

**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 5, 2012

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## Executive Summary

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The purpose of the ALA Development Office report to the ALA Executive Board Members is to provide an account of the progress made by the American Library Association (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

Following the list of accomplishments, further information about specific fundraising activities is listed to highlight the expanding role and reach of ALA.

### *Strategic Priorities*

- During ALA's \$1 million Spectrum Presidential Initiative, which was officially launched in June 2009 (Chicago) and ended June 2012 (Anaheim), more than 1,700 donors contributed more than \$1.23 million for the Spectrum Scholarship Program.
- In September 2012, the Institute of Museum and Library Services (IMLS) announced that the following National Leadership grants were funded to the following ALA units:
  - Association of College and Research Libraries (ACRL), Award Amount: \$249,330
  - Young Adult Library Services Association (YALSA), Award Amount: \$99,937
  - ALA Public Programs Office, Award Amount: \$249,867
  - ALA Office for Research and Statistics, Award Amount: \$486,587
- In June and September 2012, IMLS announced that the following Laura Bush 21<sup>st</sup> Century Librarian Program grants were funded to the following ALA units:
  - Public Library Association (PLA), Award Amount: \$45,145
  - Public Library Association (PLA), Award Amount: \$291,178
  - ALA Public Programs Office, Award Amount \$250,837
- In September 2012, four library practitioners, Sonia Alcantara-Antoine, Manager, Enoch Pratt Free Library, Linda Holtlander, Loudoun County Public Library, Claudia A. Perry, Queens College, and Marilyn D. Smith, District of Columbia Public Library and IMLS Director Susan Hildreth were invited to the AARP Foundation offices in Washington D.C. to discuss innovative and/or best practice local, state and national adult programs at libraries in preparation of a ALA/AARP Foundation proposal. ALA Past President Molly Raphael, ALA Public Programs Office Director Deborah Robertson and ALA Development Director Kim Olsen-Clark also attended. This meeting continues the conversation held between ALA Immediate Past President Roberta Stevens and ALA Executive Director Keith Michael Fiels in early 2011.
- The ALA Task Force for Planning Giving continues to reach out to members and the Development Office is collaborating with divisions on identifying and reaching out to potential donors. Three individuals have become new members of the ALA Legacy Society: Robert Banks, Penny Johnson and Kim Patton.

- The Taylor & Francis Group is a new associate member of the Library Champion Program. As of October 1, 2012, there are 39 Library Champions. Library Systems & Services, LLC, The Rowman & Littlefield Publishing Group, and Sisters in Crime, Inc. increased their membership from associate to full member in FY12.
- The ALA Development Office and Michael Dowling are working with the Naperville Public Library to develop a financial literacy and wellness pilot program which would incorporate a journal developed by Alice Wood, author of *Wealth Watchers®*, into the program. The Development Office and Ms. Wood are in discussions with several companies about support to the pilot program.

### *Fundraising*

- In August, the Association for Library Services to Children (ALSC) and YALSA received a grant of \$226,876 from the Dollar General Literacy Foundation to continue the *Everybody Reads @ your library* program (Year 3). The grant supports the new Family Día Book Clubs and Teen Read Week, teen summer reading mini-grants, and teen summer reading assistant stipends.
- American Bar Association (ABA) and the ALA Public Programs Office submitted a planning grant application to the National Endowment for the Humanities (NEH) program, America's Historical and Cultural Organizations for the proposed project, *Citizenship in the 21st Century*.
- The Office for Information Technology Policy (OITP) submitted a supplement proposal application to the Bill & Melinda Gates Foundation for Public Access Technology Benchmarks.
- The ALA Public Programs Office received a sub-grant of \$10,000 from the Louisiana Endowment for the Humanities (LEH), to support partnership activities related to implementation of *It's a Small World After All: Global Citizenship Education in the 21st Century*.
- The Cypress Performing Arts Association and the ALA Public Programs Office submitted an implementation grant application to the NEH program, America's Historical and Cultural Organizations for the proposed project, *Listening to America*.
- At the invitation of Best Buy, YALSA submitted a grant application for the management of a new donation program to libraries.
- A grant application for workforce development submitted to Bank of America was declined in July.
- In August, with the support of the ALA Development Office, the ALA Public Programs Office mailed an annual appeal letter on behalf of the Cultural Communities Fund (CCF). It included a special insert on the 15x15 planned giving campaign.
- With the support of the ALA Development Office and Michael Dowling, the Office for Intellectual Freedom (OIF) created a 'text-to-give' donation for this year's Banned Books Week.
- The ALA Development Office continues to work closely with a number of Round Tables on the development and implementation of their fundraising plans:

- A second mailing campaign for GODORT was sent in mid-December 2011, resulting in \$7,125 of additional support.
- An online giving campaign for GLBTRT helped move GLBTRT from 16 donors and \$3,622 in FY11 to 58 donors and \$15,541 raised in FY12.
- The ALA Development Office will be organizing a targeted annual appeal mailing on behalf of The Campaign for America's Libraries in November. An email only campaign conducted earlier this year brought in \$315.
- At close of the Combined Federal Campaign (CFC) Fall 2010 campaign, ALA received \$9,576.37. For the CFC Fall 2011 campaign, ALA expects to receive \$15,000 based on pledges received, of which \$3,752.02 has been received to date. The unrestricted contributions are directed to United for Libraries.
- In the close of FY12, ALA received an additional \$780 from Donation Line, our vehicle donation program. Since 2011, \$11,786 has been received from the 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 ALA Development Office continues to organize Top Prospect meetings for units interested in learning about each other's fundraising efforts and exploring ways they can collaborate on projects. In October, Emily Sheketoff will be updating attendees on government grants and working with government agencies.
- In November, Director Kim Olsen-Clark will be presenting a program at the Indiana Library Federation conference on the trends in fundraising and the various foundation and corporate grants and awards available from ALA such as *American Dream Starts @ your library*, the Sara Jaffarian School Library Program Award, and the ALA Excellence in Library Programming Award.

#### *Organizational Excellence*

- The ALA Development Office continues to test the grant management and financial tracking reports. These reports will assist with project management, donor relationship management, grant reporting and provide dashboards of current fundraising activities.
- The ALA Development Office continues to work closely with ITTS on the eCommerce module to ensure *giveALA* will have a better interface and enhanced online donation functionality on the ALA website.

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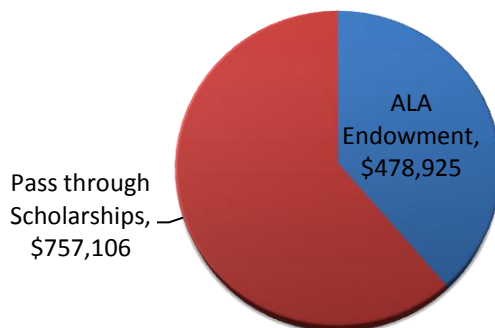
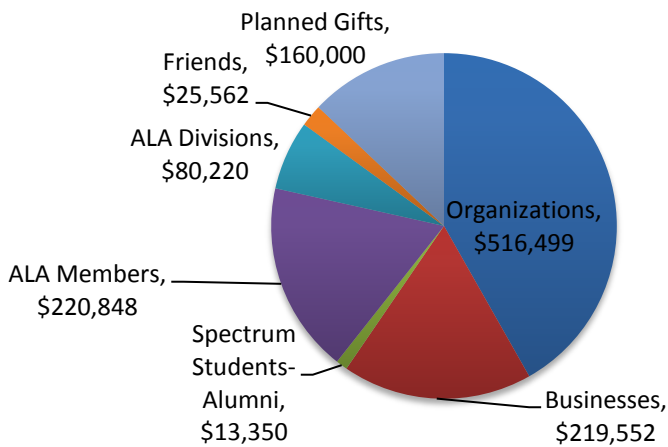
## ALA Fundraising Priorities

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### Spectrum Scholarship Program and Spectrum Presidential Initiative

With the generous support of more than 1,700 ALA members and friends, ALA surpassed its \$1 million goal by raising \$1,236,031. Three permanent scholarships have been established by ALSC, the Texas Library Association and ProQuest. The ALA Divisions, ALA Round Tables, ALA Affiliates plus the Bill & Melinda Gates Foundation, National Library of Medicine, Medical Library Association and OCLC gave generously to the Initiative, resulting in 59 pass-through scholarships. Two individuals joined the ALA Legacy Society by including the Spectrum Scholarship Program in their estate plans. One ALA Legacy Society member increased their gift amount.

From July 2009 to June 2012, 225 students have received the financial support they needed to embark upon or complete their MLIS degree.



## 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.

## 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 in their estate plans. At JCLC, Director Kim Olsen-Clark and ALA Task Force for Planned Giving member Em Claire Knowles met with eight ALA members. One has indicated a strong interest in making a planned gift to the Association, with six other individuals considering their estate plans.

As of October 1, 2012, 13%, or nearly \$2 million of the \$15 million goal has been reached. Three individuals have become new members of the ALA Legacy Society: Robert Banks, Penny Johnson and Kim Patton.

15x15 ALA Planned Giving Campaign	
Total Goal:	\$15,000,000
Achieved:	\$1,974,000
% of Goal:	13%
Average gift:	\$75,923

The campaign officially launched in Anaheim with a video and new signs. The video was shown during the General Opening Session and as part of Treasurer Jim Neal's report during an ALA Council session. The video is currently being updated to include a special message from the ALA Task Force for Planned Giving Chair Jim Neal to ALA members.

The ALA Development Office continues to work with divisions to refine campaign materials identify potential member volunteers to help reach out to planned giving prospects. Members of the Task Force for Planned Giving are: Jim Neal (chair), Katharina Blackstead, 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 October 5, 2012, the total giving to various international disaster relief efforts is:

- Haiti: \$67,927, 2% increase since May 30, 2012.
- Chile: \$1,720, no change since May 30, 2012.
- Japan: \$5,202, 1% increase since May 30, 2012.

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## **External Activities**

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### **Carnegie Science Center**

In April 2010, AASL with the support of the ALA Development Office submitted a collaborative proposal with the Carnegie Science Center (Pittsburg, PA) to the Motorola Foundation to inspire girls ages 9-14 to see themselves in STEM careers. A grant amount of \$25,000 was approved, with a first installment due to AASL in October 2012. The project began its active implementation phase in the Fall 2012 school year.

### **Dollar General Literacy Foundation**

In August, the Dollar General Literacy Foundation approved the grant application for *Everyone Reads @ your library* (Year 3). This program supports both ALSC and YALSA. The grant of \$226,876 will support the creation of Family Día Book Clubs and mini-grants for Teen Read Week, teen summer reading mini-grants, and teen summer reading assistant stipends.

American Association of School Librarians (AASL) has been invited to submit a grant application to renew *Beyond Words: The Dollar General School Library Relief Fund*. More than \$1 million dollars have been given to school libraries to help them purchase books and equipment destroyed when they suffered a natural disaster. In addition, Dale Lipschultz, ALA Literacy Officer, the Office for Literacy and Outreach Services (OLOS) and Director Kim Olsen-Clark will be traveling to their headquarters to update staff on the *American Dream Starts @ your library* program in late November.

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

OITP submitted a grant proposal to the Foundation for supplemental funds that would be used to continue their activities in support of the Edge Initiative, a collaboration of 14 organizations led by the Urban Libraries Council (ULC) that was launched in early 2011. Funds will support organizational capacity to support the Edge initiative, as well as cover necessary travel expenses to participate in face-to-face Roundtable and working group meetings from September 15, 2012, to June 30, 2013, consistent with a revised timeline developed by ULC.

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

In August, IMLS awarded four National Leadership grants to ALA. In addition, IMLS funded four projects where ALA is a contributing partner on other grants.

ALA:

ACRL,

Award Amount: \$249,330

ACRL will partner with the Association for Institutional Research and the Association of Public and Land-grant Universities to design, implement, and evaluate a new program that helps academic libraries develop new assessment plans that better reflect library contributions. The program will focus on library impacts in key areas such as student learning and success. As part of the project, 300 teams, each consisting of librarians and other campus representatives from U.S. colleges and universities, will receive training in data-informed advocacy, and each team will develop an assessment plan appropriate for its campus and academic library.

YALSA,

Award Amount: \$99,937

YALSA will conduct a yearlong series of national forum activities to bring together key stakeholders from libraries, education, technology, adolescent development, and the for-profit and nonprofit sectors. Invited participants will meet both virtually and face to face to explore the world of young adult library services and ultimately produce a white paper that will provide direction on how these services need to adapt to better meet the needs of 21st century teens.

ALA Public Programs Office,

Award Amount: \$249,867

Building upon earlier planning work supported by IMLS, the American Library Association and its partner StoryCorps will develop and implement "StoryCorps @ Your Library," a replicable program to be piloted at ten public libraries that will be selected from across the country. Recipient libraries will receive equipment, training, promotional materials, and other resources to help them implement community documentation projects using the popular StoryCorps interview model. Local libraries will retain copies of all interviews, but preservation copies will also be deposited with the Library of Congress. The project team will produce freely shareable training materials to help public libraries better understand strategies for sustaining local oral history programs.



ALA Office for Research and Statistics,  
Award Amount: \$486,587

The American Library Association and the University of Maryland, in partnership with the International City/County Management Association, will conduct a three-year study of public libraries as providers of digitally inclusive services and resources. Digital literacy and digital inclusion are becoming increasingly important aspects of individual and community success. This study will generate new understanding of the roles public libraries are playing, and gaps or needs that must be addressed to help libraries fulfill their vision of equitable access for all. Building on the methods of the long-running Public Library Funding & Technology Access Study, this new investigation will provide useful new data for public policy decision makers and funders.

Other Organizations:

Florida State University, Tallahassee, FL,  
Award Amount: \$98,789

Public libraries are being asked to serve increasingly diverse populations with diverse needs. In order to better measure the value and extent of services being delivered to such populations, public libraries need more specific data about their community needs and about other libraries that serve similar populations. With these goals in mind, Florida State University's School of Library and Information Studies will partner with the American Library Association and the Chief Officers of State Library Associations to develop a prototype Web-based mapping system that pulls data together from different sources. Through a series of national forum activities, the project team will solicit feedback on the prototype and learn about other services that library leaders believe would help them deliver better services to targeted user markets.

Montana State University, Bozeman, MT,  
Award Amount: \$47,952

There is little economic research investigating the impacts of patrons' Internet access—both in the library and at home—on the changing use and availability of traditional library resources. Researchers at Montana State University and the American Library Association will explore the feasibility of an economic study of the Internet's impacts on public libraries. The planning project team will design and test a research questionnaire to see if it can elicit information that would be used to effectively model and quantify these economic impacts and provide insights into appropriate changes in public library operations.

Onondaga County Public Library, Syracuse, NY,  
Award Amount: \$100,000

The Onondaga County Public Library will partner with ProLiteracy and the American Library Association to host a forum and related activities to develop a National Library Literacy Action Agenda that will address the need for adult literacy services, identify key stakeholders, and articulate a series of action steps to help public libraries and

policymakers develop and advocate for accessible, effective, and innovative adult literacy programs, services, and resources.

Syracuse University, School of Information Studies, Syracuse, NY,  
Award Amount: \$150,000

Syracuse University's School of Information Studies will partner with the Massachusetts Institute of Technology's Education Arcade and the American Library Association to plan, develop, and test an Alternate Reality Game Toolkit that could be used by libraries to create engaging game-based learning exercises. The toolkit's framework will permit libraries to insert their own local content and resources and customize the game experience and learning objectives to meet their own local needs without having to build the entire educational game from the ground up. The project will focus initially on academic libraries and functionality that best supports educators and students at the college undergraduate level, but future work may extend to other types of libraries and target audiences.

### **Laura Bush 21<sup>st</sup> Century Librarian Program**

In June and September, IMLS awarded three Laura Bush 21<sup>st</sup> Century Librarian Program grants to ALA. In addition, IMLS funded three projects where ALA is a contributing partner on other grants.

ALA

PLA,

Award Amount: \$45,145

PLA, a division of the American Library Association, in partnership with the International City/County Management Association (ICMA), will undertake a one-year collaborative planning project to design and develop a leadership training model for key staff in public libraries across the United States. This project will design, pilot test, and develop an outcomes-based evaluation plan to provide leadership training to public library administrators, senior managers, and staff who want to increase their capacity to lead within the library and the community. With insight and instruction from ICMA, the grant project will also create a mechanism for librarians to work with municipal officials towards enhancing the capacity of libraries to be more active and successful participants in community initiatives.

PLA,

Award Amount: \$291,178

PLA, a division of the American Library Association, will partner with the ALA's Office for Information Technology Policy (OITP) and the Chief Officers of State Library Agencies (COSLA) to develop an online collection of digital literacy resources that will be accessible to libraries, patrons, and other community-based organizations. In addition to user-directed resources, the grant activities will include development of training curricula in English and Spanish, technology trainer competencies, handouts, and patron skills assessment.

Public Programs Office

Award Amount: \$250,837

ALA will partner with The Harwood Institute for Public Innovation on the first phase of a multi-phase initiative, *The Promise of Libraries Transforming Communities*, which will develop a sustainable national plan to transform the role of libraries in their communities by advancing community engagement and innovation. During the grant period, ALA and the Harwood Institute will develop librarians as conveners and facilitators for their communities and create a pilot set of resource components designed to build the practice of community engagement in library service throughout the field. The goal of this first project phase is to create core communication materials for dissemination to the field, collaboratively create innovative strategies for community engagement, improve participating ALA leader and member access to strategies and resources for community engagement, and help participants feel better prepared to take on the role of community facilitator. More than 350 librarians will take part in a range of professional development activities planned during the grant period. *The Promise of Libraries Transforming Communities* is one of ALA President Maureen Sullivan's key initiatives.

Other Organizations:

University of Maryland, College Park, MD,

Award Amount: \$499,977

The University of Maryland at College Park and its partner, the American Library Association Office of Government Relations, will use this grant to fund fifteen scholarships for MLS students with a concentration in e-government. The rapid growth of e-government services continues to raise many fundamental questions about the nature of government information and its management, dissemination, access, and preservation. Digital technologies offer new and innovative approaches for governments at the same time as they challenge libraries to serve the changing needs of the public.

New York University, New York, NY,

Award Amount: \$447,591

New York University's grant will support its Moving Image Archiving and Preservation program, which will educate library professionals in caring for collections on film. The project will provide paid internships for 30 students working in major film collections around the country. Working professionals also will receive formal training in audiovisual collection care, assessment, and management through workshops hosted by the Metropolitan New York Library Council and the American Library Association's Video Roundtable. Much of the cultural record of the 20th century is held on film, and special skills are needed to preserve it.

University of Texas at Austin, School of Information, Austin, TX,

Award Amount: \$44,790

The School of Information at The University of Texas at Austin will use its grant to

partner with the American Indian Library Association on curriculum-planning project. The partners will assess the degree of awareness of indigenous ways among educators and recent graduates of programs that prepare entry-level professionals for library/archives/museum work settings. Professionals in these fields have been examining the intersection between cultural protocols of indigenous peoples and professional values in holding, collecting, providing access, and using indigenous intellectual content. This assessment will be a starting point in considering the future development of sharable curricular content for educators and the development of a strategy for incorporating this information into the education of future cultural heritage professionals.

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

#### *Bridging Cultures Bookshelf on Muslim Journeys*

A revised cooperative agreement for the “Bridging Cultures Bookshelf on Muslim Journeys” was approved by the NEH Council in July. The amendment provides an additional \$1 million for the project, bringing total funding to \$1.8 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 “Bridging Cultures” amendment also provides funding for a second round of grants, tentatively titled “Let’s Talk About It: Muslim Journeys.” This second round of grants will support scholar-led reading and discussion programs focusing on five project themes: American Stories, Literary Reflections, Connected Histories, Pathways of Faith, and Points of View. A total of 125 of the libraries participating in the Bookshelf will be selected to receive cash grants of up to \$4,500, and access to a national orientation session for librarians and local scholars. Applications will be accepted January 15 – March 29, 2013, awards announced in June 2013, and programs implemented September 2013 – August 2014.

#### *It’s a Small World After All: Global Citizenship Education in the 21st Century*

In September 2012, the ALA Public Programs Office was notified that it received a sub-grant of \$10,000 from the Louisiana Endowment for the Humanities (LEH), to support partnership

activities related to implementation of “It’s a Small World After All: Global Citizenship Education in the 21st Century.” Funded by a grant from NEH, “It’s A Small World” will focus on implementation of PRIME TIME programming at four sites in each of five states that have been pre-selected to participate: Arizona, Illinois, Kentucky, Louisiana, and Washington. Based on illustrated children’s books, PRIME TIME is designed to help educationally and economically vulnerable families bond around the act of reading and talking about books. It models and encourages family reading and discussion of humanities topics, aids parents and children in selecting books, and promotes active public library patronage. Programs will take place in libraries through July 2014.

### *Listening to America*

The Cypress Performing Arts Association and the ALA Public Programs Office submitted an implementation grant application to the NEH program, America’s Historical and Cultural Organizations for the proposed project, *Listening to America*.

### *Shakespeare in His World*

ALA Public Programs Office 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 2013.

### *The Dust Bowl*

ALA Public Programs Office 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 was submitted to the NEH in August 2012.

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.

### **National Institute on Aging**

At the 2013 Midwinter Meeting, 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 were distributed during the 2012 Annual Conference in Anaheim.

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

The ALA Public Programs Office 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**

The ALA Public Programs office is working with the National Center for Interactive Learning at the Space Science Institute to extend the tours of current traveling exhibitions "Discover Earth" and "Discover Tech" to a large number of public libraries. A proposal will be submitted to the National Science Foundation in early 2013.