

**EBD # 6.3**

**2011-2012**

**TO:** ALA Executive Board

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

**ACTION REQUESTED/INFORMATION/REPORT:**

ALA Development Office information report

**CONTACT:**

Keith Michael Fiels, Executive Director, ALA  
Kim Olsen-Clark, Director, ALA Development Office, [kolsen-clark@ala.org](mailto:kolsen-clark@ala.org)

**DRAFT OF MOTION:**

**DATE:**

April 6, 2012

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## Executive Summary

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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 January 2012, 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.

### *Strategic Priorities*

- As of 04/06/2012, the amount contributed to the Spectrum Presidential Initiative in gifts and pledges is \$1,119,723 or 112% of the goal. This amount includes the grant of \$200,000 plus a portion of the challenge grant from the Bill & Melinda Gates Foundation to the Spectrum Presidential Initiative.
- The Office for Research and Statistics submitted a National Leadership grant application to the Institute of Museum and Library Services in February 2012 in support of the Public Library Funding & Technology Access Study, which was previously funded by the Bill & Melinda Gates Foundation. AASL, ACRL, PPO and YALSA also submitted grant applications in February to IMLS.
- Invitations for the May 4, 2012 convening were sent to a pre-selected group of foundation, corporate leaders and library practitioners for *The Promise of Libraries Transforming Communities*. To date, 27 have accepted. ALA President Molly Raphael, President-Elect Maureen Sullivan, Immediate Past President Roberta Stevens and Executive Director Keith Michael Fiels continue to meet with the National Endowment for the Humanities (NEH) and the Institute for Museum and Library Services (IMLS) to refine the meeting. This meeting is funded in part by a Bill & Melinda Gates Foundation grant through the Spectrum grant.
- ALA President Molly Raphael, Keith Michael Fiels, Deborah Robertson, director of the Public Programs Office and Kim Olsen-Clark will meet with the AARP Foundation President Jo Ann Jenkins and Foundation staff on April 24. This meeting continues the conversation held between ALA Immediate Past President Roberta Stevens and Keith Michael Fiels in early 2011.
- Development Office reached out to ALA Library Champions to assist with the signature drive for the AASL-White House petition in support of school library funding.

Five Library Champions reported back to ALA with significant internal and external advocacy activities: BWI/Follett Library Resources, EBSCO, Highsmith, InfoUSA, and Springer.

- The ALA Task Force for Planning Giving convened for a second time on January 21, 2012 during ALA Midwinter. The Task Force agreed on a multi-year Planned Giving campaign “15 by 15,” to raise \$15 million in planned gifts and bequests by 2015. The campaign will be officially announced and launched at ALA Annual Conference in Anaheim. The Development Office is reaching out to divisions and round tables to coordinate promotional activities for the campaign.
- A concept proposal was submitted to the Carnegie Corporation of New York in support a national recognition award honoring elected officials and philanthropists who make major contributions to the improvement of libraries and library services in December.
- On behalf of ALSC, the Development Office will meet with Simon & Schuster to discuss partnership opportunities for El día de los niños/El día de los libros (Children's Day/Book Day) in April.
- 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*

- The Carnegie Corporation of New York awarded a grant of \$300,000 in support of the Andrew Carnegie Medals for Excellence in Fiction and Nonfiction. Co-sponsors of the Medals are ALA's *Booklist* and the Reference and User Services Association (RUSA).
- In February, OLOS submitted a grant application to the Dollar General Literacy Foundation to continue the *American Dream Starts @ your library* program.
- In February, AASL, ACRL, the Office for Research and Statistics, PPO and YALSA submitted six proposals to IMLS for the *National Leadership* program.
- In December 2011, PLA, ALA-APA, and PPO submitted three proposals to IMLS for the *Laura Bush 21st Century Librarian Program*:
- Pitney Bowes Foundation awarded a grant of \$35,000 in support of disaster relief for school and public libraries affected by disasters.
- In October, Leonard Kniffel with the support of the Development Office submitted a proposal to the Academy of Motion Picture Arts and Sciences to request support to help launch the first of a new line of books for the general public. In December, ALA received word that the application was being reviewed.
- In support of the 2012 Banned Books Week, the Development Office has research and identified potential corporate and foundation prospects for the Office for Intellectual Freedom (OIF).

- The Development Office is giving support to PPO on a fundraising campaign in support of the Cultural Communities Fund (CCF). A CCF mailing has brought in \$4,572 in contributions with a response rate of 11%.
- The Development Office worked with GLBTRT on the naming of the Stonewall Book Award Children's & Young Adult Literature Award to the Stonewall Book Award-Mike Morgan & Larry Romans Children's & Young Adult Literature Award. GLBTRT continues fundraising efforts to support and expand the Stonewall Book Awards program.
- The Development Office provided support to ACRL in the initial phase of their 75<sup>th</sup> Anniversary campaign by performing data mining and prospect research to support a feasibility study conducted by ACRL.
- The Development Office is working with YALSA on a planned giving mailing to its membership. The effort is in concert with ALA's overall planned giving activities.
- The Development Office continues to work closely with a number of ALA Round Tables on the development and execution of fundraising plans: The Gay, Lesbian, Bisexual, and Transgender (GLBT) Round Table, Government Documents Round Table (GODORT), International Relations Round Table (IRRT) and Retired Members Round Table (RMRT). A second mailing campaign for GODORT was sent in mid-December 2011, resulting in \$6,475 of additional support. A year-end online giving campaign for GLBTRT resulted in \$5,145 of new support.
- FamilyandPartyGames.com supported ALA's National Gaming Day @ your library by donating 3,000 copies of its best-selling board game titles. The fourth annual National Gaming Day @ your library was hosted on November 12, with over 20,000 participants joining in at local libraries across the United States. The Development is currently in early discussions with two prospect corporate donors for the event.
- The Development Office continues to have ongoing strategic discussions with the Exhibits Round Table (ERT) about the Hoy Scholarship.
- The Development Office conducted a targeted email campaign on behalf of the Campaign for America's Libraries (CAL) in early April 2012, with another targeted mail/email campaign to follow in November. Metrics from our previous campaign, which raised \$4,114, will be used in both appeals in order to increase donor participation and individual gifts.
- Based on our current pledge data, ALA will receive \$9,600 from the CFC Fall 2010 campaign, of which \$6,622 has been received to date. We are awaiting pledge data for the Fall 2011 campaign, which will be completed in September 2012. Contributions are unrestricted.
- To date, ALA has received \$11,006.00 from Donation Line, our vehicle donation program. When a donor selects ALA as the designated charity, Donation Line arranges 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*

- The Development Office will be presenting a planned giving program, “Creating a Legacy — Building a Bequest Program”, at the 2012 Annual Conference.
- The Development Office presented a fundraising program, “Fundraising: The Shape of Things to Come,” during PLA’s conference in Philadelphia.
- In January, the Development Office began holding monthly Top Prospect meetings for ALA units interested in learning about each other’s fundraising efforts and exploring ways they can collaborate on projects.

### *Organizational Excellence*

- The 2010-11 ALA Annual Report “Power On” has been submitted for consideration to the Publicity Club (PCC) of Chicago’s 2012 Golden Trumpet Awards in the category of best Non-profit Annual Reports.
- Following the implementation of the new “Grants” module in iMIS, the Development Office has developed and begun testing on a number of grant management and financial tracking reports in March. These reports will assist with project management, donor relationship management, grant reporting and dash-boarding of current fundraising activities.
- The ALA Information Technology & Telecommunication Services (ITTS) and the Development Office are currently in the process of developing a Request for Proposals to upgrade current online donation functionality on the ALA website to make it more user-friendly for members and non-members.
- Development Office web pages have been tested and successfully launched on the new Drupal web server.

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## ALA Fundraising Priorities

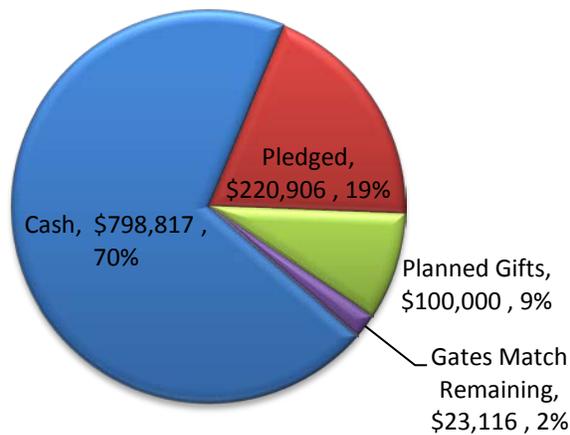
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### Spectrum Scholarship Program and Spectrum Presidential Initiative

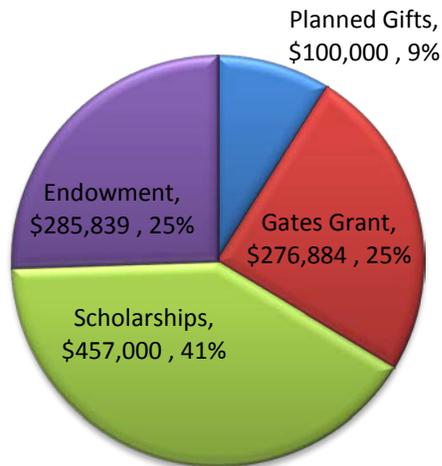
As of 04/06/2012, the amount contributed to the Spectrum Presidential Initiative in gifts and pledges is \$1,119,723 or 112% of the \$1,000,000 goal. This amount includes the recent grant of \$200,000 plus \$76,884 of the \$100,000 challenge grant from the Bill & Melinda Gates Foundation to the Spectrum Presidential Initiative.

In October, the Spectrum Executive Committee discussed 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.

#### Cash and Pledges



#### Endowment and Scholarships



## **Spectrum Honor-Roll of Donors**

### **\$100,000 – \$250,000**

Bill and Melinda Gates Foundation  
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  
Young Adult Library Services Association (YALSA), a division of ALA\*

### **\$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)  
Public Library Association (PLA), a division of ALA\*  
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

### **\$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  
Christopher Kertesz  
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  
Mark Puente  
James Rettig  
Reference and User Services Association (RUSA), a division of ALA  
San Diego area Spectrum Scholars  
San Jose State University Foundation  
Patricia Glass Schuman  
Russell Shank  
Simmons College Student Groups  
Roberta A. Stevens  
Maureen Sullivan  
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  
Workman Publishing Group  
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](http://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](http://atyourlibrary.org) project is managed 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](http://atyourlibrary.org), as well as sponsorship support for the Campaign for America's Libraries from Sterling Publishers. ALA received \$5,000 from Sterling Publishers in support of the Campaign for America's Libraries as a result.

The ALA Development Office and American Libraries Marketing continue to approach several companies about the development of web-based projects/content on [atyourlibrary.org](http://atyourlibrary.org).

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

The Public Information Office 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.

In March 2012, PIO and the Development Office secured additional television placement of the PSA, *Connect with your kids @ your library*, from Lifetime across their A&E and Lifetime networks. Additional conversations are planned to discuss editorial content opportunities, web presence, and other co-branding opportunities. In December 2010, Lifetime granted ALA \$38,000 to support the development of 15 and 30 second PSAs, now available for viewing at [atyourlibrary.org](http://atyourlibrary.org) and partner libraries.

Scholastic Parent and Child magazine have 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 was estimated to be at least \$275,000 over the two-year period.

In October, Disney Worldwide Services, Inc. renewed their support for the Campaign for America's Libraries with a contribution of \$15,000.

### **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. During the AASL-White House Petition initiative to secure 25,000 signatures in support of school librarians, ALA reached out to its Library Champions to request their support with this advocacy effort. Five Library Champions were actively involved with this effort, from promoting the petition to employees (BWI/Follett Library Resources, Highsmith, InfoUSA, Springer) to including an announcement on their company homepage (EBSCO). The Development is working with the ALA Washington Office and OLA to develop a plan for engaging Library Champions more in this capacity.

### **Planned Giving**

The Task Force for Planned Giving and the ALA Development Office continue 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. New members of the ALA Legacy Society include: Nancy Kranich, James Neal and Lorlene Roy.

The office also continues to work with divisions to identify and reach out to potential planned giving prospects. To assist with ACRL's 75<sup>th</sup> anniversary campaign, the Development Office provided extensive data mining and prospect research for their feasibility study and campaign strategic plan development. The Development Office is working with YALSA on a planned giving mailing to its membership. Both efforts are in concert with ALA's overall planned giving activities

In FY12, an ALA-wide planned giving campaign will be formally announced at Annual Conference. The campaign plan is being developed with guidance from the Task Force for Planned Giving. 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. A pre-launch phase, which is currently under way, focuses on reconfirming prior Legacy Society commitments to the Association, and outreach to members and supporters of ALA.

### **Relief Funds for Haiti, Chile and Japan libraries**

As of March 22, 2012, the total giving to various international disaster relief efforts was:

- Haiti: \$61,015, a 20% increase since December 20, 2011.
- Chile: \$1,700, a 1% increase since December 20, 2011.

- Japan: \$5,102, a 13% increase since December 20, 2011.

ALA member Deborah Lazar pledged \$5,000 and encouraged matching gifts for the Haiti Disaster Relief fund. Development staff worked with ALA International Relations to roll out a “100 Days for Haiti” matching gift appeal in October 2011. When finding out that the matching challenge has raised almost \$7,000, Ms. Lazar increased her match, bringing the total to \$14,000 in new funds raised for Haiti.

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## **External Activities**

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### **Academy of Motion Picture Arts and Sciences**

In October, Leonard Kniffel with the support of the Development Office submitted a proposal to the Academy of Motion Picture Arts and Sciences to request support to help launch the first of a new line of books for the general public. The proposal was considered for further review in December and is still pending. The series is developed in conjunction with ALA’s public awareness website *atyourlibrary.org* and designed to bring additional content to the site. The first book of this series will be a guide to musical films and published by Huron Street Press, a new publishing imprint of ALA.

### **American Promise Alliance**

The Washington Office attended the second annual Building a Grad Nation Summit convening on March 18 - 21 in Washington, D.C., where more than 1,000 education stakeholders gathered to discuss challenges and solutions to ending America’s high school dropout crisis. A school librarian recommended by AASL as part of the division’s work on Digital Learning Day (DLD), served on a DLD panel at the Summit. 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.

### **Carnegie Corporation of New York**

In March 2012, the Carnegie Corporation of New York awarded a three-year grant of \$300,000 for the new Andrew Carnegie Medals for Excellence in Fiction and Nonfiction. The book awards are cosponsored by ALA’s Booklist and Reference & User Services Association (RUSA). The Andrew Carnegie Medals will recognize the best fiction and nonfiction books for adult readers published in the U.S. the previous year. These are ALA’s first single-book awards for adult trade fiction and nonfiction.

ALA has 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).

### **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. The project seeks to develop and distribute educational toolkits called CAN\*Teen to inspire girls ages 9-14 to see themselves in STEM careers. \$150,000 in total funding was approved. ALA and AASL are now finalizing a timeline with Carnegie Science Center for a project launch in April in a limited number of states.

### **Dollar General Literacy Foundation**

In February, OLOS and the Development Office submitted a grant application for the *American Dreams Start @ your library*. Since January 2007, ALA's partnership with the Dollar General Literacy Foundation has funded 100 libraries in 28 states. Each library received a onetime grant of \$5,000 to add or improve literacy services to adult English language learners and their families. The 100 American Dream libraries expanded ESL collections, taught classes, hosted conversation circles, trained tutors, increased computer access, build community partnerships, and raised the library's visibility.

YALSA and ALSC have received an invitation to submit a grant application for *Everyone Reads @ your library, Year 3* in May.

### **Institute of Museum and Library Services (IMLS)**

In February, ALA submitted six proposals to IMLS for the National Leadership Program.

- AASL proposed a national forum focusing on the causal relationship between strong school library programs and student academic achievement.
- ACRL submitted an application to convene two national summits that address the need to build the library profession's capacity to document and communicate library value in alignment with academic institutional goals.
- The Office for Research and Statistics proposed a three-year study of public libraries as providers of digitally inclusive services and resources.
- The Public Programs Office submitted two proposals.
  - The post-hoc analysis of program evaluation will bring together key stakeholders from the library field to collaboratively develop a research agenda that can advance understanding about the characteristics, audiences, outcomes, and value of public programming in libraries at a national level.
  - The second proposal proposes a two-year collaboration, StoryCorps @ your library (SCL), developing and implementing a program to bring StoryCorps' popular interview methods and resources to communities around the country through the framework of highest-quality library programming.
- YALSA submitted an application to hold a face-to-face summit and open, online town meetings under the umbrella title A Call to Action: the Future of Library Services to Young Adults. These events will bring together national stakeholders to develop a white paper and aggressive outreach efforts that focus on how young adult services in libraries must develop in order to meet the informational and recreational needs of 12-18 year olds.

In December, ALA submitted three proposals to IMLS for the *Laura Bush 21st Century Librarian Program*.

- PLA, in partnership with the International City/County Management Association (ICMA), proposed a one-year *Collaborative Planning Grant* to design and develop a leadership training model for key staff in public libraries across the United States.
- ALA, in partnership with APA, submitted a scholarship continuation grant proposal which would offer partial Registration Assistance Awards (RAAs) to potential LSSC candidates. Through the grant, ALA would be able to also offer candidates a partial subsidy for completing a LSSC-approved course. This assistance will help candidates complete certification requirements.
- PPO submitted a grant application to enhance and further develop ProgrammingLibrarian.org, a website launched in 2008 through an IMLS Laura Bush 21<sup>st</sup> Century Librarian Grant. The proposal requested funding to redesign and enhance the site with professional development resources that include but are not limited to an online classroom, peer-to-peer mentoring, and annual peer-juried recognition for best public programs.

### **Mozilla Foundation**

YALSA was named a one of 30 Project Award Winners in Badges for Lifelong Learning Competition 2 of the HASTAC/MacArthur Foundation Badges for Lifelong Learning Competition. The competition was started with support from the MacArthur Foundation, HASTAC (the Humanities, Arts, Science, and Technology Advancement Collaboratory), and the Mozilla Foundation. YALSA was paired with a badge design/technology team to work collaboratively on developing a badge system. YALSA's badges program will help librarians develop the skills and knowledge they need in order to meet the needs of 21st century teens.

### **National Endowment for the Humanities (NEH)**

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.

Currently under consideration is the establishment of a new cooperative agreement for "Bridging Cultures Bookshelf on Muslim Journeys" small grants to Libraries project. It will provide cash grants of \$3,000 and access to national orientation sessions to 125 of the 1,000 libraries selected to receive the Bookshelf collection.

In June, NEH will consider a grant extension for 50 additional libraries for the reading and discussion program "*Let's Talk About It: Making Sense of the American Civil War.*" If the extension is approved, 50 additional public, academic and community college libraries will be selected to receive a \$3,000 grant to support the reading and discussion series in their library, in addition to books, promotional materials and other programming support.

**National Institute on Ageing**

In January, ALA partnered with the National Institute on Ageing to help promote their Go4Life exercise and physical activity campaign for the elderly. NIA print information and DVDs were distributed during the 2012 Midwinter Meeting in Dallas.

**Pitney Bowes Foundation**

Pitney Bowes Foundation awarded a grant of \$35,000 in support of disaster relief for school and public libraries affected by disasters. The Chapters Relations Office will serve as administrator of the grant.

**Verizon Foundation**

At the request of the Verizon Foundation, the Development Office is preparing short-term funding opportunities for review.