Total ALA Revenue Assumptions

1. Publishing
   FY 2021 through FY 2023: Revenue growth 3%

2. Conference - based on venue
   FY 2019 - Seattle (MW); DC (Annual)
   FY 2020 - Philadelphia (MW); Chicago (Annual)
   FY 2021 - Indianapolis (MW); Chicago (Annual)
   FY 2022 – San Antonio (MW); DC (Annual)
   FY 2023 – New Orleans (MW); Chicago (Annual)

3. Membership dues
   FY 2019 – $5 proportional increase
   FY 2020 – FY 2023 – 2.5% CPI dues increase

4. Divisions - consistent with prior year actuals, reflecting the see-saw pattern where odd years have one Division conference and even years have two Division conferences

5. Round Tables
   FY 2020 through FY 2023 - estimated at $400k per year based on an average for the prior six years

6. Grants
   FY 2020 through FY 2023 – assumed flat from FY 2019 budget

7. Additional Revenue Growth from Investment Plan:
   - Endowment revenue of $400k from reinvestment from asset sale;
   - Contribution/Fundraising of $300k from Development investments;
   - Purchasing “revenue” of $100k from Corporate Purchasing program;
   - New Business Initiatives of $200k
General Fund Overhead Assumptions

1. Overhead rate is set at 26.5% for FY 2019; this same percentage is used for FY 2020 through FY 2023, for projection purposes

2. Divisions – Average overhead rate for all Divisions combined is 12% for FY 2019.

   Overhead is applied as follows:
   - Dues – exempt
   - Publishing revenue (includes Online Continuing Education) – ½ of overhead rate
   - Registration fees – full overhead rate

3. Round Tables - 4% of Round Tables revenue based on the average percentage for FY 2014 through FY 2019

4. Grants – 10% of all General Fund and Division grant revenue based on the average percentage for FY 2014 through FY 2019 plus a 3% increase in the Federal Indirect Cost Rate

General Fund Expenses

This section shows overall increases in General Fund net revenues and overhead. This additional revenue would fund strategic priority initiatives; salary and benefit increases; and inflationary increases.

Beginning in FY 2017, Member and Customer Service expenses are shown separately.

For FY 2020 through FY 2023, expenses are not allocated in this model; only the overall increase is shown.

“Status Quo” scenario assumes no new expenditures in General Fund budget except:

- Annual COLA increases of 2%
- Annual health care expense increases of 7%
- Inflation of 2%
- 3 Year Investment Plan in IT, Advocacy, and Development
  - IT Investment Plan investments to be finalized after completion of IT Assessment underway
- Occupancy Savings of $500k starting FY 2021
- Support Services Savings of $180k in FY 2020 and $300k FY 2021 – 23 from automation and outsourcing
## ALA Investment Plan

### 5 Year Plan FY 2019-2023

### Key Assumptions:
- Annual 2% COLA Increase in 2 Conference Years
- Annual 7% Increase Health Care Expense
- Inflation 2%
- Investment Plan Cost-Savings + Growth

### AMERICAN LIBRARY ASSOCIATION

### Five-year Projections

**FY 2015 Actual through FY 2023 Plan**

<table>
<thead>
<tr>
<th>Year</th>
<th>General Fund Net Revenue (Expense)</th>
<th>Use from Net Assets</th>
<th>Total General Fund Expenses</th>
<th>General Fund Expenses</th>
<th>Net Revenue and Overhead</th>
<th>Total Overhead</th>
<th>Round Tables - Gross Revenue</th>
<th>Conference - Gross Revenue</th>
<th>Interest Income and Investment Earnings</th>
<th>Actual 2018</th>
<th>Plan 2022</th>
<th>Plan 2023</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>2015 Actual through FY 2023 Plan</td>
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</tbody>
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### General Fund

- **General Fund Net Revenue (Expense)**
  - **Publishing- Gross Revenue**
    - 2013: $13,219,328
  - **Conference- Gross Revenue**
    - 2013: 8,288,734
  - **Membership Dues- Gross Revenue**
    - 2013: 5,459,783
  - **Divisions- Gross Revenue**
    - 2013: 15,981,320
  - **Round Tables- Gross Revenue**
    - 2013: 368,296
  - **Conference- Gross Revenue**
    - 2013: 4,054,945
  - **Interest Income and Investment Earnings**
    - 2013: 1,449,095

### General Administration Expenses

- **General Administration Expenses**
  - **General Fund**
    - 2013: $1,158,000

### Five-year Projections

- **FY 2015 Actual through FY 2023 Plan**
  - **American Library Association**
    - 2013: 17,101,992
  - **2018-2019**
    - 2013: 19,192,719
  - **2021-2022**
    - 2013: 18,941,493
  - **2023**
    - 2013: 18,192,624

### Use from Net Assets

- **Use from Net Assets**
  - 2013: $2,410,621

### General Fund Net Revenue (Expense)

- **General Fund Net Revenue (Expense)**
  - 2013: $1,207,293

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**Note:** The table above provides a detailed breakdown of the financial projections for the American Library Association from FY 2015 Actual through FY 2023 Plan, including general fund revenue, expenses, and projections for subsequent years.