

**TO:** ALA Executive Board

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

**ACTION REQUESTED/INFORMATION/REPORT:**

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

2) Development Office information report

**CONTACT:**

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:**

1) The ALA Executive Board approves the full list of companies, as listed on December 31, 2010 from the Domini and TIAA CREF portfolios of “socially responsible” companies from which to prospect for corporate partners, sponsors and donors.

**DATE:**

December 10, 2010

---

## **BACKGROUND FOR ACTION REQUEST**

The ALA Executive Board is required to 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.

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/performance/retirement/profiles/1005.html>

Domini Social Equity Fund

<http://www.domini.com/domini-funds/Annual---Semi-Annual-Reports/index.htm>

---

---

## 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.

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 2010, 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.

### Accomplishments

- As of 12/10/2010, the amount contributed to the Spectrum Presidential Initiative in gifts and pledges is \$568,526, or 56.8% of the goal.
- The Office for Diversity secured a commitment of \$130,000 from the Medical Library Association and National Library of Medicine to the Spectrum Scholarship Program.
- The Office for Diversity received an invitation to submit a proposal to the Bill & Melinda Gates Foundation for the Spectrum Scholarship Program.
- Proposals submitted to the Dick and Betsy DeVos Foundation and H.W. Wilson Foundation on behalf of the Office for Diversity for the Spectrum Scholarship Program.
- Proposal submitted by Development Office and Metropolitan Group to IMAX on behalf of The Campaign for America's Libraries.
- Grant extension of \$623,722 from the Bill & Melinda Gates Foundation for the Public Library Association's (PLA) *Turning the Page* program.
- Gift of \$115,000 from Target in support of their Target Read campaign
- Grant of \$754,688 from the National Endowment of the Humanities to the Public Programs Office (PPO) for *Let's Talk About It: The Civil War and Emancipation on their 150th Anniversaries*
- Grant extension of \$105,650 from Open Society Institute to the Office for Intellectual Freedom (OIF) for the *Privacy for All* campaign.
- Gift of \$200,652 from the Verizon Foundation was received for their sponsorship at the 2010 Annual Conference and in support of Thinkfinity.org.
- The third annual I Love My Librarian Award in New York supported by the Carnegie Corporation of New York and the New York Times, with administration support by the Public Information Office.
- Grant of \$3,000 was awarded from the Gladys Kriebel Delmas Foundation to the Association of College and Research Libraries (ACRL) in support of digitized archives of *Rare Books & Manuscripts Librarianship (RBML)*.

- Proposal submitted to the Bill & Melinda Gates Foundation from the Office for Information Technology Policy (OITP) for Public Access Technology Benchmarks.
- Proposal submitted to AARP Foundation for a planning and implementation grant by Roberta Stevens and Keith Michael Fiels for The Campaign for America's Libraries.
- Three proposals submitted to the Institute of Museum and Library Services (IMLS) for the Laura Bush 21st Century Librarian Program: Young Adult Library Services Association (YALSA), *Closing the Service Gap: Empowering Public Library Staff to Serve Teens* and Office for Diversity, *Technology Transforms Communities: The Spectrum Scholarship Program* and *The Spectrum Doctoral Fellowship Program: Building Change*.
- A comprehensive strategy has been implemented for the Library Champion program which builds a stronger connection between the support of our Library Champions, The Campaign for America's Libraries, and the resulting impact on our communities.
- Customized library champion appeals were sent via e-mail and regular mail to 162 exhibitors coming to Midwinter.
- Support to ALA President Roberta Steven's Frontline Fundraising Initiative Committee by preparing a Donor Stewardship and a Prospect Moves Management toolkit for use by library trustees and staff.
- Renewal of ALA's application for the Combined Federal Campaigns-Independent Charities of America.
- Initial strategic discussions between the Development Office and the Association of Library Collections and Technical Services (ALCTS) about Preservation Week.
- Strategic discussions with the Exhibits Round Table (ERT) about the Hoy Scholarship.
- Collaborated with the fundraising committee of Government Documents Round Table (GODORT) to develop a fundraising plan for their annual giving campaign.
- Identification and qualification of prospects for an annual giving campaign to The Campaign for America's Libraries.
- Initial strategic discussions for an ALA-wide planned giving campaign.
- Initial fundraising campaign discussions for the Cultural Communities Fund.

---

## **ALA Fundraising Priorities**

---

### **Spectrum Scholarship Program and Spectrum Presidential Initiative**

*As of 12/10/2010, the amount contributed to the Spectrum Presidential Initiative in gifts and pledges is \$568,526, or 56.8% of the goal.*

Under the leadership of ALA Presidents, the Spectrum Executive Committee, Office for Diversity (OFD), the Development Office, and Falona Joy, strategic counsel for this project, continue to seek support for the Spectrum Presidential Initiative: National Initiative for Inclusivity in America's Libraries. This fundraising effort for Spectrum scholarships was publicly launched at the 2010 ALA Annual Conference in Chicago.

The goal is to raise \$1 million in an effort to double the amount of award scholarships, increase the endowment, provide two-\$25,000 doctoral scholarships and enhance efforts for recruitment

and career development. Scholarships will be awarded, based on pledge payment cycles, from 2010 to 2014. Types of donations to be accepted are: cash, pledges, tribute gifts, stock gifts, planned gifts, and matching gifts.

Past President Betty Turock serves as chair of the Spectrum Presidential Initiative: National Initiative for Inclusivity in America's Libraries. Attached to this report are member rosters for the executive committee, task force, honorary co-chairs, and advisory committee.

The Dinners for Spectrum Scholars continues to be a popular idea to raise gifts towards the Spectrum Scholarship or the Spectrum Endowment. During National Library Week, Dinners for Spectrum Scholars was widely promoted to the full membership through news releases and e-mail blasts. Hosting a Dinner for Spectrum Scholars presents a unique opportunity for ALA members and their colleagues, patrons, and friends to participate in the Spectrum Presidential Initiative. It was designed to bring people together to share a meal and conversation, and to support the Spectrum Scholarship Program. On the Spectrum Presidential Initiative web site ([www.spectrum.ala.org](http://www.spectrum.ala.org)), special pages were designed to provide resources and information to dinner hosts such as a calendar of upcoming dinners and a toolkit.

### ***Spectrum Task Force and Spectrum Committees***

On July 30, under the leadership of Betty Turock, chair of the Spectrum Presidential Initiative, the Spectrum Task Force incorporated eight coordinating committees into its structure. Their focus is to facilitate and solicit gifts to the initiative.

The committees are State Chapter Coordinating Committee (Chair: Pat Smith), Student Chapter Coordinating Committee (Chairs: Jim Rettig and Courtney Young), Library Education Coordinating Committee (Chair: Tom Wilding), Dinners for Spectrum Scholars Coordinating Committee (Chairs: Em Claire Knowles and Ken Yamashita), Spectrum Proposal and Case Statement Reviewing Committee (Chair, Proposals: Pat Tarin and Chair, Case Statement: Carla Stoffle), Spectrum Scholars Giving Committee (Chair: Mark Puente), Spectrum Fundraising Progress Coordinating Committee (Chairs: Loriene Roy, Nancy Allen), and Outreach to Libraries Coordinating Committee (Chairs: Janice Welburn and Ramiro Salazar).

### **Completed under Phase 1**

Meetings at 2010 Midwinter Meeting

- Divisions
- Affiliations
- ALA Board

Tailored donation letters mailed to

- ALA Past Presidents
- Executive directors of public libraries
- Executive Directors (or contact name on file) of state associations

- Presidents and/or CEOs of companies and other library-related businesses
- Spectrum Scholar Alumni

Tailored e-mail messages

- ALA Council

### ***Partnership Building for the Spectrum Presidential Initiative***

The ALA Development Office continues to reach out to corporate and private foundations to update and engage them on the Spectrum Presidential Initiative.

#### *Recent meetings*

Kellogg Foundation (August); Univision Radio (July); Bill & Melinda Gates Foundation (July); American Humanics (July); and Professor James Cash, board of director at Wal-Mart Corporation and GE Corporation (September); Bill & Melinda Gates Foundation (November)

#### *Scheduling meetings*

H.W. Wilson and 3M Foundation

#### *In strategy development*

Annenberg Foundation; GE Corporation; May and Stanley Smith Charitable Trust, Carl and Lily Pforzheimer Foundation, Inc. and Lake Placid Foundation

#### *In proposal development*

Bill & Melinda Gates Foundation; H.W. Wilson

#### *Proposal under consideration*

Scholastic, Inc.

### **Spectrum Honor-Roll of Donors**

#### **\$100,000 – \$250,000**

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

#### **\$50,000-\$99,999**

ProQuest

#### **\$15,000-\$49,999**

ALA Executive Board

#### **\$5,000-\$14,999**

ALA Council

ALA Past Presidents

American Association of School Librarians, a division of ALA  
Asian/Pacific American Librarians Association  
Association of College and Research Libraries, a division of ALA  
Association for Library Services to Children, a division of ALA  
Gregory Calloway 2009 Chicago Marathon Run  
Chinese American Librarians Association  
National Association to Promote Library & Information Services to Latinos and the Spanish Speaking (REFORMA)  
OCLC Online Computer Library Center  
Molly Raphael  
Friends and Family of Dr. Betty Turock and Gus Friedrich, in honor of their marriage\*  
Young Adult Library Services Association, a division of ALA

**\$1,000 – \$4,999**

ALA Spectrum Scholarship Alumni  
Dr. Camila A. Alire  
Lucas Alvarez\*  
American Indian Library Association  
American Library Association – Chicago Headquarters Staff  
Association for Library Collections and Technical Services, a division of ALA\*  
Bank of America  
Kathleen Bethel  
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  
GEICO\*  
Mary W. Ghikas  
Michael Gorman  
Luis Herrera  
Dora T. Ho\*  
Falona Joy  
Em Claire Knowles  
James G. Neal  
New Jersey Spectrum Scholarship Committee\*  
Ohio Library Council  
OHIONET  
Kim Olsen-Clark  
Public Library Association, a division of ALA  
Mark Puente  
James Rettig  
Patricia Glass Schuman\*

Russell Shank  
Roberta A. Stevens  
Winston Tabb  
Eugene Tkalitch  
UCLA ALA Student Chapter\*  
University of Michigan Library\*  
Workman Publishing Company

\*NEW

### **Honor-Roll of Planned Giving Donors to Spectrum Scholarship Program**

William Gordon  
Em Claire Knowles\*  
Dr. Betty Turock

\*NEW

### **@ Your Library E-Magazine**

ALA's e-magazine pilot project, @ your library ([www.atyourlibrary.org](http://www.atyourlibrary.org)), is targeted to the general public and is intended to encourage library use by linking services to topics of interest to families, young adults and children, as well as those individuals interested in career development.

As part of ALA's ongoing comprehensive media strategy, in June 2010, *Connect with your kids @ your library*, an initiative of The Campaign for America's Libraries, was included as one of its principal web pages.

The [atyourlibrary.org](http://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.

Disney Hyperion renewed their sponsorship for a second year for the website. The ALA Development Office and American Libraries Marketing continue to approach several companies about the development of web-based projects/content on [www.atyourlibrary.org](http://www.atyourlibrary.org).

### **Campaign for America's Libraries**

With the guidance of the Metropolitan Group, the Public Information Office (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 [atyourlibrar.org](http://atyourlibrar.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 is expected to be at least \$275,000 over the two-year period.

A media partnership with Lifetime (cable television media sponsor) is also in final negotiation stages. Lifetime is reviewing an agreement proposal by ALA and Metropolitan Group, with input from Lifetime. Lifetime has a reach into 96 million households, and 3 million via [mylifetime.com](http://mylifetime.com). They are considering a two-year sponsorship of the initiative, which includes :30 television ads across their networks, online banner advertising and web content, other programming and co-branding opportunities, and the possibility of in-kind production support funded by their advertisers.

Metropolitan Group in the past year has conducted initial conversations with a number of corporate prospects regarding sponsorships (comprehensive and specific Family Activity Guide, posters and bookmarks, and Web site sponsors)—a strategy that was put on hold until major media sponsors were finalized for the initiative. Metropolitan Group has also provided strategic counsel in making the case for integrating the initiative into conversations with current ALA funders, such as Disney (who has since agreed to fund the initiative website); Target and Verizon Foundation. In the last quarter Metropolitan Group has used these developments in the area of media partner cultivation as an opportunity to strategically re-engage conversations with a handful of key, targeted corporate sponsors, and advertisers with Scholastic, prioritizing a cash or in-kind underwriter for the collateral. During the summer, Metropolitan Group engaged Land of Nod in numerous discussions, and they agreed that the initiative was an overall fit, but not for 2011.

In November, the Development Office and Metropolitan Group began discussions with IMAX and Warner Bros. about a collaboration project with the Campaign and their upcoming documentary film, *Born to be Wild 3D*. A proposal was submitted in December.

### **Library Champions**

The economic situation has a continuing effect on marketing and philanthropic dollars. At the end of FY10, the membership level of current Library Champions had stabilized at 40.

For the current year, the Development Office is implementing a strategy which builds a stronger connection between the support of our Library Champions, ALA's Campaign for America's Libraries, and the resulting impact on our communities. A greater emphasis on the Campaign will be on display at Midwinter in San Diego. A newsletter to Library Champions highlighting recent campaign activities will be distributed by the end of the year.

Outreach to potential supporters within the library vendor community continues. Customized appeals were sent via email and regular mail to 162 exhibitors coming to Midwinter. The Office of Development is currently in the process of widening the prospect pool by focusing on select corporations and foundations on ALA's Socially Responsible Company list, and companies with a history of supporting libraries, reading and education.

### **Public Library Funding and Technology Access Study**

The Public Library Funding and Technology Access Study is a multi-year project that builds on the longest-running and largest study of Internet connectivity in public libraries. The study assesses public access to computers, the Internet and Internet-related services in U.S. public libraries, as well as the impact of library funding changes on connectivity, technology deployment and sustainability in FY2007-2009. The project is currently made possible by a generous donation from the Bill & Melinda Gates Foundation and the American Library Association.

The Foundation has declined to support a third extension of the study. The grant period ends on 8/31/2012. The Office for Research and Statistics, the external principal researchers to the project, John Carlo Bertot and Charles McClure, and the Development Office have been developing a case statement and a fundraising plan which seeks \$1 million per annum from a single or multiple funding sources.

### **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 continues to work with divisions to identify and reach out to potential planned giving prospects.

In an effort to raise the awareness of ALA's planned giving program, the ALA Past Presidents Annual Conference Reception includes Legacy Society members in addition to our major supporters and Library Champions. A Legacy Society donor recognition wall is on display at conferences. Members of the ALA Legacy Society are able to add a ribbon to their conference badge, further raising awareness of our planned giving program on a one-on-one basis with other members. ALSC highlights Legacy Society members during the Newbery Caldecott Banquet.

In December 2010, initial planning and implementation discussions about an ALA-wide planned giving campaign were held between ALA Treasurer James Neal, the ALA Endowment Committee and ALA staff.

### **Relief Funds for Haiti and Chile libraries**

As of December 10, 2010, the total giving to Library Relief Fund for Haiti was \$25,664.71. The amount includes a generous gift of \$7,500 from SirsiDynix. The total giving for the Library

Relief Fund for Chile was \$977. At the 2010 Annual Conference, the Office for International Relations used text messages to encourage donations to the Library Relief Fund for Haiti.

---

## External Activities

---

### **AARP Foundation**

Following a meeting in October 2010, ALA President Roberta Stevens and ALA Executive Director Keith Michael Fiels submitted a proposal for a partnership between the American Library Association and the AARP Foundation in December 2010. The planning and implementation grant would increase awareness among AARP members of the many ways in which libraries can contribute to their lives.

### **Bill and Melinda Gates Foundation**

In November 2010, the Public Library Association (PLA) received a grant extension of \$623,722 to widen the reach and sustainability of the national advocacy training program, *Turning the Page: Building Your Library Community*, through the development of online learning aimed at public libraries in partner states and delivered over the next two years. A minimum of 1,200 librarians and library supporters working in teams will participate in a variety of activities, resulting in individualized advocacy plans for their libraries. Another 250 librarians and library support teams will benefit through exclusive participation in the online training modules developed for *Turning the Page*.

In December 2010, the Office for Information Technology Policy (OITP) submitted a proposal to the Gates Foundation to fund the development of a set of benchmarks to guide public libraries in sustaining and improving public access technology (PAT). The purpose of the benchmarks is to provide guidance in technology and management practices necessary to provide up-to-date PAT service and to provide advocacy tools to use with decision-makers and the public in justifying funding requests. The overall initiative will be collaborative, under the leadership of the Urban Libraries Council, and involve many partners from the library and public administration community organized into a formal partnership called the "Roundtable."

With the support of the Development Office, the Office for Diversity is currently reviewing a proposal outline with senior program officers at the Gates Foundation for the Spectrum Scholarship Program. The Office for Diversity plans to submit the proposal in late January 2011.

### **Carnegie Corporation of New York**

In December 2010, the *I Love My Librarian Award* was held in New York. This award is underwritten by the generosity of the Carnegie Corporation of New York and the New York Times. Some 2,000 people nominated more than 1,400 of their favorite librarians. Four winners were chosen from public libraries, three from school libraries, and three from college, community college, or university libraries. The Public Information Office (PIO) will be discussing additional engagement opportunities with ALA staff since the 2011 Award will coincide with the 100<sup>th</sup> anniversary year of the Carnegie Corporation of New York.

### **Carnegie Science Center**

In April 2010, the American Association of School Librarians (AASL) with the support of the Development Office submitted a collaborative proposal with the Carnegie Science Center (Pittsburg, PA) to the Motorola Foundation for a total grant request of \$296,000. In August 2010, we received word that the grant was accepted; however, total funding was only approved for \$150,000. The original proposal included an allocation of \$43,975 to AASL for print and mail reminder notices to school librarians, and an additional \$25,000 to cover the implementation, evaluation and administrative costs associated with conducting a survey. While the funding for administrative costs will remain, the funding for printing and mailing will likely be adjusted based on the revised grant award.

Carnegie Science Center has just recently completed a search for a new Executive Director, who is to assume that role in November 2010. Due to the organizational changes at Carnegie Science Center, revisions to the scope and a new roll-out date for the grant have not yet been implemented. ALA continues to be in discussion with Carnegie Science Center, and is looking forward to revisiting the project at the end of the year.

### **Combined Federal Campaigns-Independent Charities of America**

The Development Office received notice from our consultant, Maguire and Maguire that our 2011 Combined Federal Campaign (CFC) application was accepted. CFC reaches out to Federal civilian, postal and military donors during their pledge campaign season (September 1<sup>st</sup> to December 15<sup>th</sup>). ALA will be listed under Education.

The combined federal campaign is the world's largest and most successful annual workplace charity campaign, with more than 300 CFC campaigns throughout the country and internationally to help to raise millions of dollars each year.

### **Gladys Kriebel Delmas Foundation**

The Association of College and Research Libraries (ACRL) received a grant of \$3,000 from the Gladys Kriebel Delmas Foundation to provide digitized archives of *Rare Books & Manuscripts Librarianship (RBML)*. The grant funding will assist in making volumes 1-12 of *RBML*, the predecessor of *RBM: A Journal of Rare Books, Manuscripts, and Cultural Heritage*, discoverable and available online through the HighWire Press platform, completing the publication's online archive.

### **Dick and Betsy DeVos Foundation**

With the support of the Development Office, the Office for Diversity submitted a proposal to the Dick and Betsy DeVos Foundation in support of the Spectrum Scholarship Program in November 2010.

### **Fetzer Institute**

In June 2010, the Public Programs Office (PPO) submitted a development and implementation grant proposal to the Fetzer Institute for a new public library program on spirituality. PPO should receive notification in December 2010 or January 2011.

### **H. W. Wilson Foundation**

With the support of the Development Office, the Office for Diversity submitted a proposal to the H. W. Wilson Foundation in support of the Spectrum Scholarship Program in December 2010.

### **IMAX**

With the support of Metropolitan Group, the Development Office and the Public Information Office submitted a proposal to IMAX and Warner Bros. for a partnership between The Campaign for America's Libraries, *Connect with your kids @ your library*, and their upcoming documentary, *Born to be Wild 3D* (release date April 2011).

### **Institute of Museum and Library Services**

In December 2010, the Young Adult Library Services Association (YALSA) and the Office for Diversity submitted proposals to the Institute of Museum and Library Services (IMLS) for the Laura Bush 21<sup>st</sup> Century Librarian Program.

*Closing the Service Gap: Empowering Public Library Staff to Serve Teens* will work with three state library agencies (Connecticut, New Mexico and West Virginia) to improve the competencies for generalist librarians and library staff who serve teens through a train-the-trainer pilot project that offers coaching and continuing education devoted specifically to adolescent behavior and development, young adult resources, services, and programming, and that allows generalist librarians and support staff in public libraries to gain experience through the trainings they provide to their peers with the support of master trainers and colleagues in a newly-created online learning community. Proposal submitted by Young Adult Library Services Association (YALSA).

*Technology Transforms Communities: The Spectrum Scholarship Program* will increase the number of Spectrum Scholarships awarded to ethnically diverse students pursuing Master's degrees in library and information science and provide an enhanced professional development curriculum focused on technology in libraries and its impact on ethnic communities. Proposal submitted by the Office for Diversity.

*The Spectrum Doctoral Fellowship Program: Building Change* will provide tuition and stipends for eight ethnically diverse students pursuing their PhD in library and information science at one of twenty participating academic programs. Funding from IMLS will support Fellows' first two years of study while participating programs will fund subsequent years of required study. Proposal submitted by the Office for Diversity.

### **Medical Library Association and National Library of Medicine**

The Office for Diversity received a 10-year pledge of \$13,000 per annum from the Medical Library Association and National Library of Medicine in support of the Spectrum Scholarship Program.

### **National Endowment for the Arts**

In July 2010, the Public Programs Office (PPO) submitted two proposals to the National Endowment for the Arts for continued support for its poetry showcase at ALA annual conference and to tour authors of Great Stories Club program books.

### **National Endowment for the Humanities**

In November 2010, the Public Programs Office (PPO) submitted a proposal to the National Endowment for the Humanities for a Cooperative Agreement to conduct *We the People* Sesquicentennial National Library Reading and Discussion Programs. PPO received notification that the proposal of \$754,688 was accepted in December. Details about the project, titled "Let's Talk About It: The Civil War and Emancipation on their 150th Anniversaries," will be announced in January 2011.

The Public Programs Office (PPO) is working with the Folger Shakespeare Library and the National Endowment for the Humanities on a two-year project for a traveling exhibition, titled "Manifold Greatness: the Creation and Afterlife of the King James Bible." Details about the project will be announced in February 2011.

### **National Science Foundation**

The Public Programs Office (PPO) is working with the National Science Foundation on two science traveling exhibitions being developed with the Space Science Research Institute, Boulder, Colorado. Details about the project will be announced in May-June 2011.

### **Open Society Institute**

In December 2010, the Office for Intellectual Freedom received a two-year grant extension of \$105,650 from Open Society Institute to widen the reach of *Privacy for All* and deepen the role of libraries in creating public awareness and civic activity surrounding the serious issue of government surveillance.

### **Scholastic Inc.**

With the support of the Development Office, the Office for Diversity submitted a proposal to Scholastic, Inc. in support of the Spectrum Presidential Initiative.

### **Target Corporation**

In October 2010, ALA received \$115,000 from Target Corporation in support for their Target Read with Me <sup>SM</sup> campaign, which was designed to help increase the reading proficiency of children. ALA is a national partner with Target Corporation on this campaign. As part of this partnership, ALA is providing support and resources for a dedicated website that is focused on encouraging adults to read to children. The goal is to help foster a love of books and reading, and significantly increase a child's ability to read on their own by the end of third grade.

Divisions and offices across ALA are contributing recommended reading lists and tips to help parents build their child's home library. The website also offers a library search widget to help

visitors find libraries by ZIP code, and encourage them to supplement their reading activities with free library services. ([www.target.com/reading](http://www.target.com/reading))

---

## **Other Fundraising Activities and General Operations**

---

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 as arranging a new filing system for grant proposals to more complex tasks such as working with iMIS consultants to improve existing donor reports from the fundraising module.

### **Frontline Fundraising Presidential Initiative Toolkits**

The Development Office supported ALA President Roberta Steven's Frontline Fundraising Initiative Committee by preparing a Donor Stewardship and a Prospect Moves Management toolkit. The toolkits cover best practices in donor relationship management and stewardship and will be adapted for use by volunteer and part-time fundraisers in a library setting. Each guide spans 4-5 pages and is designed to be integrated into the complete Frontline Fundraising toolkit.

### **Annual Giving Campaign for The Campaign for America's Libraries**

The Development Office has developed a fundraising plan for an annual giving program to The Campaign for America's Libraries. The first phase includes a targeted mailing to individual donors which will be completed by February 2011.

### **Preservation Week**

Working the Development Office, the Association for Library Collections and Technical Services will be identifying, cultivating and soliciting various corporate and foundation prospects for Preservation Week 2011 (April 24-30).

### **ERT/Hoy Scholarship**

In September, the Development Office was approached by the Chair of ERT to assist with the Hoy Scholarship. The goal expressed by ERT was to reach a funding minimum for the endowment with a possible transition of future management and fundraising responsibilities to ALA. The Development Office prepared and presented a fundraising model at the ERT meeting in October. ERT ultimately voted to conduct fundraising activities for the Hoy Scholarship at ALA's 2011 Annual Conference.

### **GODORT Fundraising Plan**

Office of Development staff has collaborated with the fundraising committee of GODORT to develop a fundraising plan. The plan covers online and traditional print/mail fundraising approaches for their annual giving campaign. The proposed plan has been designed to serve as a blueprint for fundraising assistance for other ALA Round Tables.

**Cultural Communities Fund**

The Development Office will be giving support to the Public Programs Office for their upcoming fundraising campaign to the Cultural Communities Fund in 2011.





## Spectrum Presidential Initiative

### Roster

#### **Spectrum Presidential Initiative Executive Committee**

Camila Alire, ALA President

Betty Turock, Chair

Roberta Stevens, ALA President-Elect

James Rettig, ALA Immediate Past President

James Neal, Treasurer

Keith Michael Fiels, ALA Executive Director

#### **Spectrum Presidential Initiative Task Force Members**

Lizbeth Bishoff

Greg Calloway

Tracie Hall

Terri Kirk

Patricia Smith

Winston Tabb

#### **Spectrum Presidential Initiative Committee Chairs**

Pat Smith, State Chapter Coordinating Committee

Jim Rettig and Courtney Young, Student Chapter Coordinating Committee

Tom Wilding, Library Education Coordinating Committee

Em Claire Knowles and Ken Yamashita, Dinners for Spectrum Scholars  
Coordinating Committee

Pat Tarin, Spectrum Proposal Reviewing Committee

Carla Stoffle, Case Statement Reviewing Committee

Mark Puente, Spectrum Scholars Giving Committee

Loriene Roy and Nancy Allen, Spectrum Fundraising Progress Coordinating Committee

Janice Welburn and Ramiro Salazar, Outreach to Libraries Coordinating Committee

**Spectrum Presidential Initiative Honorary Co-Chairs**

Kareem Abdul-Jabbar, retired NBA player, Author, Coach, Actor

Julia Alvarez, author

Rudy Anaya, Author

Tiki Barber, sports broadcaster and author

Kevin Clash, author, voice artist and puppeteer

Rickey Minor, music director, composer, music producer

Walter Mosley, author

Charles Ogletree, Harvard Law Professor

Paula Poundstone, Social Commentator and Comedian

Sharon Robinson, author (daughter of Jackie Robinson)

Luis Rodriquez, author

Richard Rodriguez, Author and Writer

**Spectrum Presidential Initiative Advisory Committee**

Alandra Byrd-Washington, W. K. Kellogg Foundation

Donald Cooke, McCormick Foundation

Lynda James-Gilboe, ProQuest

Jay Jordan, OCLC Online Computer Literacy Center, Inc.

Carroll Joynes, University of Chicago Cultural Policy Institute

Ricardo Millett, Millett and Associates

Karen Proctor, Scholastic Inc.

Monica Rabassa, Univision Radio

Anne Roosevelt, The Roosevelt Institute

Arthur Sussman, John D. and Catherine T. MacArthur Foundation

Denine Torr, Dollar General Literacy Foundation