Library, to 40 sites,
- 3) "In a Nutshell: The Worlds of Maurice Sendak" to 35 sites;
- 4) "A Fine Romance: Jewish Songwriters, American Songs, 1910-1965" to 55 sites;
- 5) "Emma Lazarus: Voice of Liberty, Voice of Conscience" to 18 sites. These three exhibits and the tours were funded by Nextbook, Inc., the Charles H. Revson Foundation, the Righteous Persons Foundation, the David Berg Foundation, an anonymous donor, and Tablet: A New Read on Jewish Life.

PPO received two NEH Chairman's grants totaling \$48,911, to support planning, focus group and evaluation activities in six public libraries under a new NEH initiative titled

“Bridging Cultures Bookshelf on Muslim Worlds”. PPO and NEH staff is also developing an agreement to bring collections of books about Muslim culture to 1,000 U.S. libraries.

PPO received a grant of \$22,024 from the Tribeca Film Institute (NEH grant) for consulting for a film discussion series for libraries, “Bluegrass to Broadway: A Film History of America’s Popular Music.”

PPO participated in planning proposals to NEH for three projects: a traveling exhibition about illuminated verse, with Poets House, New York; a traveling exhibition, “Shakespeare in His World,” with the Folger Shakespeare Library; and a discussion project, “Can We Talk?” with the National Constitution Center and Museum.

PPO submitted implementation proposals to NEH for two traveling exhibitions: “Diamond Dreams: Women and Baseball,” with the National Baseball Hall of Fame, and “Prohibition,” with the National Constitution Center and Museum.

National Institute on Ageing

ALA partnered with the National Institute on Ageing to help promote their Go4Life exercise and physical activity campaign for the elderly. Emily Sheketoff will represent ALA at the Go4Life campaign launch event on Capitol Hill in October. The event is co-hosted by Senator Herb Kohl (WI), Chairman of the Senate Special Committee on Ageing, and committee member Senator Mark Udall (CO).

Pitney Bowes Foundation

In October, at the invitation of Ernest DiMattia, President of the Ferguson Library, the Director of Development, met with the Pitney Bowes Foundation to discuss current national initiatives of ALA and its divisions.

Space Telescope Science Institute

PPO received \$23,640 in additional funding from the Space Telescope Science Institute to add nine sites to its tour to libraries of “Visions of the Universe: 400 Years of Discovery,” and to present science programs for girls in a pilot program in four libraries that have hosted “Visions of the Universe.”

Target

ALA Executive Director Keith Michael Fiels and the Development Office will be meeting with Target in October to explore further collaboration opportunities.