

**TO:** ALA Executive Board

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

**ACTION REQUESTED/INFORMATION/REPORT:**

1) The ALA Executive Board to approve the full list of companies from the Domini and TIAA-CREF portfolio of “socially responsible” companies from which the ALA Development Office and other units could use to prospect for corporate partners, sponsors and donors in support of ALA’s mission.

2) Development Office information report.

**CONTACT:**

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

**DRAFT OF MOTION:**

1) To approve the full list of companies, as listed on December 31, 2012 from the Domini and TIAA CREF portfolios of “socially responsible” companies from which ALA units would prospect for corporate sponsorship partners.

**DATE:**

January 7, 2013

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## BACKGROUND FOR ACTION REQUEST #1

The ALA Executive Board must annually approve the full list of companies, as listed December 31, in Domini's and TIAA CREF's portfolio at the Midwinter Meeting in order for the Development Office and other ALA staff to develop a more effective cultivation and solicitation program during the calendar year.

Approximately 1000 "socially responsible companies" are in Domini's and TIAA CREF's portfolio. Both of these investment firms hold their portfolios to a strict set of social and environmental standards. New companies are added carefully and existing companies are reviewed and upgraded or downgraded based on their performance against the criteria.

TIAA-CREF Social Choice Index

<https://www.tiaa-cref.org/public/tcfpi/Investment/Portfolio?symbol=4530792>

Domini Social Equity Fund

[http://www.domini.com/sites/default/files/pdf/Annual\\_Report\\_2012.pdf](http://www.domini.com/sites/default/files/pdf/Annual_Report_2012.pdf)

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## Executive Summary

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*

- In January 2013, the Public Information Office (PIO) submitted a three-year grant proposal to the Carnegie Corporation of New York for the I Love My Librarian! Award.
- In November 2013, the Reference and Users Services Association (RUSA) and the Development Office submitted a contract request for the continuation of the *Smart investing @ your library*® program to the Financial Industry Regulatory Authority (FINRA) Foundation.
- The Public Programs Office (PPO) and the Development Office continue to work closely with the AARP Foundation to craft a demonstration proposal which would be implemented in late 2013.

- In February 2013, ALA will be submitting three grant applications to the Institute for Museum and Library Services' (IMLS) National Leadership Grant program and one grant application to the IMLS Sparks! program.
- In February, the Office for Literacy and Outreach Services (OLOS) and the American Association of School Librarians (AASL) will be submitting separate grant applications to the Dollar General Literacy Foundation for the *American Dream Starts @ your library®* program and *Beyond Words: the Dollar General School Library Relief Fund*, respectively.
- The ALA Development Office is collaborating with divisions on the promotion of the Planned Giving campaign, *15x15*, in their communication materials to their members as well as identifying and reaching out to their members who are interested in making a planned gift.
- The office is exploring the possibility of an ad hoc task force of Library Champions and ALA leaders to more effectively reconnect and engage this group of supporters and potential advocates.

### *Fundraising*

- In October 2012, with its remaining funds, the Neal-Schuman Foundation made several generous gifts to ALA units including: United for Libraries, Retired Members Round Table, Arthur Curley Memorial Endowment Fund, and the Spectrum Scholarship Endowment in honor of Dr. Betty Turock.
- In January 2013, PLA received a grant addendum of \$50,586 from the Bill & Melinda Gates Foundation to continue its participation in the Edge Initiative. With Office for Information Technology Policy (OITP), PLA serves on the Edge coalition of organizations that provide leadership for the development of public access technology benchmarks and associated training, support materials, and assessment tools.
- In October 2012, the Office for Information Technology Policy (OITP) received a grant addendum of \$81,600 from Bill & Melinda Gates Foundation to continue its participation in the Edge Initiative.
- In October, AASL received the first installment of a \$25,000 collaborative grant with the Carnegie Science Center (Pittsburg, PA), supported by the Motorola Foundation. The focus of the grant is to engage girls ages 9-14 through a DVD and website and encourage careers in STEM.
- 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 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.
- Sage Publications, a Library Champion, will be supporting the Peter Lyman Memorial/SAGE Scholarship in New Media Scholarship for another five years. The scholarship supports a student in an ALA accredited master's program in Library and Information Studies pursuing a specialty in new media.

- A “text-to-give” via cell phone option was set-up to support the Office for Intellectual Freedom (OIF) 2012 Banned Books Week effort. Initial results were less than anticipated, but the Development Office will be working with OIF to develop a strategy to promote text-to-give year round.
- The ALA Development Office supported the year-end annual fund drives for two Round Tables: GODORT and NMRT.
  - GODORT reached out by mail to 1,664 members, initial response is \$450 raised.
  - NMRT sent an email appeal to 1,611, initial response is \$1,175 raised.
- In December 2012, the Development Office executed a targeted direct mail campaign on behalf of the Campaign for America’s Libraries (CfAL).
- The Development Office has begun a comprehensive execution of all available state campaign applications with a target participation of 24 state campaigns for the 2013 campaign season.

### *Building the Profession*

- The Development Office will be presenting a panel at Annual Conference discussing ways to use images for community engagement and effective storytelling. One of the objectives of this program is to engage more libraries and ALA members in Library Snapshot Day which is managed by the Office for Library Advocacy (OLA).
- A retirement/planned giving program request has been submitted to the Black Caucus of ALA by Dr. Em Claire Knowles for their August 2013 conference. If accepted, the program will be facilitated by Kim Olsen-Clark and include panelists Dr. Knowles, Cynthia Vivian, director of ALA Human Resources, and a representative from TIAA-CREF.
- Starting in April, the ALA-wide Top Prospect meetings will be scheduled as a quarterly initiative to support ongoing donor relationship management, proposal development, and information sharing and coordination within the units.

### *Organizational Excellence*

- Michael Gallego has been promoted to Development Associate and will be managing a small portfolio of prospects as well as serving as prospect researcher and grant writer for unrestricted operational funds to ALA. The Development Office will be hiring a new Development Coordinator, Gift Processing in early 2013.
- At the request of Keith Michael Fiels, the Development Office has documented ALA’s fund raising methodology and fundraising program plus listed some of the assets that ALA’s members have initiated or involved in through divisions or committee activity. (Please see Appendix A of this report.)
- The ALA Development Office is completing its testing of grant management and financial tracking reports, and working with the Finance Office on streamlining grant record keeping and tracking procedures. These new reports and procedures will better support with project management, donor relationship management, grant reporting and provide dashboards of current fundraising activities.
- With funding to the e-Commerce module on hold, the Development Office is currently exploring other options to potentially enhance online giving from members and non-members to ALA.

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## ALA Fundraising Priorities

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### 15x15 Planned Giving Campaign

The ALA Development Office continues to work with several individuals who have indicated their interest in making a planned gift to the Association in their estate plans, and continues to provide reports, resources and staff expertise to ALA units to assist with marketing and member outreach efforts. ALA welcomes two new Legacy Society members: Mary Jane Petrowski (ALA staff, ACRL) and Patricia A. Wand.

With the Task Force for Planned Giving having fulfilled its purpose of helping define and launch the campaign, the ALA Executive Director Keith Michael Fiels and the Development Office will be working with President Maureen Sullivan on appointments to the new ALA Advisory Fundraising Committee. Jim Neal, chair of the Task Force, will transition to serving as chair of the ALA Advisory Fundraising Committee.

As of January 1, 2012, 21%, or more than \$3 million of the \$15 million goal has been reached.

15x15 ALA Planned Giving Campaign	
Total Goal:	\$15,000,000
Achieved:	\$3,099,000
% of Goal:	21%
Average gift:	\$119,192

Division update:

- Using a division-tailored version of the planned giving message from Chair Jim Neal to ALA members (January/February 2013 issue of *America Libraries* magazine), the following divisions will be including Jim Neal's 15x15 message in their upcoming print or online journals: AASL, ACRL, ALSC, PLA and YALSA.
- At the YALSA Literature Symposium in November, Assistant Director of Development Marc Huber visited with eight members to discuss planned giving. Two members indicated a strong interest in including YALSA in their estate plans.
- The Development Office plans to attend to the 2013 ACRL conference in Indianapolis, Indiana in April to meet with potential donors.
- The Development Office is working with ALA Production Services to develop print and online campaign collateral for the different ALA divisions, round tables, and select offices and program. The office is also working with an outside creative team to refresh the current campaign video and create multiple versions that can be utilized more effectively by various ALA units in their outreach efforts to members.

### Spectrum Scholarship Program and Spectrum Presidential Initiative

During the 2013 ALA Midwinter Conference, the Office for Diversity (OFD) and the Spectrum Advisory Committee will be meeting to discuss strategic plans for Dinners for Spectrum Scholars, the 2013 Spectrum annual fund drive, and an ongoing planned giving promotional campaign for the program. In addition, in early 2013, the Office for Diversity (OFD) and the Development Office will be mailing the following reports to donors of the initiative:

- Spectrum Presidential Initiative Final Report
- Spectrum Endowment Report FY 2012

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.

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

As of January 4, 2013, the total giving to various international disaster relief efforts is:

- Haiti: \$68,132, .3% increase since October 5, 2012.
- Chile: \$1,740, 1.2% increase since October 5, 2012.
- Japan: \$5,272, 1.3% increase since October 5, 2012.

### **Combined Federal Campaign**

All funds received are unrestricted, and currently have been allocated to United for Libraries.

- Campaign 2010 is closed and generated \$9,576.37 (project amount was \$9,600)
- Campaign 2011 is open and thus far has generated \$8,180.02 (projected revenue for Campaign 2011 is \$15,000)

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## External Activities

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### **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.

### **Rotary Foundation of Rotary International**

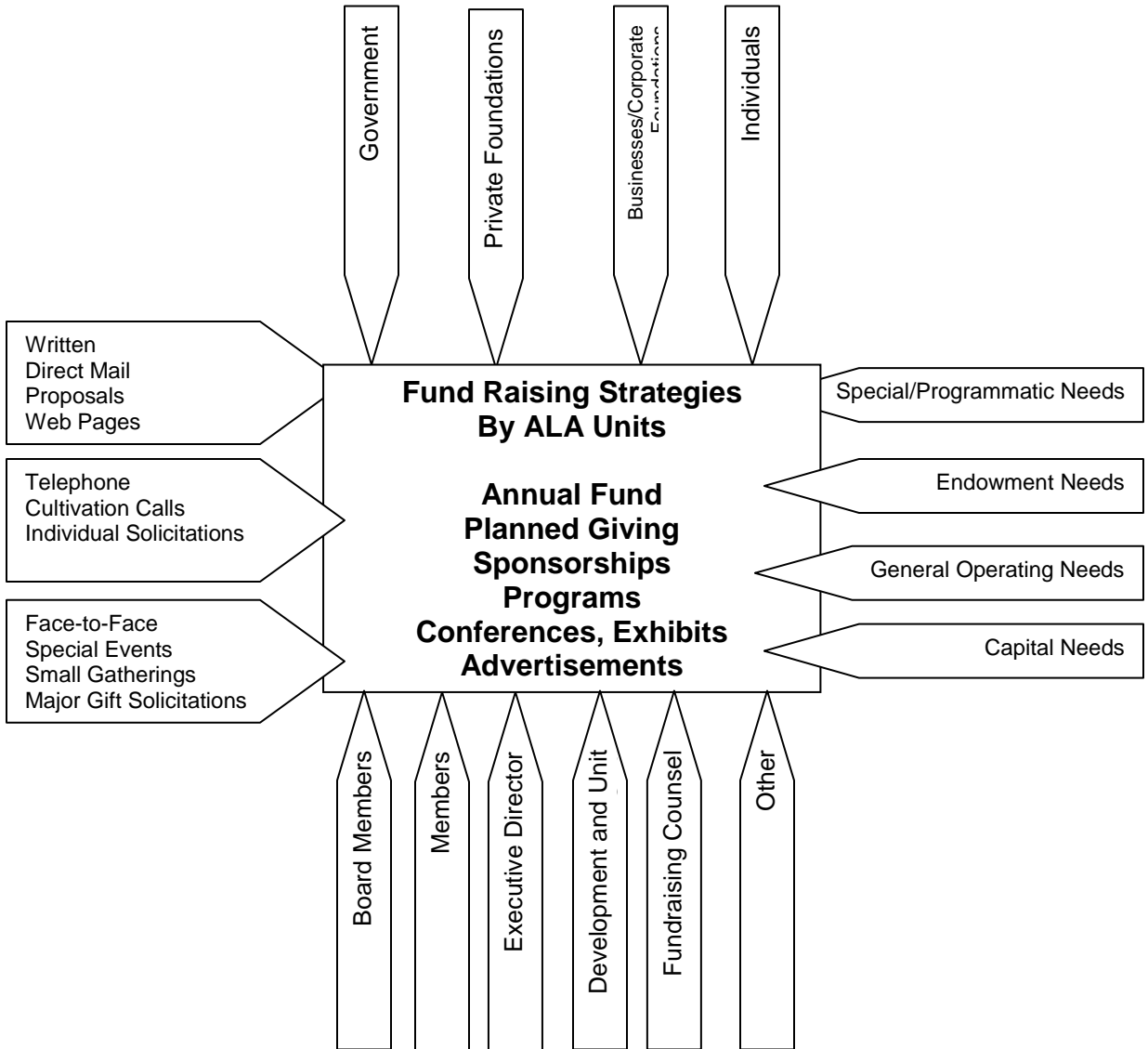
The Development Office facilitated an initial exploratory conversation between The Rotary Foundation and the ALA International Relations Office (IRO) to discuss the possibility of



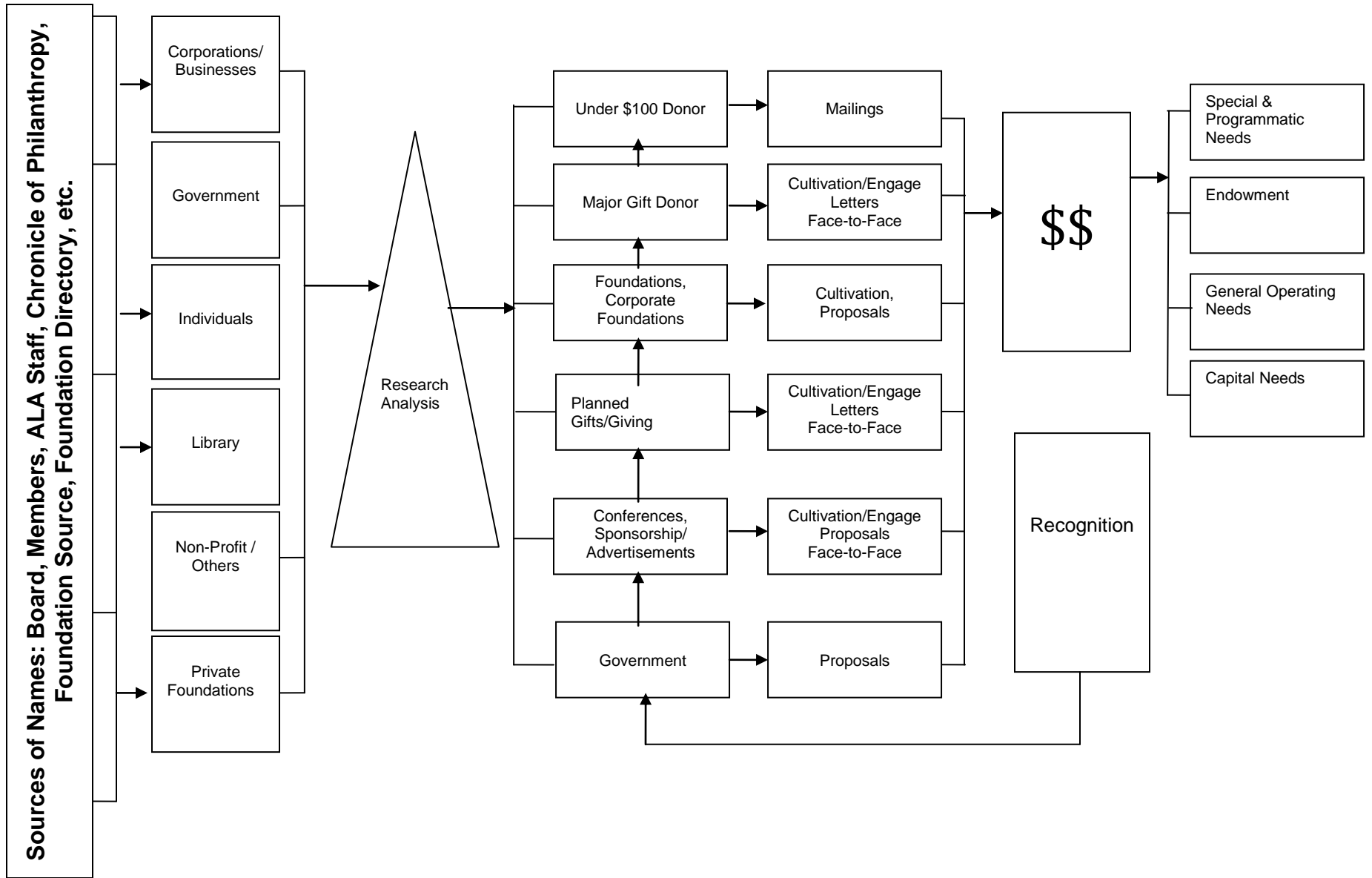
collaborating on international literacy projects. Rotary is currently developing and sharing a list of desired outcomes for review and further discussion with ALA.

Appendix A

*ALA's Fund Raising Methodology*



## ALA's Fundraising Program



# ALA Organization

ALA members have created or are involved in some of the following assets:

*Ilovelibraries.org*      **atyourlibrary.org**      Programminglibrarian.org  
ADVOCACY FOR Libraries      Youth Media Awards      NATIONAL LIBRARY WEEK  
*El día de los niños/El día de los libros*      Teen Read Week      **Let's Talk About It**  
**Connect with your kids @ your library**      Campaign for America's Libraries  
Freedom of Information Day      **EVERY CHILD READY TO READ**  
Center for Public Life      Health Literacy      National Friends of Libraries Week  
Campaign for the World's Libraries      Library **LEGISLATIVE** Day      Copyright  
NEH traveling exhibits and programs      Library Card Sign-up Month  
National Donate A Book Day      **MEDIA LITERACY**      International Games Day  
Snapshot      **LEARNING FOR LIFE (L4L)**      Teen Tech Week      **STEM/STEAM**  
Day      Workforce & Job Initiatives      Digital Literacy      Choose Privacy Week  
National Library Workers Day      **BANNED BOOKS WEEK**      **FINANCIAL LITERACY**  
Conferences      Summer Reading      **DISASTER RELIEF** to Libraries  
**PRIME TIME Family Reading Time**      Spectrum Scholarship Program  
Professional Development Webinars      E-government      Preservation Week  
First Sale      **Teen Literature Day**      General scholarships