

**TO:** ALA Executive Board

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

**ACTION REQUESTED/INFORMATION/REPORT:**

Development Office information report.

**CONTACT:**

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

**DRAFT OF MOTION:**

**DATE:**

June 6, 2015

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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. The Office of ALA Development and ALA units place significant concentration on identifying, cultivating and soliciting major and planned gifts: participating in donor activities for purposes of relationship building, cultivation and stewardship; drafting proposals and meeting with individuals, foundation and corporate donors for cultivation and solicitation purposes.

### Accomplishments

Following the list of accomplishments, further information about specific fundraising activities is listed to highlight the expanding role and reach of ALA. When appropriate, hyperlinks have been included to provide additional information.

### *Strategic Priorities*

- On June 25, 2015, ALA President Courtney Young, ALA President-Elect Sari Feldman, and ALA Executive Director Keith Michael Fiels will meet with Library Champions to continue the discussion on ALA's advocacy plan and its new strategic direction for the public awareness campaign.
- In May 2014, the Bill & Melinda Gates Foundation announced it would wind-down its Global Libraries initiative. Since then, GL has been working to identify how to achieve the foundation's goal of leaving the library field stronger. GL has identified three lead, legacy partners to whom they expect to make limited-life, project support grants as part of the wind-down. PLA is one of the legacy organizations and PLA staff and leadership are developing a grant proposal with GL and Legacy Partners IFLA and TASCHA. It is anticipated funding will be received in spring 2016. The funding will be in support of the GL Legacy framework levers: leadership capacity building; impact and advocacy; research and innovation and networking and knowledge sharing.
- The ALA is in contact with the National Institute on Aging about ALA's participation at the September 2015 event at the White House for [Go4Life Month](#) (also connected to the White House Conference on Aging). ALA is a partner of NIA's Go4Life program.
- At the request of the Institute of Museum and Library Services (IMLS), the American Association of School Librarians (AASL) submitted a Laura Bush 21<sup>st</sup> Century Librarian Program grant application in May 2015. The project's goal is to extend and build upon the 2013 planning grant, [Causality: School Libraries and Student Success \(CLASS\)](#), and the [School Library Research Summit](#) held in April 2014. AASL proposes a systematic, causal investigation of school libraries as learning spaces. Under the auspices of an advisory board, three research teams will work to conduct meta-analyses in three broad areas of school librarianship: theory, policy, and best practices using a concurrent matrix research design. Each team would independently complete each of the three analyses and then, through peer review of the other teams' work, would verify and expand the findings of the other research teams.

- The Center for the Future of Libraries and Young Adult Library Services Association (YALSA) continues to work with IMLS on their grant application to the National Leadership Grants program, submitted in February 2015:
  - The proposal seeks to develop clear and accessible recommendations for creating future-focused learning activities and spaces for youth in a variety of library settings, such as small- to mid-sized libraries and for those with varying capacities. The YALSA published report, "[The Future of Library Services for and with Teens: A Call to Action](#)," brought to light the increased demand for America's youth to master an expanded set of skills going beyond those traditionally development in academic settings.
- In May 2015, ALA submitted grant proposals to the Carnegie Corporation of New York for the [I Love My Librarian Awards](#). Carnegie Corporation of New York supported the launch of this program.
- The ALA Public Programs Office and the Office for Research and Statistics submitted a concept paper to the Financial Industry Regulatory (FINRA) Investor Education Foundation.
- AASL submitted a grant proposal to the Dollar General Literacy Foundation for the continuation of [Beyond Words: the Dollar General School Library Relief Fund](#).
- The Association for Library Service to Children (ALSC) and YALSA submitted a grant proposal to the Dollar General Literacy Foundation for the continuation of Everybody Reads @ your library. The grant proposal includes 120 mini grants to libraries. The mini grants can be used towards [Building STEAM with Día](#), Día-20<sup>th</sup> Anniversary, Teen Read Week <sup>TM</sup>, [teen summer reading programs](#), teen internships and Top Ten Teen book collections.
- The Office for Diversity, Literacy and Outreach Services and ProLiteracy are working with the Dollar General Literacy Foundation and the Zanesville Public Library (OH) on a community-wide initiative. This initiative expands the collaboration of six national nonprofit organizations brought together by the Foundation to develop an integrated approach to enhancing literacy services for children and adults in the [Ardmore \(OK\)](#) region.
- In May 2015, ALA Public Programs Office worked in partnership with several agencies to develop and submit proposals for the National Aeronautics and Space Administration (NASA) Science Mission Directorate's (SMD) Cooperative Agreement Notice ("NASA SMD Science Education"):
  - ALA Public Programs Office is as a Teaming Partner with the Lunar and Planetary Institute on the proposal *Improving Science Literacy by Leveraging Public Libraries*. The proposed project is an effort to support libraries in fostering family-based and self-directed science literacy in their communities.
  - ALA Public Programs Office is as a Teaming Partner with the Lunar and Planetary Institute's Department of Education and Public Outreach and their Planetary Science Education Team (PSET) for *Sharing the Story and Adventure of NASA's Planetary Science with National Audiences: Building Capacity by Connecting People, Discoveries, Experiences, and Resources*. The proposed project focuses on the design and delivery of a coherent suite of activities and

resources to build the capacity of librarians in delivering STEM programs in their libraries. These efforts will reflect planetary themes and leverage existing and forthcoming assets developed by the PSET.

- ALA Public Programs Office partnered with the Space Science Institute's (SSI) National Center for Interactive Learning on a cross-divisional program proposal called *NASA @ My Library: A National Earth and Space Science Initiative That Connects NASA, Public Libraries and Their Communities*. As a partner, ALA Public Programs Office will assist in all aspects of the exhibition tour of "Destination Space: From Planet Earth to the Universe Beyond," which will travel to public and state libraries across the country.
- ALA Public Programs Office partnered with the Space Telescope Science Institute (STScI) on a proposal that focuses on a STEM-based traveling exhibit developed by the STScI's Astrophysics Team. Through this partnership, ALA Public Programs Office would coordinate a traveling exhibition tour to 12 libraries per year, over a five year term. A key focus will be on establishing strategic partnerships with libraries that reach underserved and underrepresented audiences.
- The Public Programs Office and the American Bar Association will partner on an NEH Implementation Grant proposal to bring *U.S. Citizenship in the 21<sup>st</sup> Century* programming to libraries. The proposal will be submitted in August.
- The Center for the Future of Libraries is collaborating with the Knight Foundation on two panels programs at the ALA 2015 Annual Conference. In addition, the Center will be coordinating an additional program in San Francisco with Alberto Ibarguen, president of the Knight Foundation, and John Palfrey to discuss Palfrey's new book, [\*Bibliotech: Why Libraries Matter More Than Ever in the Age of Google\*](#).
- ALA Public Information Office, Office for Advocacy and *Booklist* are collaborating with the PBS show, [\*Well Read\*](#). TV host Terry Tazioli will be attending the ALA 2015 Annual Conference. *Booklist* and *Well Read* are planning special activities in San Francisco.
- On April 28, 2015, Alan Inouye represented ALA at the kick off [\*IMLS Focus Meeting\*](#) in Washington DC.
- In June, the ALA Public Programs Office and ALA Development Office shared updates on recent programs with the Wallace Foundation.

### *Fundraising*

- In June, ALA received a grant of \$150,000 from Carnegie Corporation of New York to support the successful transition of the shortlist and winner announcement calendar for the [\*Andrew Carnegie Medals for Excellence in Fiction and Nonfiction\*](#).
- In May, the Office for Diversity, Literacy and Outreach Services received notification from the Dollar General Literacy Foundation that they awarded a grant of \$327,512 for the continuation of the [\*American Dream Starts @ your library program\*](#).
- In March 2015, IMLS announced that ALA's Office for Diversity, Literacy and Outreach Services (ODLOS) and [\*ProLiteracy\*](#) received a grant of \$106,669 from the Laura Bush 21st Century Librarian Program.
  - The goal of *Adult Literacy: Libraries in Action Project (ALL In Action Project)* is to develop an online training and supporting resources to better equip librarians and

library staff to serve adult learners, utilizing recommendations set forth in the recent [Adult Literacy through Libraries \(ALL\) National Library Literacy Action Agenda](#). The development of the Action Agenda was funded by an IMLS National Forum Grant.

- In cooperation with the Association of Specialized & Cooperative Library Agencies (ASCLA), ALA Public Programs Office will administer a grant of \$349,715 from the National Endowment for the Humanities (NEH) to re-launch the [Great Stories Club](#) project.
- In honor of their 75<sup>th</sup> Anniversary, members, businesses and friends of the Association of College and Research Libraries (ACRL) raised more than \$56,000 to support 75 scholarships for new libraries and library students to attend the conference held in March in Portland, Oregon.
- ACRL received a grant of \$6,000 from The Gladys Krieble Delmas Foundation to support 18-20 scholarships for the 2015 Rare Books and Manuscripts Section conference.
- Ingram Content Group is a new sponsor for the reception of the [Andrew Carnegie Medals for Excellence in Fiction and Nonfiction](#).
- The [Nora Roberts Foundation](#) notified ALA that they will awarded \$5,000 to the Campaign for America's Libraries on behalf of its support of Maryland libraries.

#### *Building the Profession*

- ALA Development Office will be managing five programs at the ALA Annual Conference in San Francisco: [Making Philanthropic Decisions: A Meaningful Giving Strategy](#) (collaboration with the California Library Association); [Conversation with AARP](#) (Retired Members Round Table and ALA Legacy Society program); [Learn and Share the Secrets of Successful Money Programs](#) (collaboration with Consumer Financial Protection Bureau); [Smart investing@your library®: Actively Engaging Your Audience](#) (collaboration with the FINRA Investor Education Foundation); and [National Save for Retirement Week](#) (Retired Members Round Table and ALA Legacy Society program)

#### *Organizational Excellence*

- In June 2015, ALA announced the resignation of Kim Olsen-Clark as Director of the ALA Development Office, effective July 3, 2015. Jeffrey Roth, Assistant Director, Development Office, will become the Acting Director until a permanent Director has been selected.
- ALA Development Office is closely working with ITTS to provide more functionality to [giveALA](#). The new giveALA will be launched through the e-commerce initiative.

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### **ALA Fundraising Priorities**

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#### **15x15 Planned Giving Campaign**

The ALA Development Office continues to work with 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 their marketing and member outreach efforts.

ALA is pleased to welcome Beatriz Pascual Wallace as a new member of the ALA Legacy Society. Since June 2012, thirty three individuals have joined the ALA Legacy Society; the total number of members is 62. <http://www.ala.org/plannedgiving/legacy-society-honor-roll-donors-0>

As of May 2015, 39% or more than \$5.7 million of the goal has been reached. Since the launch of the campaign, 91 individuals have been asked to join the ALA Legacy Society, of which 22 have joined, 55 are still considering, and 14 have declined. More than 82% of ALA Legacy Society members have designated a unit or a program as the recipient of their gift.

15x15 ALA Planned Giving Campaign	
Total Goal:	\$15,000,000
Achieved:	\$5,791,187
% of Goal:	39%
Average gift:	\$206,828

#### Actions:

For FY2015, the following activities have been approved by the Co-Chairs of the 15x15 Campaign, Barbara Ford and Robert Banks:

#### Completed

- Holiday card mailing (co-chairs) ALA Legacy Society coffee break (bring a friend), ALA Midwinter Meeting, Sunday, February 1, 2015.
- Midwinter Meeting, scheduled meetings (attending Barbara Ford, Robert Banks, Kim Olsen-Clark)
- ACRL 2015, booth and scheduled meetings (attending Barbara Ford, Kim Olsen-Clark)
- Postcard mailing to targeted ALA members (May 2015)
- Full page ad in *American Libraries* (Conference Issue)

#### Upcoming

- Annual Conference, scheduled meetings (attending Barbara Ford, Robert Banks, Kim Olsen-Clark)
- Annual Conference: ALA Legacy Society luncheon
- Brochure mailing (July 2015)
- Full page ad in *American Libraries* (Fall Issue)
- AASL Conference (attending Kim Olsen-Clark)



## **Campaign for America's Libraries and Library Champions**

On June 25, 2015, ALA President Courtney Young, ALA President-Elect Sari Feldman, and ALA Executive Director Keith Michael Fiels will meet with Library Champions to continue the discussion on ALA's advocacy plan and its new strategic direction for the public awareness campaign.

ALA has submitted a grant proposal to Carnegie Corporation of New York to request funding to extend the [I Love My Librarian Awards](#). The award program is administered by the ALA Public Information Office via the Campaign for America's Libraries.

Snoopy, in the [Joe Cool persona](#), will be the honorary chairperson of Library Card Sign-Up Month. Snoopy's image and participation is generously provided by Peanuts Worldwide Publishing, Inc.

ALA's website for the public, [ILoveLibraries.org](#) has had a total revamp. It has an improved look with a responsive design to keep America informed about what's happening in today's libraries. Support for the website comes from Library Champions.

The Development Office and PIO continue to explore opportunities for Library Champions to engage with the Campaign for America's Libraries. [Overdrive, Inc.](#) is a new Library Champion at the \$25,000 Sustainer level, joining the Dollar General Literacy Foundation. [TLC-The Library Corporation](#) has increased its annual support to \$10,000 and will be recognized as an "Investor", joining Severn House Publishing. [Burgeon Group](#) is a new Library Champion. ALA Development Office has received notification that the Nora Roberts Foundation will support the Campaign for America's Libraries at the \$5,000 Member level. In addition, the office is finalizing the annual appeal mailing to lapsed and current donors of the Campaign.

Two students from the Student-to-Staff Program have volunteered to work with the ALA Development Office during the 2015 Annual Conference in San Francisco. Library Champions will have an opportunity to meet and engage with these students.

## **Combined Federal Campaign (CFC) and State Campaigns**

The American Library Association has been accepted by the U.S. Office of Personnel Management for inclusion in the Fall 2015 Combined Federal Campaign (CFC) as a member of the Educate America! federation.

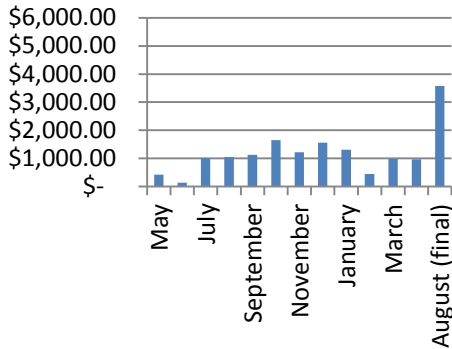
All CFC funds received are unrestricted, and currently have been allocated to United for Libraries. All State Campaign funds are currently allocated unrestricted.

- Pledge data for Campaign 2014 is being compiled by ALA's 3<sup>rd</sup> party vendor.
- Campaign 2013 is open, and has generated \$9,153.71; preliminary reports show \$14,805.95 in CFC pledges and \$198 in State pledges to ALA. ALA projects revenue of \$15,000.
- Campaign 2012 is closed and generated \$15,800.10 (projected revenue was \$15,000).

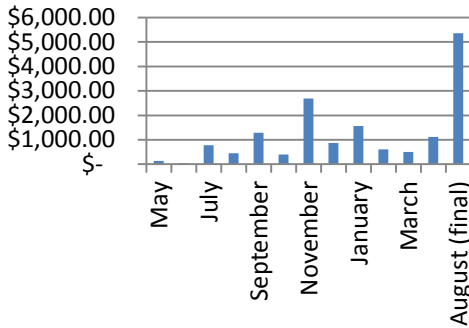
- Campaign 2011 is closed and generated \$15,466.44 (projected revenue was \$15,000).

The following graphs outline current monthly distribution patterns for the 2011, 2012 and 2013 CFC campaigns that ALA has participated in:

### Campaign 2011



### Campaign 2012



### Campaign 2013

