

**EBD # 6.4**

**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:**

June 1, 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 April 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 06/1/2012, the amount contributed to the Spectrum Presidential Initiative in gifts and pledges is \$1,187,542 or 118% of the goal. This amount includes the grant of \$200,000 plus the \$100,000 challenge grant from the Bill & Melinda Gates Foundation to the Spectrum Presidential Initiative since the goal was met in June 2012.
- On May 4, 2012, nearly 40 individuals from foundations, corporate leaders and library practitioners convened to discuss *The Promise of Libraries Transforming Communities* in Washington D.C. The meeting was chaired by ALA President Molly Raphael, IMLS Director Susan Hildreth, and NEH Chairman James Leach. President-Elect Maureen Sullivan facilitated the discussion. This meeting was funded in part by a Bill & Melinda Gates Foundation grant through their Spectrum grant.
- As follow up to the April 24 meeting between ALA President Molly Raphael and Keith Michael Fiels and the AARP Foundation, PPO Director Deborah Robertson and Development Director Kim Olsen-Clark will meet with the AARP Foundation staff in June to discuss partnership opportunities. This meeting continues the conversation held between ALA Immediate Past President Roberta Stevens and Keith Michael Fiels in early 2011.
- The ALA Task Force for Planning Giving has reached out to a first group in anticipation of the official launch of the ALA "15 by 15" Planned Giving Campaign. As a result of these efforts, three new individual have committed to the ALA Legacy Society.
- Through an IMLS National Leadership demonstration grant, the Public Programs Office, in partnership with the Westchester County Library System (NY), Lifetime Arts, Inc. and IMLS, will work on a project that will deliver and sustain meaningful instructional arts programs for an aging population through a new and robust model

for public libraries. PPO will receive a grant of \$45,393. In a related grant project, PPO, in partnership with Lifetime Arts, Inc. and MetLife Foundation, will receive a grant of \$25,000 to support the pilot distribution of the program model to three urban library systems: Miami, Boston, and Dallas.

- In May, PLA received a grant of \$50,000 from IMLS to support the development of a mobile phone app for summer reading.
- 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*:
- The Dollar General Literacy Foundation is the first Library Champion contributing at the \$25,000 level. In May, LEGO® DUPLO® was secured as a \$10,000 Library Champion.

### *Fundraising*

- In May, OLOS received a grant of \$686,000 from the Dollar General Literacy Foundation to continue the *American Dream Starts @ your library* program (Year 3). The grant will distribute \$450,000 to 50 public libraries.
- Through a sub-grant of \$22,000 from Tribeca Films, PPO will partner with Tribeca on a project which is awarding cash grants of \$2,500 to 50 libraries for a film series titled “America’s Music: A Film History of Our Popular Music from Blues to Bluegrass to Broadway.”
- PPO is a partner with Poets House, New York, and City Lore New York in an NEH-funded project titled “Poetic Voices of the Muslim World,” which explores the rich and varied poetic traditions of the Islamic world in a number of media. PPO is coordinating the development and tour of a traveling exhibition for the project with a sub-grant from Poets House of \$38,000.
- PPO is a partner with the Folger Shakespeare Library in a \$75,000 planning project funded by the NEH titled “Shakespeare in His World.”
- The Carnegie Corporation of New York declined ALA’s concept proposal in support of a national recognition award honoring elected officials and philanthropists who make major contributions to the improvement of libraries and library services in May.
- Pitney Bowes Foundation awarded a grant of \$35,000 in support of disaster relief for school and public libraries affected by disasters.
- ALA’s proposal to the Academy of Motion Picture Arts and Sciences for the launch the first of a new line of books for the general public for Huron Publications was declined.
- In support of the 2012 Banned Books Week, the Development Office has researched 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 \$5,042 in contributions with a response rate of 13%.

- 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 has collaborated with YALSA on a planned giving mailing to its membership. A mailing was sent to 186 YALSA members. 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.
- The Development Office coordinated discussions with EasyBib, an online service to create bibliographies from online sources, and AASL and ACRL. As a result, EasyBib committed to a \$2,500 sponsorship with AASL.
- 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, with another targeted mail/email campaign to follow in November. Current gifts to date from this campaign are \$315.
- ALA will receive \$9,600 from the CFC Fall 2010 campaign, of which \$7,322 has been received to date. Final payment on this campaign will occur in September 2012. Based on current pledge data, ALA expects to receive \$15,000 from the CFC Fall 2011 campaign, of which \$419 has been received to date. Contributions are unrestricted.
- To date, ALA has received \$11,006 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", on Saturday at the 2012 Annual Conference.
- 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. Recent discussions have focused on the upcoming planned giving campaign.

- As part of the Spectrum Presidential Initiative, 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.

#### *Organizational Excellence*

- The 2010-11 ALA Annual Report “Power On” has received a Silver Trumpet Award from 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 provide dashboards of current fundraising activities.
- The Office of Development has worked closely with ITTS and gathered feedback from other units to develop a Request for Proposals to implement a more user-friendly online giving interface and enhance online donation functionality on the ALA website as part of the new eCommerce module for ALA.

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## ALA Fundraising Priorities

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### **Spectrum Scholarship Program and Spectrum Presidential Initiative**

As of 06/01/2012, the amount contributed to the Spectrum Presidential Initiative in gifts and pledges is \$1,187,542 or 118% of the \$1,000,000 goal. This amount includes the recent grant from the Bill & Melinda Gates Foundation plus the challenge grant to the Spectrum Presidential Initiative. The Gates Foundation is reviewing the final report of the match since the target amount of \$105,000 was reached in May 2012.

Various wide celebration events are planned at Annual Conference in Anaheim to mark the conclusion and successful completion of the \$1,000,000 million campaign goal. A strategic plan is being developed by the Office for Diversity for ongoing annual giving support towards the Spectrum Scholarship Program.

### **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  
Carla Hayden\*  
Library Instruction Round Table (LIRT), a round table of ALA  
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  
Information Today Inc.\*  
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  
New Members Round Table (NMRT), a round table of ALA  
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  
Social Responsibilities Round Table (SRRT), a round table of ALA  
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

#### **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**

The Dollar General Literacy Foundation is now a Library Champion at the \$25,000 level, the first member at this amount. LEGO® DUPLO®, as part of a grant to ALSC, is now a new \$10,000 Library Champion. In anticipation of the 15<sup>th</sup> Year Anniversary of the Library Champions program in 2013, the Development Office is reconnecting with program charter members from 1998, and has extended invitations to attend the Library Champions reception in Anaheim.

### **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.

At Annual Conference, the Development Office is reconvening with Task Force members to review the next phase of the campaign. The campaign will officially launch in Anaheim with a launch video presented during General Opening Session and as part of the treasurer's report during the ALA Council session.

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 coordinated with YALSA on a planned giving mailing to its membership in May. Both efforts are in concert with ALA's overall planned giving activities

The Task Force for Planned Giving members include: Jim Neal (chair), Katharina Blackstead, Francis Buckley, Jr., William Gordon, Pam Spencer Holley, Dr. Em Claire Knowles, Robert Newlen, and Frances Roscello.

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

As of May 30, 2012, the total giving to various international disaster relief efforts was:

- Haiti: \$66,601, a 9% increase since March 22, 2012.
- Chile: \$1,720, a 1% increase since March 22, 2012.
- Japan: \$5,152, a 1% increase since March 22, 2012.

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## External Activities

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### **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.

### **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. Grant amount of \$25,000 was approved. The project is set to officially launch in August 2012 with the start of the new school year.

### **Dollar General Literacy Foundation**

In May, the Dollar General Literacy Foundation awarded OLOS a grant of \$686,000 to renew their support for the *American Dreams Start @ your library*. The grant will distribute \$450,000 to 50 public libraries. Through the grant, nearly 100 *American Dream* libraries have been able to raise the library's visibility through expanded ESL collections, citizenship classes, conversation circles, tutor programs, and community partnerships.

YALSA and ALSC submitted a grant application for *Everyone Reads @ your library (Year 3)* in May.

### **Bill & Melinda Gates Foundation**

On May 4, 2012, nearly 40 individuals from foundations, corporate leaders and library practitioners convened to discuss *The Promise of Libraries Transforming Communities* in Washington D.C. The meeting was chaired by ALA President Molly Raphael, IMLS Director Susan Hildreth, and NEH Chairman James Leach. President-Elect Maureen Sullivan facilitated the discussion. This meeting was funded in part by a Bill & Melinda Gates Foundation grant.

The goal of the meeting was to generate new strategies for expanding and deepening the already significant impact of libraries in the communities they serve and seek to respond creatively to new challenges and opportunities that are reshaping libraries in three areas:

- Content and Access: The Impact of Digitization, E-books and the Internet in Society
- Learning: 21st Century Workforce, 21st Century Learners and 21st Century Skills
- Communities: Changing Communities, Changing Roles in Cultural Institutions

Dr. Renee Hobbs, Professor and Founding Director of the Harrington School of Communication and Media at the University of Rhode Island, Dr. S. Craig Watkins, Associate Professor in the Radio-Television-Film Department, College of Communications, at The University of Texas at Austin, and Dr. Ron Carlee, Chief Operating Officer at the International City/County Management Association (ICMA) helped launch these three topics.

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

In May, PLA received a grant of \$50,000 from IMLS to support the development of a mobile phone app for summer reading.

PPO is a partner with the Westchester County Library System (NY) and Lifetime Arts, Inc. in an IMLS National Leadership demonstration grant funded project to demonstrate a new and robust model for public libraries that will deliver and sustain meaningful instructional arts programs for an aging population. The field of creative aging, which focuses on the beneficial and powerful role of the arts in enhancing the quality of life for older adults, is increasingly recognized as an important contributor to positive aging. Partnering library systems are the Brooklyn Public Library, Clinton Essex Franklin Library System, New York Public Library, and Westchester Library System. Following regional New York State distribution, PPO will coordinate a national preconference workshop on best practices for creative aging programs at the 2013 ALA Annual Conference in Chicago, and help with promotion of the Creative Aging Toolkit being developed as part of the project. ALA will receive \$45,393 in support of its work on this project.

In a related project, PPO is a partner with Lifetime Arts, Inc. in a related grant funded by the MetLife Foundation which supports the pilot distribution of the program model to three urban library systems: Miami, Boston, and Dallas. PPO will be advising on the project, following the experiences of the participating systems through coverage on [ProgrammingLibrarian.org](http://ProgrammingLibrarian.org), and sponsoring a program at the 2013 ALA Annual Conference where findings from the national pilot systems will be shared with the field. ALA will receive \$25,000 in support of its work on this project.

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.

### **LEGO® DUPLO®**

ALSC is being awarded a \$50,000 grant from LEGO® DUPLO®. Together LEGO® DUPLO® and ALSC will develop engaging activities and creative ideas for storytime in libraries and at home. The focus of the partnership is to highlight the critical role of play in developing and reinforcing early literacy. Phase one activities will include a call to action inviting parents/consumers to nominate their local library for recognition and reward; a survey posed to ALSC members to garner background information about storytimes; and a micro-website providing a downloadable resource guide for ALSC members and activities for parents. The grant includes \$10,000 in support of ALA's Library Champions program.

### **Mozilla Foundation**

YALSA was named one of 30 Project Award Winners in Badges for Lifelong Learning Competition 2 of the HASTAC/MacArthur Foundation Badges for Lifelong Learning Competition. As a result, YALSA was awarded a \$75,000 grant to further develop the Badges for Lifelong Learning program. 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 Aeronautics and Space Administration**

PPO is a partner with the Space Telescope Science Institute, Baltimore, Maryland, in a proposal to create a larger national project based on a pilot program in libraries titled "Astro4Girls and Their Families." The pilot program offered a variety of informal science events at nine public libraries nationwide in March 2012 designed to engage girls and their families in science activities. Libraries all worked with partners from NASA's Educational Outreach Division.

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

Currently under consideration is the establishment of a new cooperative agreement with the NEH for grants to libraries to present public programs focused on a set of five films. The project would provide cash grants to libraries, several online orientation sessions, and streamed audio and video supporting content.

PPO is a partner with Poets House, New York, and City Lore New York in an NEH-funded project titled "Poetic Voices of the Muslim World," which explores the rich and varied poetic traditions of the Islamic world in a number of media. PPO is coordinating the development and tour of a traveling exhibition for the project with a sub-grant from Poets House of \$38,000.

A revised cooperative agreement for the "Bridging Cultures Bookshelf on Muslim Journeys" will be submitted to the NEH Council in July. The amendment will provide an additional \$1 million for the project, bringing total funding to \$1.7 million. News funds will provide additional resources for the 1,000 libraries selected to receive the Bookshelf in January 2013, including three documentary films, and access to Oxford Islamic Studies Online, which will allow libraries to bring primary source documents and current works of scholarship into their programs. The amendment will also support a second round of grants in June 2013, funding scholar-led reading and discussion programs focusing on five project themes: American Stories, Literary Reflections, Connected Histories, Pathways of Faith, and Points of View. During this second phase, 125 of the participating libraries will be selected to receive \$2,500 cash grants, \$1,000 travel stipends, and access to a national orientation session for librarians and local scholars.

PPO is a partner with the Folger Shakespeare Library in a \$75,000 planning project funded by the NEH titled "Shakespeare in His World." The full project will involve a major exhibition at the Folger Shakespeare Library, and a traveling version of the exhibition which will tour to libraries nationwide. A special feature of the traveling exhibition will be

the presentation of original Shakespeare folios owned by the Folger at the host libraries. An implementation proposal will be submitted to the NEH for this project in August 2012.

PPO is a partner with the Oklahoma State University Libraries and the Mount Holyoke College Library in a proposal to the NEH for a traveling exhibition and public programs in libraries about the Dust Bowl, based on oral history collections at both partner libraries. The project will also feature Ken Burns's new film, "The Dust Bowl." An implementation proposal will be submitted to the NEH in August 2012.

PPO submitted an implementation proposal to NEH for a traveling exhibition: "Diamond Dreams: Women and Baseball," with the National Baseball Hall of Fame.

### **National Institute on Aging**

In June, ALA will partner again with the National Institute on Aging (NIA) to help promote their Go4Life exercise and physical activity campaign for the elderly. NIA print information and DVDs will be distributed during the 2012 Annual Conference in Anaheim.

### **National Museum of Natural History at the Smithsonian**

PPO is a partner with the National Museum of Natural History in a project to develop and tour a traveling exhibition to libraries based upon the permanent NMNH exhibition, "Human Origins." Fundraising is ongoing for the project.

### **National Science Foundation**

PPO is a partner with the Space Science Institute/National Center for Interactive Learning, Boulder, CO, in two new proposals to the National Science Foundation. "Team Breakthrough" would engage middle school students at public libraries in programs demonstrating that engineering can make a difference in the world, in affiliation with the "Engineers Without Borders" project, which conducts engineering projects in the developing world. Another project will focus on African-American scientists.

PPO's previous project with the Space Science Institute involves two traveling exhibitions for libraries: "Discover Earth" and "Discover Tech." Eight sites selected in June 2012 for the "Discover Tech" tour will be announced at Annual Conference.

### **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.

### **Tribeca Films**

PPO is a partner with Tribeca Films for a project which is awarding cash grants of \$2,500 to 50 libraries for a film series titled "America's Music: A Film History of Our Popular Music from Blues to Bluegrass to Broadway." Libraries have been selected for the grants

and an orientation workshop is planned in Chicago in October 2012. Additional smaller grants will be awarded to another group of libraries. Those libraries will attend an online orientation session. PPO has a sub-grant from Tribeca of \$22,000.

**Verizon Foundation**

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