

EBD # 6.4

2012-2013

TO: ALA Executive Board

RE: Report of the ALA Development Office

ACTION REQUESTED/INFORMATION/REPORT:

Development Office information report

CONTACT:

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DRAFT OF MOTION:

DATE:

June 13, 2013

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 continues to be 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

- The ALA Public Programs Office with the support of ALA President Maureen Sullivan, Keith Michael Fiels, and Mary Ghikas, Senior Associate Executive Director, submitted a draft proposal to the Bill & Melinda Gates Foundation that would develop and distribute convening and conversation facilitation training and learning resources to build the practice of community engagement and foster innovation in libraries.
- The Carnegie Corporation of New York approved a two-year grant proposal submitted by the ALA Public Information Office for the I Love My Librarian! Award.
- The Carnegie Corporation of New York is funding a full-page ad on Monday, July 1 to announce the 2013 winners of the Andrew Carnegie Medals for Excellence in Fiction and Nonfiction.
- The Office for Information Technology Policy (OITP) has been invited to submit a proposal to the Bill & Melinda Gates Foundation for the enhancement of its capacity to develop national technology policy for the next generation of public libraries.
- The ALA Public Programs Office partnered with the Space Science Institute, Boulder, CO, and the Lunar and Planetary Institute, Houston, TX, on a proposal to the National Science Foundation for an expansion of the existing NSF-funded project, STAR Net: Science-Technology Activities & Resources for Libraries.
- The ALA Public Programs Office partnered with The HistoryMakers, Chicago, on a proposal to the National Science Foundation for a project that will create programs in libraries which use The HistoryMakers digital archive of the oral life histories of the nation's top African American scientists and other science-oriented educational materials.
- The ALA Public Programs Office 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, ALA submitted 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.

- The Office for Intellectual Freedom and Development Office have initiated conversations with SAGE Publications about support for Banned Books Week activities.
- On June 27, the Public Information Office (PIO) will be hosting a planning meeting to discuss the future goals, objectives and outcomes of ALA's Campaign for America's Libraries. Members of the Public Awareness Committee, the Campaign for America's Libraries subcommittee, selected Library Champions and other stakeholders will be invited.
- ALSC and LEGO DUPLO are in conversations to renew their partnership which began last year. A continuing partnership would also include ongoing support for the ALA Library Champions program from LEGO DUPLO.
- The Association for Library Services to Children (ALSC) and the ALA Development Office are in conversations with Chipotle to explore collaboration opportunities for a national reading program in 2014.

Fundraising

- The Office for Literacy and Outreach Services (OLOS) received a grant of \$217,200 from the Dollar General Literacy Foundation for the continuation of *American Dream Starts @ your library*® program in May.
- The Office for Intellectual Freedom and the ALA Washington Office announced funding support of \$50,000 from Google for a paper and the project management of a special convening and other activities to mark the 10th anniversary of the U. S. Supreme Court's decision on the Children's Internet Protection Act (CIPA).
- Through a planning grant from the National Endowment for Humanities to the American Bar Association, the ALA Public Programs Office will partner with the ABA to plan four public program modules that will promote community discussion of major topics relating to citizenship in the 21st century.
- The GODORT year-end fundraising drive, which was supported by the ALA Development Office, is still producing returns: since April 2013, GODORT has raised an additional \$3,400, for a total of \$7,190.

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).
- Dr. Em Claire Knowles, Cynthia Vivian, director of ALA Human Resources, Kim Olsen-Clark and a representative from TIAA-CREF will be presenting a retirement/planned giving program at the 8th National Conference for African American Librarians conference in August 2013.

Organizational Excellence

- The ALA Development Office is completing its testing of grant management and grants 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 project management, donor relationship management, grant reporting and provide dashboards of current fundraising activities.

ALA Fundraising Priorities

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: Virginia “Ginny” Moore, and Joyce L. Ogburn and her husband, Steven A. Eichner.

ALA has received a gift from the estate of Dr. Emily Cloyd. Dr. Cloyd retired as Associate Professor Emeritus of English in 2000 after having been on the faculty of the University of Michigan since 1967. She was the first woman to obtain tenure in the English Department at the U. of M.

Jim Neal has stepped down as chair of the 15x15 planned giving campaign so he can devote more time to his many other professional activities. ALA would like to thank Jim for his hard work and inspired fundraising on the 15x15 campaign. To acknowledge his contribution to the campaign, ALA will continue to recognize Jim as the Founding Chair of the 15x15 Planning Giving Campaign. In the next phase of the campaign, ALA will be asking two Legacy Society members to serve as co-chairs. This new structure will extend and widen the campaign’s visibility within our community.

As of June 1, 2013, 22%, or more than \$3 million of the \$15 million goal has been reached. The new total represents an increase of \$224,529 in new commitments since April.

15x15 ALA Planned Giving Campaign	
Total Goal:	\$15,000,000
Achieved:	\$3,318,528
% of Goal:	22%
Average gift:	\$127,636

Actions:

- In April, ACRL staff and ALA Development Office staff met with several ACRL members to discuss the 15x15 campaign at ACRL 2013 in Indianapolis, Indiana.
- In May 2013, the Development Office launched the first ever ALA Legacy Society e-Newsletter. The e-Newsletter will be sent to current ALA Legacy Society members as well as individuals who have expressed interested in planned giving opportunities, individual donors to the Association, and ALA leaders. The next phase of the 15x15

campaign's digital strategy is to launch a new planned giving microsite in June. The microsite will enable ALA to provide additional content to those individuals who are considering an estate gift to ALA.

- The ALA Development Office has developed a toolkit of 15x15 campaign marketing resources, including a unit-tailored campaign video, three print ads, presentations and other online products and made it available to all ALA divisions plus ALA units who are actively engaged in fundraising activities. The Office continues to work with these units to refine marketing strategies that promote planned giving gifts to the Association.

Campaign for America's Libraries and Library Champions

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. 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 and partner libraries.

Midwest Tape was secured as a new Library Champion. Their membership was the result of a targeted mail and phone campaign to 58 non-Champion exhibitors this spring.

Demco and the ALA Development Office are discussing an opportunity for additional support for the Campaign for America's Libraries: Demco will be making a \$5 donation to the Campaign for every existing customer who completes a marketing survey.

The Development Office and PIO collaborated with past ALA presidents Patricia Glass Schuman and Richard Dougherty to develop a timeline display of the Association's advocacy efforts that helped create the *Campaign for America's Libraries*. The exhibit, which has been updated for the annual conference in Chicago, will be installed close to the entrance of the exhibit floor. One of the new panels promotes the Office for Library Advocacy's *Advocacy Workshops*, which will be held on the exhibit floor.

International Relief Funds for Haiti, Chile and Japan libraries

In response to recent international disasters, ALA raised over \$75,000 from members and friends for disaster relief. The Association was able to make the following impacts:

Haiti

ALA provided over \$60,000 to help re-establish three libraries in Haiti by helping build a temporary building for the Bibliothèque Haïtienne des Pères du Saint-Esprit, provide a new

space, equipment, and materials to the Petit Goave Public Library, and help build the new Centre Culturel Pyepoudre Community Library. Fundraising efforts still continue for this fund.

Chile

Working with REFORMA on their project to send 1,000 books to Chile, ALA provided \$2,000 to support the shipment of these books to the Information Resource Center at the U.S. Embassy in Santiago. The books will be donated to public libraries and schools.

Japan

ALA’s Japan Library Relief effort directed nearly \$5,000 to the Japan Library Association, who then distributed the funds to libraries that were damaged but still functioning.

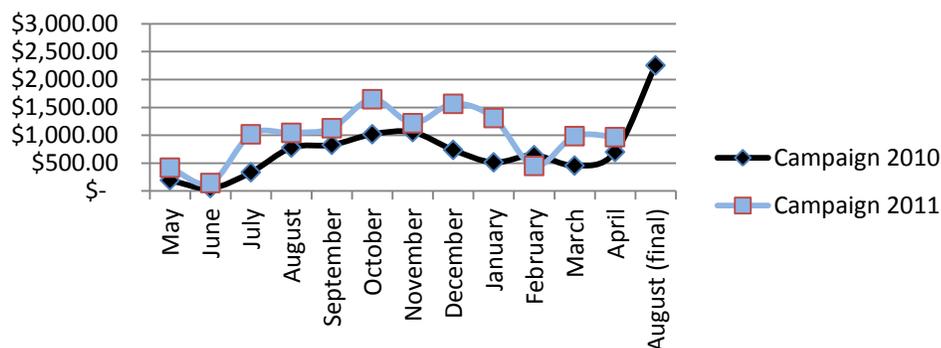
Combined Federal Campaign (CFC) and State Campaigns

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

- Campaign 2012 has just recently opened and has generated \$135.44; currently pledge reporting has not closed, and therefore we have not projected revenue for Campaign 2012.
- Campaign 2011 is open and thus far has generated \$11,892.44 (projected revenue for Campaign 2011 is \$15,000).
- Campaign 2010 is closed and generated \$9,576.37 (project amount was \$9,600)

The following graph outlines current monthly distribution patterns for the 2010 and 2011 campaigns that ALA has participated in:

Overall Monthly Campaign Payment Comparison



The Development Office continues to file all available state campaign applications for unrestricted funds with a target participation of 24 state campaigns for the 2013 campaign season.

External Activities

Carnegie Corporation of New York

In June 2013, the Carnegie Corporation of New York awarded a grant of \$193,228 for the continuation of the I Love My Librarian! Award.

Chipotle

In July, ALSC and the ALA Development Office will explore opportunities to promote reading to young children and the importance of libraries to customers at their restaurants.

Consumer Financial Protection Bureau

RUSA and the Development Office are currently exploring a potential partnership with the Office of Financial Education, a division of the Consumer Education and Engagement at the Consumer Financial Protection Bureau. The Bureau is launching a new financial literacy campaign.

Dollar General Literacy Foundation

- In May, the Office for Literacy and Outreach Services (OLOS) received a grant of \$217,200 from the Dollar General Literacy Foundation for the continuation of the *American Dream Starts @ your library®* program.
- On the home page of their new website, the Dollar General Literacy Foundation prominently features the *Beyond Words School Library Disaster Relief* program. This program is managed by AASL and provides financial support to school libraries whose program has been affected by a disaster. Grants are used to replace or supplement books, media and/or library equipment in the school library setting.
- At the invitation of the Dollar General Literacy Foundation and on behalf of Dale Lipschultz, Literacy Officer and project director for the *American Dream Starts @ your library®* program, Michele Harrell Washington, Director, Office for Diversity and Office for Literacy and Outreach Services, and Mary Ghikas attended a special planning meeting to create a sustainable literacy initiative in the Ardmore, Oklahoma area. Further conversations have been planned.
- In May, ALSC and YALSA with the support of the Development Office submitted a grant proposal for the continuation of *Everybody Reads @ your library®*. This grant provides mini-grants to libraries interested in starting or expanding their English as a second language services to children and teens.

Institute for Museum and Library Services

In February, RUSA submitted a grant application through the IMLS Sparks! program to create *National Guidelines and Best Practices for Financial Literacy Education (FLE)* in libraries nationwide.

Also, in February, ALA submitted three grant applications to the IMLS National Leadership Grants program.

Causality: School Libraries and Student Success (CLASS)

American Association of School Librarians (AASL) applied for an IMLS National Leadership Planning Grant in the Research category to host a national forum focusing on the causal relationship between strong school library programs and student academic achievement. The time frame for the project is from December 2013 through November 2014, with the CLASS Forum planned for April 2014.

Bringing Home Early Literacy: Determining the Impact of Library Programming on Parent Behavior

Public Library Association (PLA) and Association for Library Service to Children (ALSC) proposed a research project that will examine how library programming about early literacy development affects parent behavior and engagement. The project will use the second edition of Every Child Ready to Read @ your library® (ECRR) as the parent education model to be studied. Research will be conducted in rural, suburban and urban settings over a three-year period beginning in October 2013. Parents of children from birth to five years old will participate.

Assessing the National Impact of Library Public Programs

ALA Public Programs Office proposed a planning grant project to support the one year (October 2013-September 2014) development of a comprehensive research agenda and five-year implementation plan to understand and document the characteristics, audiences, outcomes, and value of public programming in libraries. The funding will support strategic long-term advancement of understanding of how library programs increase broad public access to knowledge and foster support for lifelong learners across diverse geographic, cultural, and socioeconomic backgrounds, including those with special needs or those underserved by services in their communities.

ALA divisions and offices are determining their interest in submitting a grant application to the IMLS Laura Bush 21st Century Library Program. The grant application deadline is September 15, 2013. In 2012, IMLS awarded several Laura Bush 21st Century Librarian Program grants to ALA.

The Lunar and Planetary Institute

In May, the ALSC board approved a request to enter into a partnership with the Lunar and Planetary Institute (LPI) to collaborate on their *Explore* program. In late March ALSC provided the Lunar Planetary Institute with a letter of support for the NASA Solar System Exploration Research Virtual Institute (SSERVI) Cooperative Agreement grant. The LPI is managed by the Universities Space Research Association (USRA), a national, nonprofit consortium of universities chartered in 1969 by the National Academy of Sciences at the

request of NASA. USRA operates programs and institutes focused on research and education in most of the disciplines engaged in space-related science and engineering.

National Endowment for the Humanities (NEH)

The following grants were submitted by the ALA Public Programs Office:

- *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. New 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 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 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 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 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 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 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 NEH in August 2012.
- Currently under consideration is the establishment of a new cooperative agreement with 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 Annual Conference, ALA will partner again with the National Institute on Aging (NIA) to help promote their Go4Life exercise and physical activity campaign for the older adults by distributing free booklets and DVDs to ALA’s 5K participants and conference attendees interested in expanding their physical activity services to older adults at their library.

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 partnered with the Space Science Institute, Boulder, CO, and the Lunar and Planetary Institute, Houston, TX, on a proposal to the National Science Foundation for an expansion of the existing NSF-funded project, STAR Net: Science-Technology Activities & Resources for Libraries. The project features traveling exhibitions and professional development opportunities for public librarians in STEM (Science, Technology, Engineering, Math) topics.
- The ALA Public Programs Office partnered with The HistoryMakers, Chicago, on a proposal to the National Science Foundation for a project that will create programs in

libraries which use The HistoryMakers digital archive of the oral life histories of the nation's top African American scientists and other science-oriented educational materials.

- 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.

Open Society Foundations

Barbara Jones, director, Office for Intellectual Freedom, and Mick Weltman, Weltman Consulting, are in discussions with OSF on the continuation of the News Know-how program.

Rotary Foundation of Rotary International (RI)

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. ALA is currently exploring the possibility of a health literacy partnership with the Rotary Foundation.