Your Library
Your Profession
Your Association
Your Legacy

American Library Association | Planned Giving
Your ALA. Your Legacy.

Imagine a line of people stretching from New York City to Juneau, Alaska. That’s how many Americans, in any given week, ask reference questions (6.6 million to be exact) of public, school, academic and special librarians.

Libraries are valued. Libraries are important. In fact, Americans go to school, public and academic libraries 50 percent more often than they go to the movies. Public Agenda polls conducted for the American Library Association found that 92 percent of respondents expect libraries to be needed in the future, despite the increased availability of information via the Internet.

The digital revolution is redefining how we think of books and information. At a time when budget cuts are impacting library service, Americans need the most responsive library force ever assembled to meet the demands of the information age. And now more than ever—need the leadership of the American Library Association to prepare libraries for the transformational role they will play in this digital world.

Your planned gift can play a key role in the future of the American Library Association and the future of America’s libraries as we set out to transform our nation’s libraries and the profession of librarianship to meet the needs of tomorrow.

With your planned gift, we can protect our own opportunities to learn, grow, adapt, enjoy, exercise our freedoms, and enhance our quality of life—and protect the opportunities of the generations that follow.

Why the American Library Association?

The American Library Association exists to support all libraries so that every one of us has access to the information we need.

The American Library Association, the voice of America’s libraries, is the oldest, largest and most influential library association in the world. Its members are primarily librarians, but also trustees, publishers and library supporters. The Association represents all types of libraries; its mission is to provide leadership for the development, promotion, and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all.
The Power of Planned Giving

As people who love libraries, we have the power to strengthen and protect these American institutions and the librarians who keep them vibrant—today, tomorrow and beyond. What’s more, even a modest sized gift can make an enormous difference.

All the material things we’ve worked for—personal property, assets like retirement funds and insurance policies—these are the tools of charitable gift planning, tools that allow you to express your beliefs and values. Planned gifts can also provide you with valuable tax benefits, and even an additional source of income for life.

IT’S EASY to designate the American Library Association or any of its divisions, offices, programs, or round tables as a recipient of your planned gift, simply call us at 312-280-3259 or 800-545-2433, extension 3259, and speak confidentially with a development officer, or email us at development@ala.org.

‘From the beginning of my library career, I found a professional home in ALA. More specifically, in ALSC. Member leaders of ALSC took me under their wing and helped me learn the skills I needed. The leadership skills I acquired by serving on and chairing committees helped me advance my career.

By establishing the ALSC Leadership Fund, Stan and I can be assured that new generations of children’s librarians will be able to have those valuable experiences.’

CAROLE AND STAN FIORE
ALSC Past President (Carole)

With a planned gift, you can:

• Make a larger charitable gift than you thought possible
• Take care of the financial needs of your family first
• Provide inheritances for your heirs at a lower tax cost
• Reduce your income tax and even avoid capital gains taxes
• Diversify your investment portfolio
• Increase income and effective rate of return
• Leave a legacy without giving up assets
In librarianship, I found a career that I could dedicate my life to. In order to open this profession to others, my family and I created the Betty J. Turock Spectrum Scholarship, a part of the Spectrum Scholarship Program. The Spectrum Scholarship Program was created to increase diversity in librarianship. Greater diversity is not a social or moral question, it is necessary for the growth and progress of the library profession.

D.L. Bero J. Turock
ALA Past President

With your planned gift, the American Library Association can continue to protect everyone’s opportunities to learn, grow, adapt, enjoy, exercise our freedoms and enhance our quality of life—and provide the same opportunities for the generations that follow.

Choose the Gift that’s Right for You

Some individuals choose to direct a gift to a specific purpose, such as support for school, public, or academic libraries or librarians, or a specific division, program or round table. Planned giving offers you several options.

Please contact the Development Office at ALA to discuss how these options and other planned giving options might work for you. Consult with your legal and tax advisors regarding your specific situation. If you have already named the American Library Association in your estate plans, please let us know.
"I mailed a postcard to ALA over thirty years ago to request help to find funding for graduate school. I am most grateful to the Association staff member who wrote to my two institutions of choice to alert them of my needs. This was quite helpful and I am grateful to this day.

With my bequest, I am able to continue to make a long term commitment to ALA and other students who have the same concern as me. I have designated my gift to the Spectrum program so it can continue to award scholarships to talented students of color entering our field."

Dr. Em Claire Knowles
Former Member of the ALA Executive Board

“I credit library professional organizations with helping me develop administrative and leadership skills while making connections which resulted in my many years of working at the New York State Education Department. Therefore, it is only logical to me to include both my State and National library organizations in my estate plans. ALA and AASL are a vital part of my working and personal life and they need now and in the future funds to help future generations develop the same skills they helped me develop. Joining the Legacy Society is my way of “paying back” ALA and AASL for all they have done for me.”
A Gift to Touch Millions

When you make a gift to the American Library Association, you’re supporting thousands of people who work to keep library doors open—not to mention every individual in every community they serve.

We Reach a Broad Audience. We’re home to membership divisions, each focused on a type of library or type of library function.

The American Library Association develops programs such as traveling exhibits; El Día de los Niños/El Día de los Libros (Children’s Day/Book Day), also known as Día; Teen Tech Week; Teen Read Week; Banned Books Week; and National Library Week. All our programs benefit libraries and library patrons across the country in libraries of all types.

We also offer services to librarians and library workers, such as continuing education, conferences and professional networking opportunities, as well as advocacy for libraries and the library profession.

The American Library Association also accredits all library degree programs in the United States and Canada. In addition, we’re home to a number of round table groups, made up of people who support and promote specific aspects of libraries and librarianship.

“As a former trustee of the ALA Endowment, I know that my bequest will be carefully invested to provide the best return for our Association. Endowment Trustees and the ALA financial staff have a proven track record of investing for safety and providing a competitive rate of return that provides the Association with vital income. A vibrant and well-funded ALA is essential to our profession and to the American people.”

Robert R. Newlen, former Endowment Trustee and former member of the ALA Executive Board

With a planned gift, you can

• Support endowments to generate income that provide for the development and enhancement of ALA cultural and educational programs and activities.

• Create awards and scholarships to promote and advance the field of librarianship. Please contact the ALA Development Office for more information about setting up a named ALA Scholarship or Award.

• Support the ALA Spectrum Scholarship Program, our national diversity and recruitment effort.

• Support programs and initiatives within divisions, offices, or round tables, including opportunities for continuous learning, awards, scholarships, literacy projects, endowments, and much more.
As a donor, you are in control of your gift. You can designate it with a specific place or purpose in mind, or leave your gift unrestricted so we can apply it toward the areas of greatest need.

We are here to assist you in planning your financial future to achieve the greatest benefit for you, your family and the programs that make up the American Library Association.

When you inform us of your planned gift intentions, you become a member of our Legacy Society, which allows us to recognize you appropriately for your generosity, foresight, and dedication to libraries and those who serve them.

As a member of the Legacy Society, you will be invited to events that connect you with other library supporters where you can be recognized for your important commitment.

With a planned gift, you can:

• Uphold advocacy for libraries and increase public awareness of their value and the services they provide.
• Strengthen and promote intellectual freedom.
• Support ALA’s planning for the future and pursuing excellence for future generations.
• Promote and guide research in the field of librarianship.
• Encourage the publication of journals, books and other materials to support libraries and librarians.
• Champion the development of cultural and educational programs and traveling exhibits for all types of libraries.

"Estate planning now seems part of the continuum of life. YALSA has been a major component of my life for the past twenty-plus years, affording me professional growth, networking and leadership opportunities that have directly affected my library service to teens and teachers. I need to consider other ways to continue my support, which leads to including YALSA in my estate plans. I do feel very strongly that it’s important to give back."

Pam Spencer Holley
YALSA Past President
Take These Steps When Making a Planned Gift

1. Contact the American Library Association Development Office at 312-280-3259 or 800-545-2433, extension 3259, for more information about your options. We can provide you with sample language for bequests or show you how to structure specific gifts.

2. Contact your attorney and your financial advisor. Let them know you are considering a planned gift to the American Library Association. They can assist you in determining what type of gift best suits your personal and financial circumstances.

3. Be sure to talk to your family and friends about your plans and personal wishes in addressing family needs as well as your legacy gifts.

This is not professional legal or tax advice. Consult your legal and tax advisors regarding your specific situation.

The American Library Association is a 501(c)(3) charitable and educational organization. Contributions to ALA are tax-deductible to the extent provided by law.

While library patrons seek additional technology assistance and training, half of the nation’s public libraries reported a lack of money to fill the need.

School library media centers are visited 1.5 billion times by students during the school year. That’s 100 times greater than the number of visits made by kids to the Magic Kingdom at Disney World each year.

There are more public libraries than McDonald’s in the United States, including library branches.

2/3 of all Americans have a library card.

College libraries receive less than 2 cents of every dollar spent on higher education.
The only true equalizers in the world are books; the only treasure-house open to all comers is a library; the only wealth which will not decay is knowledge; the only jewel which you can carry beyond the grave is wisdom.

– J.A. Lamar