

EBD # 6.1

2013-2014

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: October 4, 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 Public Library Association (PLA) and the ALA Public Programs Office submitted grant applications to the Institute of Museum and Library Services' (IMLS) Laura Bush 21st Century Library program. (Further information about these grant applications can be found on pages 6-7.)
- ALA Executive Director Keith Michael Fiels met with IMLS Director Susan Hildreth to discuss an IMLS grant to support the May 2014 Summit for the Center for the Future of Libraries.
- Under the guidance of Dr. Em Claire Knowles and Dr. Betty Turock, the Office for Diversity and the ALA Development Office are preparing an annual fund appeal for the Spectrum Scholarship Program in November. The appeal will include information about the 15x15 planned campaign.
- 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 has partnered with the Defiant Requiem Foundation, Washington, D.C., on an implementation proposal to the National Endowment for the Humanities for programs in libraries for the project, "The Terezin Legacy: Resisting the Nazis with Beauty, Wisdom, Courage and Hope."
- The ALA Public Programs Office has partnered with the Folger Shakespeare Library, Washington, D.C. in an implementation proposal to the National Endowment for the Humanities for "Shakespeare and His First Folios."
- The ALA Public Programs Office has partnered with the Human Origins program of the Smithsonian's National Museum of Natural History on a proposal to the John Templeton Foundation for "What Does It Mean to Be Human: Promoting a National Conversation on Human Evolution by touring the Smithsonian's Hall of Human Origins." The project will involve a traveling exhibition and public programs in 20 libraries.
- 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.

- The Office for Intellectual Freedom and the Development Office have initiated conversations with SAGE Publications about support for Banned Books Week activities in 2014.
- On June 27, the Public Information Office (PIO) hosted 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 attended the meeting.

Fundraising

- The ALA Public Programs Office with the support of ALA President Maureen Sullivan, Keith Michael Fiels, and Mary Ghikas, Senior Associate Executive Director, received a grant of \$1.5 million from the Bill & Melinda Gates Foundation to support *Libraries Transforming Communities*. (Further information about this grant award can be found on page 5.)
- The American Association of School Librarians (AASL), the ALA Governance Office, PLA, and the ALA Public Programs Office all received recent grants from IMLS. The four projects total \$749,135 and were awarded through two IMLS programs: the Laura Bush 21st Century Librarian program, and the National Leadership Grants for Libraries program. (Further information about these grant awards can be found on pages 6-7.)
- In July, the Reference and Users Services Association (RUSA) was awarded a \$25,000 grant from IMLS for the creation of National Guidelines and Best Practices for Financial Literacy Education (FLE) in libraries nationwide. (Further information about this grant award can be found on page 6.)
- In August, American Association of School Librarians (AASL) received a grant of \$355,606 from the Dollar General Literacy Foundation in support of *Beyond Words: the Dollar General School Library Relief Fund*.
- ALSC and the Young Adult Library Services Association (YALSA) received a grant of \$246,806 from the Dollar General Literacy Foundation for the continuation of *Everybody Reads @ your library®* in August.
- The ALA Public Programs Office received a grant of \$263,000 from the National Endowment for the Humanities for the project, "Dust, Drought and Dreams Gone Dry: A Traveling Exhibition and Public Programs for Libraries about The Dust Bowl." The exhibition is under development and will begin traveling to 25 sites in April 2014.
- The ALA Public Programs Office received a grant of \$470,048 from the Smithsonian Institution Museum of African American History and Culture, with funding originally from the National Endowment for the Humanities, for a traveling exhibition for libraries, "Changing America: The Emancipation Proclamation, 1863 and the March on Washington, 1963. The exhibition will travel to 50 sites beginning in January 2014.
- 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 Association for Library Service to Children (ALSC) and LEGO DUPLO have renewed their partnership for another year. The continuing partnership includes support for The Campaign for America's Libraries.
- A targeted annual fund mailing will be done in November by the ALA Development Office for The Campaign for America's Libraries.
- In FY2013, ALA received an additional \$3,806.49 from Donation Line, our vehicle donation program. Since 2011, \$15,052.49 has been received from the program. When a donor selects ALA as the designated charity, Donation Line arranges pick-up and sale of the vehicle, with ALA receiving approximately 80% of the proceeds. There is no cost to the Association and contributions are unrestricted.

Building the Profession

- 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 ALA Annual Conference in Las Vegas.

Organizational Excellence

- The ALA Development Office has completed its testing of grant management and grants financial tracking reports, and has disseminated the reports to ALA units to assist them with their grant management.

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 four new Legacy Society members: Janice Feye-Stukas, Richard Huffine, Carolyn Giambra and Larry Romans and Mike Morgan.

Carole Fiore and J. Linda Williams have agreed to serve as the 2013-2014 co-chairs of the 15x15 planned giving campaign. They replace Jim Neal, Vice President for Information Services and University Librarian at Columbia University, who served as founding chair during the past year and launched the campaign. Carol Fiore and her husband, Stan, and Linda Williams are members of the ALA Legacy Society.

As of September 30, 2013, 24%, or more than \$3.5 million of the \$15 million goal has been reached. The new total represents an increase of \$267,001 in new commitments since June.

15x15 ALA Planned Giving Campaign	
Total Goal:	\$15,000,000
Achieved:	\$3,585,529
% of Goal:	24%
Average gift:	\$128,055

Actions:

- The ALA Development Office launched a new planned giving microsite in July 2013. Additional content about making a planned gift to ALA was added to the webpages.
- In October, the Development Office sent a donor e-newsletter to 1,300 ALA donors and ALA Legacy Society members. The purpose of the e-newsletter is to steward and strengthen our relationship with ALA donors.
- The ALA Development Office and ALA Production Services will be adding additional 15x15 campaign ads to the ALA unit toolkit. The toolkit contains a unit-tailored campaign video, three print ads, presentations and other online products and is made 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.
- Under the guidance of Dr. Em Claire Knowles and Dr. Betty Turock, the Office for Diversity and the ALA Development Office are preparing an annual fund appeal for the Spectrum Scholarship Program in November. The appeal will include information about the 15x15 planned campaign.

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. PIO and the ALA Development Office will be updating Lifetime about the new themes for the Campaign in November.

Severn House Publishers Ltd. increased their annual giving support to the Campaign for FY2013-2014. When making his additional gift, Edwin Buckhalter, Chairman of Severn House said, “Libraries reinforce teaching and open wide horizons to all, irrespective of their background. At a time of budget cuts and economic difficulties it is critical for the ALA to maintain its support for The Campaign for America's (and the World's) Libraries.”

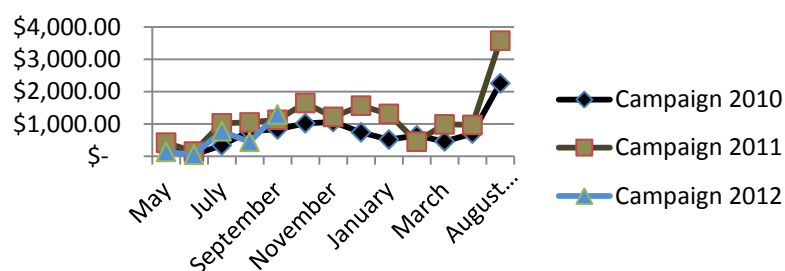
Combined Federal Campaign (CFC) and State Campaigns

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

- Campaign 2012 is open and has generated \$2,697.19; pledge reporting will be finalized by the end of October, at which time we will have a projected revenue for Campaign 2012.
- Campaign 2011 is closed and generated \$15,466.44 (projected revenue was \$15,000).
- Campaign 2010 is closed and generated \$9,576.37 (projected revenue was \$9,600)

The following graph outlines current monthly distribution patterns for the 2010, 2011 and 2012 campaigns that ALA has participated in:

Overall Monthly Campaign Payment Comparison



The Development Office recently completed the CFC general application for the 2014 campaign season. We expect to receive notification of our acceptance into the campaign in January. State applications will open up on a rolling basis from October through June 2014.

External Activities

Bill and Melinda Gates Foundation

The ALA Public Programs Office with the support of ALA President Maureen Sullivan, Keith Michael Fiels, and Mary Ghikas, Senior Associate Executive Director, received a grant of \$1.5 million from the Bill & Melinda Gates Foundation to support *Libraries Transforming Communities*. During this project ALA will work with the Harwood Institute for Public Innovation to develop and distribute convening and conversation facilitation training and learning resources to build the practice of community engagement and foster innovation in libraries.

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. In September, IMLS and ALA Washington Office participated in a

meeting with members of the Financial Literacy and Education Commission (FLEC) to discuss the role of the libraries in financial literacy education.

Dollar General Literacy Foundation

- In August, AASL received a grant of \$355,606 from the Dollar General Literacy Foundation in support of *Beyond Words: the Dollar General School Library Relief Fund*.
- ALSC and YALSA received a grant of \$246,806 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

Sparks!

- RUSA was awarded a grant of \$25,000 for the creation of National Guidelines and Best Practices for Financial Literacy Education (FLE) in libraries nationwide. The guidelines will consolidate and standardize best practices, innovative thinking, and successful service delivery models for library-based FLE, offering an essential framework for interventions to help patrons gain financial knowledge, literacy, and even fluency.

National Leadership Grant for Libraries

- AASL was awarded a grant of \$99,398 to host a national forum to outline a research agenda for future school library research. One of the goals of the forum is to create a rich and diverse community of researchers focused on causal research in school libraries that meet the rigorous criteria for scientifically based empirical research. Fifty active scholars from the school library and related research fields will be nominated to participate in the CLASS forum to be held in the spring of 2014. The forum will also provide the discussion necessary for the development of a white paper which will guide further inquiry.
- ALA Governance Office was awarded grant of \$50,000 to establish the Center for the Future of Libraries. The goal will be to provide library planners and community leaders with information resources and tools that will help them understand the trends reshaping their libraries and communities and incorporate foresight into their planning processes. ALA will focus on collaborative planning, initial program and product development, and laying the groundwork for economic sustainability.
- PLA and ALSC were awarded a \$499,741 grant to support a three year project to conduct research that will examine how library programming about early literacy development affects parent behavior and engagement. Through the support of parent focused early literacy services and programs, public libraries can play a key role in helping children become ready to read and be ready for school. However, the research demonstrating the impact of parent education programming at public libraries has not been undertaken. "Bringing Home Early Literacy: Determining the Impact of Library Programming on Parent Behavior," will determine whether parents or caregivers who engage in early literacy practices with their children help them develop the early literacy skills they need to be ready to read.

- The ALA Public Programs Office was awarded a grant of \$99,996 to develop and disseminate a white paper that documents the characteristics, audiences, outcomes, and value of public programming in libraries at a national level. The project team will examine general trends emerging from recent evaluations and use that data to create a framework for describing public programming in libraries, identify gaps in current knowledge, and develop research strategies to serve the field. Assessing the state of library programming on a national level will increase understanding of how library programs increase broad public access to knowledge and foster support for lifelong learners across diverse geographic, cultural, and socioeconomic backgrounds.

Laura Bush 21st Century Librarian

- PLA applied for an implementation grant to support the next strategic phase of the “PLA Leadership Academy: Navigating Change and Building Community.” The academy included a three-and-a-half day, in-person educational/networking event; a professional coach program with experienced public library leaders and city managers; online events that build on the in-person experience; and development of real-world projects to be implemented at attendees’ libraries. Twenty-four fellows were chosen via a selective application process and review by the PLA Leadership Committee.
- The ALA Public Programs Office applied for a grant to support enhancement of the professional development offerings of ProgrammingLibrarian.org. The Programming Librarian Online Classroom project that will kick off with continuing education content focus targeted at the programming needs of small and rural libraries.

The John Templeton Foundation

The ALA Public Programs Office has partnered with the Human Origins program of the Smithsonian’s National Museum of Natural History on a proposal to the John Templeton Foundation for “What Does It Mean to Be Human: Promoting a National Conversation on Human Evolution by touring the Smithsonian’s Hall of Human Origins.” The project will involve a traveling exhibition and public programs in 20 libraries.

National Endowment for the Humanities (NEH)

- The ALA Public Programs Office has partnered with the Defiant Requiem Foundation, Washington, D.C., on an implementation proposal to the National Endowment for the Humanities for programs in libraries for the project, “The Terezin Legacy: Resisting the Nazis with Beauty, Wisdom, Courage and Hope.” The project is based on the film: “Defiant Requiem,” which tells the story of the WWII concentration camp, Terezin, and the many concerts, lectures and other arts programs which were presented by the people imprisoned there.
- The ALA Public Programs Office has partnered with the Folger Shakespeare Library, Washington, D.C. in an implementation proposal to the National Endowment for the Humanities for “Shakespeare and His First Folios,” a project which will include a traveling exhibition and display of an original Shakespeare First Folio in every state.

- *Listening to America*
In January 2014, the Cypress Performing Arts Association and the ALA Public Programs Office will be submitting an implementation grant application to the NEH program, America's Historical and Cultural Organizations for the proposed project, *Listening to America*.
- 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 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 2014.

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.