

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) The ALA Executive Board to approve the proposed ALA Gift Acceptance Policy.
- 3) Development Office information report.

CONTACT:

Keith Michael Fiels, Executive Director, ALA
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DRAFT OF MOTION:

- 1) To approve the full list of companies, as listed on December 31, 2011 from the Domini and TIAA CREF portfolios of “socially responsible” companies from which ALA units would prospect for corporate sponsorship partners.
- 2) To approve the proposed ALA Gift Acceptance Policy as written by the ALA Development Office and Finance Office.

DATE:

December 21, 2011

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

<http://www.tiaa-cref.org/public/performance/retirement/profiles/1005.html>

<http://www.tiaa-cref.org/public/performance/retirement/profiles/1617.html>

Domini Social Equity Fund

<http://www.domini.com/domini-funds/Domini-Social-Equity-Fund/index.htm>

BACKGROUND FOR ACTION REQUEST #2

A gift acceptance policy will guide the Association in the types of gifts it can accept and educates the staff and board about critical issues triggered by certain gifts especially for the upcoming planned giving campaign. The Gift Acceptance Policy has been reviewed by ALA legal counsel.

In addition, Schedule M (Non Cash Contributions) of the new Internal Revenue Service Form 990 asks whether the filing organization has a gift acceptance policy. Schedule M must be filed by organizations that either: (1) received more than \$25,000 in non-cash contributions; or (2) received contributions of art, historical treasures, or similar assets, or qualified conservation contributions. The Internal Revenue Service recommends that even if an organization is not required to complete Schedule M, it should consider adopting a gift acceptance policy.

Executive Summary

The purpose of the Development Office report to the ALA Executive Board Members is to provide an account of the progress made by ALA and its units in their strategic fundraising efforts. As represented by the level of gifts made and actionable next steps developed with various donors, significant progress has been made in the advancement of the fundraising continuum (i.e., identify, qualify, cultivate, solicit, steward) culture within ALA and its units.

Accomplishments

The primary focus of the Development Office has been ensuring that our fundraising systems, structures and services fully support ALA-wide goals. Since our last report to the Executive Board in October 2011, the Development Office has continued to work on defining and improving internal functions and processes, as well as external activities designed to garner new revenues for ALA. Following the list of accomplishments, further information about specific fundraising activities is listed to highlight the expanding role and reach of ALA.

In addition, the Development Office continues to make improvements in gift processing, online giving, and developing policies and procedures to handle cultivation and stewardship in an efficient and effective manner. The ALA Development Office has been reviewing its efficiencies and making changes to help with workflow. Changes range from simple ideas such reviewing and tailoring our gift acknowledgment letter writing process to more complex tasks such as developing benchmark reports for giving to ALA.

Strategic Priorities

- As of 12/18/2011, the amount contributed to the Spectrum Presidential Initiative in gifts and pledges is \$1,020,282 or 102.0% of the goal. This amount includes the recent grant of \$200,000 plus a portion of the challenge grant from the Bill & Melinda Gates Foundation to the Spectrum Presidential Initiative.
- The Office for Research and Statistics will be submitting a National Leadership grant application to the Institute of Museum and Library Services in February 2012 in support of the Public Library Funding & Technology Access Study, which was previously funded by the Bill & Melinda Gates Foundation. ACRL, PLA along ALSC and PPO will be also submitting grant applications in February to IMLS.
- ALA President Molly Raphael, President-Elect Maureen Sullivan, Immediate Past President Roberta Stevens and Executive Director Keith Michael Fiels continue to meet with the National Endowment for the Humanities (NEH) and the Institute for Museum and Library Services (IMLS) to discuss the project plan for the “Thought Leader” meeting on May 4, 2012. Invitations will be sent to a pre-selected group of foundation and corporate leaders. The “Thought Leaders” meeting is funded in part by a Bill & Melinda Gates Foundation grant through the Spectrum grant.

- The first meeting of the ALA Task Force for Planning Giving was held October 24. The Task Force discussed a three-year campaign, “100 by \$100,000,” to raise \$10 million in planned gifts and bequests. The second committee meeting will be held during Midwinter 2012.
- ALA President Molly Raphael and Executive Director Keith Michael Fiels met with Vartan Gregorian, President of the Carnegie Corporation of New York, to discuss potential projects which will celebrate the Corporation’s 100th Anniversary. In October, a concept proposal was submitted to support a national adult book award. In addition, a second concept proposal was submitted to support a national recognition award honoring elected officials and philanthropists who make major contributions to the improvement of libraries and library services in December.
- Public Programs Office (PPO) is exploring potential opportunities as related to ageing populations with the MetLife Foundation.
- The Office for Diversity (OFD) is collaborating with OCLC and the Los Angeles Public Library on a special “library as a career” awareness program for middle school students during the ALA Annual Conference in Anaheim.

Fundraising

- PPO was awarded a cooperative agreement from the NEH to support the *Bridging Cultures Bookshelf on Muslim Lives and Cultures*. The agreement provides \$734,785 to support distribution of a collection of theme related books to up to 1,000 public libraries nationwide.
- In November, ALA received \$21,900 from the estate of the Helga Herz Trust. Ms. Herz was a longtime member of ALA.
- In December, AASL received funding from Dollar General Literacy Foundation in the amount of \$547,611 to continue the *Beyond Words School Library Disaster Relief* program. To date, more than \$1 million dollars have been awarded to school libraries.
- PPO received \$23,640 in additional funding from NASA (funding distributed through the Space Telescope Science Institute Space) to add nine sites to its tour to libraries of *Visions of the Universe: 400 Years of Discovery*.
- In December, ALA submitted three proposals to IMLS for the *Laura Bush 21st Century Librarian Program*: PLA proposed a one-year Collaborative Planning Grant to design and develop a program to provide leadership training for key staff in public libraries across the country; ALA-APA submitted a scholarship continuation grant for the Library Support Staff Certification (LSSC) Program; and PPO requested support to enhance and further develop ProgrammingLibrarian.org, a website launched in 2008 through an IMLS *Laura Bush 21st Century Librarian Grant*.
- ALA submitted a grant application to AARP Foundation in support of *New Start @ your library*, an initiative to provide career and financial literacy tips to low-income, age 50+ adults.
- At the request of the Pitney Bowes Foundation, ALA submitted a grant application in support of disaster relief for school and public libraries affected by disasters.

- In October, Leonard Kniffel with the support of the Development Office submitted a proposal to the Academy of Motion Picture Arts and Sciences to request support to help launch the first of a new line of books for the general public.
- Two Library Champions, Dollar General and FINRA Investor Education Foundation, are now supporting The Campaign for America's Libraries at the \$10,000 level. Three companies were added at the associate level membership during the last fiscal year: LSSI, The Rowman and Littlefield Publishing Group, Sisters in Crime.
- In support of the 2012 Banned Books Week, the Development Office will be researching and preparing profiles for potential corporate and foundation prospects for the Office for Intellectual Freedom (OIF).
- The Development Office is giving support to PPO on a fundraising campaign to benefit the Cultural Communities Fund (CCF). A mailing to prior donors of CCF brought in \$3,280 in contributions and had a response rate of 7%.
- The Development Office is giving support to ACRL on their 75th Anniversary campaign.
- The Development Office will be giving support to YALSA to identify, cultivate and solicit various corporate and foundation prospects for Teen Read Week 2012 and Teen Tech Week 2012.
- The Development Office continues to give support to the Development Office and Government Documents Round Table (GODORT), International Relations Round Table (IRRT) and Retired Members Round Table (RMRT) on the development of fundraising plans. A first-phase email and mail campaign for GODORT was concluded in May and raised a total of \$7,720. A second mailing was sent in mid-December 2011, returns are pending.
- FamilyandPartyGames.com supported ALA's National Gaming Day @ your library by donating 3,000 copies of its best-selling board game titles. The fourth annual National Gaming Day @ your library was hosted on November 12, with over 20,000 participants joining in at local libraries across the United States.
- The Development Office continues to have ongoing strategic discussions with the Exhibits Round Table (ERT) about the Hoy Scholarship.
- The Development Office executed a targeted mail/email campaign on behalf of the Campaign for America's Libraries (CAL). The mailing consisted of individuals who had given to CAL or to our unrestricted fund over the past five years. The campaign raised a total of \$4,114 through online and check donations.
- Based on pledge data received, ALA will receive \$9,600 from the CFC Fall 2010 campaign, with approximately \$7,000 to be received in FY12. Contributions are unrestricted.
- To date, ALA has received \$10,138 from Donation Line, a turn-key vehicle donation program. When a donor selects ALA as the designated charity, Donation Line arranges the 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

- ALA Immediate Past President Roberta Stevens and the Development Office presented “Frontline Fundraising” at the Library 2.011 World-wide Virtual Conference, November 2-3, 2011. The session had 37 virtual participants. The free conference was held online, in multiple time zones across the world. The School of Library and Information Science (SLIS) at San José State University was the founding conference sponsor.
- The Development Office will be presenting a fundraising program, “Fundraising: The Shape of Things to Come,” during PLA’s conference in Philadelphia.

Organizational Excellence

- ALA Development Office has developed a dashboard report for classifying and categorizing the relationships of donations received by ALA and its units to provide an overview of giving to ALA Board of Directors and BARC. [See Appendix A]
- To enhance ALA’s financial system, a new module has been added to the IMIS database system specifically for grants. This “Grants” module will allow ALA divisions to input their new/proposed grants directly into our IMIS database, for tracking and updating. This will also allow the development office and finance office to more accurately report on the status of grants throughout the divisions/offices of ALA.
- ALA Information Technology & Telecommunication Services (ITTS) and the Development Office have developed a two-phase upgrade/enhancement plan for giveALA, the Association’s online donation web site. The first phase was concluded in September 2011, allowing re-directs to specific funding categories or funds after log-in. The implementation of this new feature was successfully tested with the recent GLBTRT email campaign and the “100 Days for Haiti” Matching Gift campaign. A new e-commerce system is currently being implemented by ITTS. The giveALA log-in page will be revised once the system is fully implemented.
- The Development Office has completed its implementation and testing of office web pages on the new Drupal open source content management system ahead of schedule.
- The Development Office is exploring an alliance partnership between ALA and the National Civics League. Activities will be linked to their All-American City Award and give support to their new reading campaign.
- The Development Office has been working with the Read it Loud! Foundation on their upcoming launch in late summer of a new reading campaign. ALA is a coalition partner with the Center for the Book in the Library of Congress and the Read it Loud! Foundation.

ALA Fundraising Priorities

Spectrum Scholarship Program and Spectrum Presidential Initiative

As of 12/18/2011, the amount contributed to the Spectrum Presidential Initiative in gifts and pledges is \$1,020,282, or 102% of the \$1,000,000 goal. This amount includes the

recent grant of \$200,000 plus \$74,427 of the \$100,000 challenge grant from the Bill & Melinda Gates Foundation to the Spectrum Presidential Initiative.

In October, the Spectrum Executive Committee discussed ALA-wide celebration plans at Anaheim, as well as reviewing a strategic plan drafted by the Office for Diversity for ongoing annual giving support towards the Spectrum Scholarship Program.

Spectrum Honor-Roll of Donors

\$100,000 – \$250,000

Medical Library Association/National Library of Medicine
ProQuest
Dr. Betty J. Turock and Turock Family

\$15,000-\$49,999

ALA Council
ALA Executive Board
OCLC Online Computer Library Center

\$5,000-\$14,999

ALA Past Presidents
ALA Spectrum Scholarship Recipients
American Association of School Librarians (AASL), a division of ALA
Asian/Pacific American Librarians Association
Association of College and Research Libraries (ACRL), a division of ALA
Association for Library Services to Children (ALSC), a division of ALA
Black Caucus of ALA
Gregory Calloway 2009 Chicago Marathon Run
Chinese American Librarians Association
Library Instruction Round Table (LIRT)
Molly Raphael
REFORMA, National Association to Promote Library & Information Services to Latinos and the Spanish Speaking (REFORMA)
Texas Library Association
Friends and Family of Dr. Betty Turock and Gus Friedrich, in honor of their marriage
Young Adult Library Services Association (YALSA), a division of ALA

\$1,000 – \$4,999

Dr. Camila A. Alire
Lucas Alvarez
American Indian Library Association
American Library Association – Chicago Headquarters Staff
APALA & REFORMA Northern California Chapters Fundraiser
Association for Library Collections and Technical Services (ALCTS), a division of ALA
Bank of America
Gladys Smiley Bell
Angelina Benedetti

Kathleen Bethel
Irene Briggs
Gregory L. Calloway
iSchool at Drexel and Drexel University
Barbara Eschner and Dick Cantley Dinner, in memory of Ron Clowney
Keith Michael Fiels
Barbara Ford
Freedom to Read Foundation
GEICO
Mary W. Ghikas
William Gordon
Michael Gorman
Grinnell College Librarians, in honor of Rebecca Stuhr
Tracie Hall
W. Michael Havener
Luis Herrera
Dora T. Ho
Sara Kelly Johns
Falona Joy
Christopher Kertesz
Dr. Em Claire Knowles
Los Angeles Public Library/ Library Foundation of Los Angeles
Marquette University
Alanna Aiko Moore*
James G. Neal
New Jersey Spectrum Scholarship Committee
Ocean County (NJ) Library
Ohio Library Council
OHIONET
Kim Olsen-Clark
Public Library Association (PLA), a division of ALA
Mark Puente
James Rettig
Reference and User Services Association (RUSA), a division of ALA
San Diego area Spectrum Scholars
San Jose State University Foundation
Patricia Glass Schuman
Russell Shank
Simmons College Student Groups
Roberta A. Stevens
Maureen Sullivan*
Winston Tabb
Tennessee Library Association
Eugene Tkalitch
UCLA ALA Student Chapter
University of Arizona SIRLS and REFORMA-Tucson Chapter
University of Michigan Librarians
University of Wisconsin at Milwaukee

W. W. Norton & Co.
Whispering Bells Foundation Charitable Trust
Tom Wilding
Workman Publishing Group
Yolo County Library Dinner for Spectrum Scholars, hosted by Patty Wong and
Ken Yamashita

***NEW**

Honor-Roll of Planned Giving Donors to Spectrum Scholarship Program

William Gordon
Dr. Em Claire Knowles
Dr. Betty Turock
J. Linda Williams

@ Your Library E-Magazine

ALA's e-magazine for the general public, @ your library (www.atyourlibrary.org), is intended to encourage library use by linking services to topics of interest to families, young adults and children.

The atyourlibrary.org project is been managed by Leonard Kniffel and Mark Gould, Director of the Public Information Office (PIO). The e-magazine pilot project was funded by a two-year grant of \$270,700 from the Carnegie Corporation of New York.

In October 2011, ALA partnered with Sterling Publishers to promote a Heritage Recipe Contest through *Connect with your kids @ your library*. The partnership provided ALA with editorial content for atyourlibrary.org, as well as sponsorship support for the Campaign for America's Libraries from Sterling Publishers.

The ALA Development Office and American Libraries Marketing continue to approach several companies about the development of web-based projects/content on atyourlibrary.org.

Campaign for America's Libraries

With the guidance of the Metropolitan Group, PIO 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. Since 2006, Metropolitan Group has served as a strategic communication consultant to PIO for The Campaign for America's Libraries.

In May 2010, ALA and Metropolitan Group secured Scholastic Parent and Child magazine as the initiative's magazine media sponsor for two years. With a reach of 7 million parents, the magazine provides the learning link between home and schools, and is the nation's top magazine for parents of children 17 and younger. A mention about the initiative was printed in Scholastic Parent and Child magazine's June/July issue (Fresh Start Section), which directs readers to atyourlibrary.org. Scholastic Parent and Child magazine have also 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.

A media partnership with Lifetime (cable television media sponsor) was finalized December 2010, granting ALA \$38,000 to support the development of 15 and 30 second PSAs, now available for viewing at atyourlibrary.org and partner libraries. Since June, Lifetime has also aired the PSAs based on availability across their A&E and Lifetime Networks. T This grant has enabled ALA to hire Parallax, an award winning PSA and commercial multi-media firm, to produce the PSAs. Parallax has developed and executed

a concept that is estimated to have the equivalent production value of a PSA with a budget two-to-three times the value of the grant. Lifetime also provide technical and in-kind support to ensure that the PSAs are produced to the highest quality. Metropolitan Group managed the production of the PSAs and provided creative strategy.

On the fundraising side, MG wrapped up current outreach to prospective partners for Connect with your Kids @ Your Library, including cultivation and solicitation of R.R. Donnelley. In November, R.R. Donnelley, responding to ALA's funding request, shared that they have decided to continue funding libraries in communities where the company operates directly, rather than pursue national partnerships at this time. Metropolitan Group is currently developing a comprehensive Fact Sheet of all the assets tied to the Campaign for America's Libraries, which will help frame and position the Campaign for corporate support, identifying opportunities for funders to invest.

In October, Disney Worldwide Services, Inc. renewed their support for the Campaign for America's Libraries with a contribution of \$15,000.

Library Champions

For 2012, the Development Office is pursuing a strategy of building a stronger connection between the support of our Library Champions, ALA's Campaign for America's Libraries, and the resulting impact on communities. Three new members were added during the last fiscal year: LSSI, The Rowman and Littlefield Publishing Group, Sisters in Crime. Three members opted not to renew their membership for the current fiscal year: Bowker (now fully integrated with ProQuest), H.W. Wilson (bought out by EBSCO), and Marshall Cavendish (budget cuts). The Development Office is refreshing membership materials to offer more meaningful recognition for \$10,000 members, and will continue to promote the one-year Associate member giving level (\$2,500).

Planned Giving

The ALA Development Office continues to work closely with several individuals who have indicated their interest in making a planned gift to the Association or have included one of ALA's divisions, offices or round tables in their estate plans. The office also continues to work with divisions to identify and reach out to potential planned giving prospects, including providing support to ACRL for their 75th anniversary.

In FY12, an ALA-wide planned giving campaign is planned to roll out, coupled with the establishment of the Task Force for Planned Giving. Task Force members include: Jim Neal (chair), Katharina Blackstead, Francis Buckley, Jr., William Gordon, Pam Spencer Holley, Dr. Em Claire Knowles, Robert Newlen, and Frances Roscello.

Relief Funds for Haiti, Chile and Japan libraries

As of December 20, 2011, the total giving to various international disaster relief efforts was:

- Haiti: \$49,031, a 6% increase since September 30, 2011.

- Chile: \$1,680, a 20% increase since September 30, 2011.
- Japan: \$4,412, a 9% increase since September 30, 2011.

ALA member Deborah Lazar has pledged \$5,000 and encouraging matching gifts for the Haiti Disaster Relief fund. Development staff worked with ALA International Relations to roll out a “100 Days for Haiti” matching gift appeal in October 2011. To date, \$2,822 has been raised. Follow-up appeals were made prior to year-end 2011, and additional highlighting of the matching gift campaign is planned for Midwinter.

External Activities

AARP Foundation

In October, Leonard Kniffel with the support of the Development Office submitted a proposal to request support for *New Start @ your library*, a nationwide project to develop strategies and methods to help low-income, age 50+ library patrons find work and increase their financial stability. Project promotion would be made available on atyourlibrary.org.

Academy of Motion Picture Arts and Sciences

In October, Leonard Kniffel with the support of the Development Office submitted a proposal to the Academy of Motion Picture Arts and Sciences to request support to help launch the first of a new line of books for the general public. The series is developed in conjunction with ALA's public awareness website atyourlibrary.org and designed to bring additional content to the site. The first book of this series will be a guide to musical films and published by Huron Street Press, a new publishing imprint of ALA.

American Promise Alliance

The Washington Office met with Dr. Elizabeth Morgan, Director of the Grad Nation campaign for America's Promise Alliance. The Grad Nation effort is focused on raising the national high school graduation rate to 90% by 2020. ALA and PLA are current partner organization with American Promise Alliance.

Boeing Company

ALA and PPO are currently reviewing funding guidelines for submissions to Boeing.

Carnegie Corporation of New York

In October 2011, ALA submitted a concept proposal on a national recognition award honoring elected officials and philanthropists who make major contributions to the improvement of libraries and library services. Through these awards, ALA would bring national and international attention to the importance and value of libraries during a national adult book awards hosted by Booklist and the Reference & User Services Association (RUSA).

Upon the recommendation of the Carnegie Corporation, ALA also submitted a concept proposal in support of a national recognition award honoring elected officials and philanthropists who make major contributions to the improvement of libraries and library services in December.

ALA Leadership and staff travelled to New York for the I Love My Librarian Award ceremony and reception on December 8th.

Carnegie Science Center

In April 2010, AASL with the support of the Development Office submitted a collaborative proposal with the Carnegie Science Center (Pittsburg, PA) to the Motorola Foundation. The project seeks to develop and distribute educational toolkits called CAN*Teen to inspire girls ages 9-14 to see themselves in STEM careers. \$150,000 in total funding was approved. With approval from the funder, Carnegie Science Center is currently revising the project, targeting a roll-out in the spring of 2011. ALA and AASL are in discussions with Carnegie Science Center and evaluating the project if the association can meet the obligations of the proposal with the revised timeframe and reduced budget.

Dollar General Literacy Foundation

In December, Dollar General Literacy Foundation awarded \$547,611 to AASL in support of the continuation of the *Beyond Words School Library Disaster Relief* program.

OLOS staff and the Development Office met with the Foundation at their headquarters and received an invitation to submit a grant application in February for the *American Dreams Start @ your library* plus the YALSA and ALSC program *Everyone Reads @ your library* in May.

Institute of Museum and Library Services (IMLS)

In December, ALA submitted three proposals to IMLS for the *Laura Bush 21st Century Librarian Program*.

PLA, in partnership with the International City/County Management Association (ICMA), proposed a one-year *Collaborative Planning Grant* to design and develop a leadership training model for key staff in public libraries across the United States. This funding will allow for design, pilot testing, and outcomes assessment development of a model 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.

ALA, in partnership with APA, submitted a scholarship continuation grant proposal which would offer partial Registration Assistance Awards (RAAs) to potential

LSSC candidates. Through the grant, ALA would be able to also offer candidates a partial subsidy for completing a LSSC-approved course. This assistance will help candidates complete certification requirements.

PPO submitted a grant application to enhance and further develop ProgrammingLibrarian.org, a website launched in 2008 through an IMLS Laura Bush 21st Century Librarian Grant. The proposal requested funding to redesign and enhance the site with professional development resources that include but are not limited to an online classroom, peer-to-peer mentoring, and annual peer-juried recognition for best public programs. The project has a two-year timeline spanning November 2012 through October 2014. The purpose of ProgrammingLibrarian.org is to provide an online resource for librarians who share a professional identity (titled or defacto) of programming librarian, which includes creating and providing programs for patrons of all ages, from children's to adult programs, exhibits to financial literacy workshops, civic discussion to one-campus-one-book programs, game nights to cyber-privacy series.

Mozilla Foundation

YALSA has advanced to Stage 2 of the HASTAC/MacArthur Foundation Badges for Lifelong Learning Competition. The competition was started with support from the MacArthur Foundation, HASTAC (the Humanities, Arts, Science, and Technology Advancement Collaboratory), and the Mozilla Foundation. The competition will match expert developers with the collaborators, who will work as teams to create the badges, through financial support from the various funders. The project will enable YALSA to provide innovative continuing education opportunities to the library community.

NASA (funding distributed through the Space Telescope Science Institute)

PPO received \$23,640 in additional funding from the Space Telescope Science Institute to add nine sites to its tour to libraries of "Visions of the Universe: 400 Years of Discovery," and to present science programs for girls and their families in a pilot program in nine libraries that have hosted "Visions of the Universe." The additional funding brings the total awarded to PPO for this project to \$248,602.

National Endowment for the Humanities (NEH)

PPO was awarded a cooperative agreement from the NEH to support the *Bridging Cultures Bookshelf on Muslim Lives and Cultures*. The agreement provides \$734,785 to support distribution of a collection of theme related books to up to 1,000 public libraries nationwide. Applications will be invited beginning in June 2012, and related programs highlighting the collection will take place in selected libraries beginning in January 2013.

PPO participated in planning proposals to NEH for three projects: a traveling exhibition about illuminated verse, with Poets House, New York; a traveling exhibition, "Shakespeare in His World," with the Folger Shakespeare Library; and a discussion project, "Can We Talk?" with the National Constitution Center and Museum.

PPO submitted implementation proposals to NEH for two traveling exhibitions: "Diamond Dreams: Women and Baseball," with the National Baseball Hall of Fame, and "Prohibition," with the National Constitution Center and Museum.

National Institute on Ageing

ALA partnered with the National Institute on Ageing to help promote their Go4Life exercise and physical activity campaign for the elderly. Emily Sheketoff represented ALA at the Go4Life campaign launch event on Capitol Hill in October. The event was co-hosted by Senator Herb Kohl (WI), Chairman of the Senate Special Committee on Ageing, and committee member Senator Mark Udall (CO). ALA will promote the Go4Life campaign by making information materials available to members at Midwinter.

Pitney Bowes Foundation

In December ALA was invited to submit a grant application for Disaster Relief for School and Public Libraries. The Development Office is reviewing the possibility of another grant application submission with Foundation staff in January for a collaborative project for ALSC and PLA.

Target

ALA Executive Director Keith Michael Fiels and the Development Office met with Target in October to explore further collaboration opportunities. A follow-up conversation identified possible sponsorship opportunities for conferences. ALA Development Office and division and conference staff will be meeting to discuss bundled packages.

Verizon Foundation

At the request of the Verizon Foundation, the Development Office is preparing short-term funding opportunities for review. The Foundation has notified ALA that they are focusing on regional and local partner projects in 2012.