“The Internet can never replace one of my favorite places — the library.”

The quotes throughout this annual report were collected from library patrons by libraries across the country as part of Library Snapshot Day. Thirty-six states participated in Library Snapshot Day. Events took place at local libraries between September 2010 and April 2011.
power on

The information age waits for no one. The digital revolution is challenging the way we access and understand our world. Technological advances and mega trends are redefining the book, the periodical, the organization and storage of information.

And America’s libraries want no one left behind. Marching to a binary beat, librarians are embracing the evolution of information. They are transforming libraries for a digital world, yet never losing sight of the diverse needs of the people and communities they serve.

With this annual report, the American Library Association will show that the power to navigate a dynamically changing world is in the hands of libraries.

The power is on.
THE POWER AND THE PRESSURE IS ON

THE AMERICAN LIBRARY ASSOCIATION LEADS THE TRANSFORMATION OF LIBRARIES

Without question, this is the most exciting time in the history of libraries. The digital age has transformed how we read, learn, research, and organize the explosion of information that surrounds us. Never before have libraries – public, school, academic, and special – been faced with this kind of challenge. By contrast, Americans have never needed their libraries more.

THE PRESSURE IS ON.
The economy continues to put pressure on adequate library funding. Over the past four years, more than half the states have reported decreases in funding. In 2010, 19 states reported cuts in state funding for public libraries, with more than half indicating cuts greater than 10 percent.

On the other hand, when voters have the chance, they overwhelmingly support their libraries with tax dollars through referenda. Between 2009 and 2010, operating revenue measures passed at a spectacular rate of 87 percent.

Despite the drastic cuts in library budgets, the economic power of libraries is clearly evident. In a groundbreaking study, The Free Library of Philadelphia (FLP) conducted the first ever economic impact study about Philadelphia’s public libraries. The Economic Value of the Free Library of Philadelphia concludes that the library created more than $30 million worth of economic value to the city in fiscal year 2010 and that it has a particularly strong impact on business development and employment. About 1,000 respondents said they found work thanks to FLP resources, pumping $30 million in salaries into the economy with $1.2 million in tax revenue to the community.
THE POWER IS ON.
The American Library Association (ALA) has been integral to providing the vision, the leadership, and the training to prepare librarians for the transformational role they will play in preparing Americans for the digital world and the demands of the 21st century learner. Through ALA, game-changing work is underway to rethink and re-envision America’s libraries.

- **Access**: ALA and the Center for Library and Information Innovation (CLII) of the University of Maryland’s iSchool are developing a Web resource to help libraries and governments better assist users with successfully accessing e-government services. The project is funded by a grant from the federal Institute of Museum and Library Services (IMLS).
- **Literacy**: The American Dream Starts @ your library provides grants to libraries building innovative literacy services for adult English language learners in their communities. Seventy libraries in large cities and rural towns are participating in this initiative, funded by the Dollar General Literacy Foundation.
- **Technology**: ALA and the Bill & Melinda Gates Foundation are supporting The Public Library Funding and Technology Access Study – a multi-year project that assesses public access to computers, the Internet and Internet-related services in U.S. public libraries and their impact on individuals and communities.
- **Advocacy**: On June 29, 2010, 2,000 library supporters participated in ALA’s Library Advocacy Day (LAD) on Capitol Hill to make the case for the national support of America’s libraries. Advocacy activities included a rally and personal meetings with elected officials. 1,053 supporters participated virtually, emailing their members of Congress that day.

These efforts are only a small part of the ALA. Our organization champions our 58,000 members, their profession and the public they serve through two national conferences, professional development workshops and webinars, 11 professional divisions, research, national book awards, literacy campaigns, student scholarships, and protecting First Amendment freedoms.

With this annual report we hope to engage you, challenge you and ultimately inspire you about the powerful role libraries play in our lives today, and in the future of our nation.
The back-to-school season was again in full swing this past September. Just as millions of parents and children were getting ready for the first day of school, so were over 100,000 libraries around the country. It is no surprise that September is also Library Card sign-up month – allowing young readers to access additional books and media that will help them with their reading and homework, starting them on a path to lifelong learning.

Connect with Your Kids @ Your Library Combines Family Fun with Learning – for Free at Your Local Library

Libraries are the place to connect with our children. School and public libraries open up new worlds, spark imagination, encourage reading, help develop critical thinking and prepare kids and teens in school and life. With its newly launched Connect with your Kids @ your library initiative, the American Library Association is encouraging parents and caregivers to spend quality time with their children by utilizing the free and extensive resources available at their local libraries.

Studies show that early reading is critical for child development and academic and career success later in life. Preschoolers who are frequently read to by their parents developed a stronger foundation for learning and show greater language skills that can lead to better reading and spelling scores. Older kids benefit greatly from the stronger bonds formed and the quality time spent with their families.

ALA is offering a vast variety of ideas and suggested activities on the Connect with your Kids @ your library website at atyourlibrary.org/connectwithyourkids. The initiative is made possible with the generous support of Lifetime and Scholastic Parent and Child Magazine, as well as ALA’s Library Champions.
In September 2010 ALA and Target Corporation announced their partnership in Target's nationwide Target Read With MeSM campaign to help increase the reading proficiency of children. As part of this partnership, ALA is providing support and resources for a dedicated website hosted by Target (reading.target.com) that is focused on encouraging adults to read to children.

ALA is contributing recommended reading lists and tips to help parents build their child's home library. Many of the reading lists are based on ALA's highly recognized Youth Media Awards (a selection of the 2010 award winners is posted on the inside back cover of this report). The website also offers a search tool to help visitors find libraries by ZIP code so they can supplement their reading activities with free resources from their own local library.

In 2010 ALA also became a national partner for Read it Loud!, an early literacy outreach campaign to raise awareness for the positive impact that reading out loud to children has on them. Similarly to the Target Read With MeSM campaign, Read it Loud! is encouraging parents to make a pledge online to read to their children.

ALA is proud to be involved in these leading national initiatives focused on early childhood reading. “Research shows that it is never too early to prepare children for success as readers,” said Keith Michael Fiels, executive director of ALA, adding that libraries “provide resources that parents can use to help their children learn to love reading at an early age.”
Reaching out to young Spanish-language Readers
Providing resources and services to all members of the community is one of the most important roles of libraries. In an effort to reach out to underserved young adults, the Young Adult Library Services Association (YALSA) is developing materials and programs to support summer reading programs for Spanish speaking teens.

In addition, the Association for Library Service to Children (ALSC) is significantly expanding its El día de los niños/El día de los libros (Día), also known as Children’s Day/Book Day, program to include a wide variety of cultures. Mini-grants will be awarded to libraries that demonstrate a need to better address the diverse backgrounds within their community.

These programs are made possible with a generous grant from The Dollar General Literacy Foundation.

21st Century Learner Means 21st Century Library User
While learning to read is an important first step, it is only a start for the kind of information literacy required in our competitive global environment. School library programs in particular add to both formal school-based learning and learning throughout a lifetime. To that end, the American Association of School Librarians is promoting Learning 4 Life, an innovative national implementation plan for learning standards and program guidelines.

Besides reading for fun, the 21st Century Learner needs to develop critical thinking skills. This is where librarians — especially school librarians — serve an important role: they can help with comprehension and learning strategies, and encourage critical thinking. As more information is becomes readily available, it is vital for young people to be able to evaluate the quality of the information they find.

Preparing children to meet the challenges in the 21st Century is a collaborative effort that is greatly enhanced when parents, teachers and librarians all contribute. “Even on a budget, reading and other early literacy activities can be nurtured with free resources and programs from the public library,” says Roberta Stevens, President of ALA. “If your child shows an interest in a certain topic, author or type of book, your librarian can be a valuable resource in identifying additional, age appropriate materials.”

Five national and 73 state organizations have signed on to AASL’s Learning 4 Life program, looking to build a strong K-12 education system.
WrestleMania Reading Challenge

Getting teens involved with libraries and reading can be difficult – but an ongoing national partnership between the Young Adult Library Services Association (YALSA) and World Wrestling Entertainment (WWE) meets that challenge head on. More than 1,600 libraries took up the 2010 WrestleMania Reading Challenge, sponsored by YALSA and WWE.

The challenge began during Teen Read Week in September, and encouraged participating youth to read beyond Teen Read Week by offering prizes and incentives. Participants read 10 books, magazines or graphic novels over a period of 10 weeks, and then created a slogan and bookmark design that promoted reading. The regional finalists were chosen by a national judging committee of YALSA members.

Twenty-one finalists in three categories (Grades 5-6, 7-8 and 9-12) won trips to WrestleMania XXVI in Phoenix, plus $2,000 for their libraries. The finalists competed for the chance to win ringside tickets. Liam Jose (grades 7-8), Gabe Murrell (grades 5-6) and La’Quan Deen (grades 9-12) were crowned WrestleMania Reading Challenge world champions in the WrestleMania® Reading Challenge on March 27. As champions, Murrell, Jose and Deen won ringside seats to WrestleMania XVI at the University of Phoenix Stadium.

A Homerun for Literacy and Library Awareness-
Major League Baseball Joins the American Library Team

Thirteen-year-old Josh Smith’s dream of visiting the National Baseball Hall of Fame and Museum in Cooperstown, N.Y. came true last year, thanks to a trip to his local library, the Haverhill Public Library in Massachusetts.

As avid library users and baseball fans, the Smith family discovered the Step Up to the Plate @ your library program while visiting their library this summer. The incentive of a grand-prize trip to the Baseball Hall of Fame and Museum was a big enticement for Smith. Smith’s library promoted the program at its summer reading kick-off event.

Jointly developed by ALA and the National Baseball Hall of Fame, Step Up to the Plate @ your library combines up two American classics - baseball and libraries - to promote the importance of information literacy skills and increase awareness of the library as an essential information resource.

“We are so fortunate to have the library. In addition to all the resources we use for homeschooling, the kids love to read,” said Smith’s mother, Melanie. “We use the library all the time.”
Libraries educate, enrich and transform lives. Best of all, public, school, academic and special libraries offer a vast number of resources for free to anyone who needs them. To help ensure that as many people as possible take advantage of the resources and innovative programs offered at their library, the American Library Association launched a bold public awareness initiative - The Campaign for America’s Libraries. The Campaign for America’s Libraries is supported by ALA’s Library Champions and other corporate and foundation supporters.

Authors Promoting Libraries Through National Library Week and Beyond

One of the biggest splashes for the Campaign for America’s Libraries each year is National Library Week. The event raises additional awareness of libraries and encourages library use. In 2010, world renowned-author John Grisham lent his support to the campaign by appearing in numerous print public service announcements. Moving frequently during childhood, reading and libraries became a passion for Grisham. Said the author, “I worry about how many children read... overall, we buy fewer books, read fewer books - Libraries are more important today than they were when I was a kid.”

In addition to Grisham, numerous other authors spoke up in support of libraries last year. ALA’s “Our Authors, Our Advocates” highlights writers who recognize the importance of libraries to the economic, social and educational fabric of our nation. Testimonials by Neil Gaiman, Kathy Reichs and others are available at www.ourauthorsouradvocates.org, and can be easily shared via Facebook and Twitter on the website.
Dollar General Invests in the American Dream

The 2005 National Assessment of Adult Literacy found that about one in 20 adults in the United States have such limited English skills that they can’t read a newspaper, understand written directions for medication, or help their children with schoolwork. Recent immigrants account for most of this group. To meet this need, the Dollar General Literacy Foundation partnered with the American Library Association to start the “American Dream” initiative, which is administered by ALA’s Office for Literacy and Outreach Services.

“The Dollar General Literacy Foundation is proud to partner with the ALA to provide grants to libraries that are committed to enhancing literacy services for individuals with limited English proficiency,” said Rick Dreiling, Dollar General’s Chairman and CEO. “It is our hope that by investing in the creation or enhancement of these specialized programs and services we will help individuals achieve their own dreams of success in America.”

The 70 public libraries in 21 states that received $5,000 grants earlier this year as part of the initiative include libraries in large cities and rural towns throughout Dollar General’s market area. The libraries will use the grant funds to build innovative literacy services for adult English-language learners living and working in their communities. The libraries will expand their print and digital literacy collections, offer classes and conversation clubs, develop mobile tech labs, and reach out to immigrant organizations.

“The American Library Association deeply appreciates Dollar General’s generous support and applauds their vision for a more literate America,” says Camila Alire, 2009–10 ALA president. “‘The American Dream Starts @ your library’ serves 70 communities, reaches thousands of adults, and helps libraries change lives across generations.”
FINRA Foundation and ALA Announce $1.4 Million in Grants to Public Libraries to Support Grassroots Financial Literacy

The Financial Industry Regulatory Authority (FINRA) Investor Education Foundation is extending the Smart investing @ your library® initiative with the Reference and User Services Association (RUSA), a division of ALA, through another $1.4 million in grants to 20 libraries.

The program funds library efforts to provide patrons with effective, unbiased financial education resources. Now in its fourth year, the program has awarded a total of more than $4.6 million to public libraries and library networks nationwide. Grant recipients are developing innovative ideas, including workshops, videos and even online games to bring information about financial literacy to library users.

Milwaukee Public Library (WI) is reaching 6,000 11th graders in the Milwaukee Public Schools in partnership with Make a Difference-Wisconsin and Money Smart Week. Members of the library’s Teen Advisory Board are consultants to the program, Get Smart about Money@MPL. They helped to create authentic videos that deal with three big teen topics: needs vs. wants (http://youtu.be/rn9YQ8ZXNcs), credit (http://youtu.be/6Qfjsq9szZ8), and banking (http://youtu.be/AFXYZqE004).

In Brunswick, ME, Curtis Memorial Library created a marketing strategy on Facebook to attract women ages 16 to 70 who live within a 25-mile radius of the library (www.curtislibrary.com/programs-events/money/). The eye-catching campaign engages women at different life stages who discuss financial issues that are important to them. In Brunswick, ME, Curtis Memorial Library created a marketing strategy on Facebook for a similar audience (www.curtislibrary.com/programs-events/money/). The eye-catching campaign engages women at different life stages who discuss financial issues that are important to them. An intergenerational investment club meets monthly to hear speakers and share learning across the generations.

“The library is a wonderful community asset – providing materials for intellectual growth, reading enjoyment, and pure entertainment.”
Dwayne Wade Plays Offense for Hometown Library

During Library Card Sign-up Month 2009, NBA star Dwayne Wade donated $25,000 through his Wade’s World Foundation to help save the struggling William Leonard Public Library in Robbins, Illinois. It is only too fitting that in 2010 Wade became the Honorary Chair of Library Card Sign-up Month.

As Honorary Chair, Wade has donated his time and image to the creation of a high-impact print public service announcement. In these tough economic times libraries are on the forefront of providing their communities with cost-effective tools that many Americans need to succeed.

Library Card Sign-up Month launched in 1987 and remains a key annual initiative of ALA’s Campaign for America’s Libraries.

“The library is the focus of our children’s education. We are there several times a week to research topics, attend a program or get together with other families. The librarians are always available to help find information on a study topic or craft.”
TRANSFORMING LIBRARIES AND THE LIBRARIAN WORKFORCE

ALA and Professional Development

As society changes, so does the role and function of libraries in our communities. Libraries are responding to the changing needs of patrons. Between the increased use of the internet and technology, and the demand for digital media, libraries are transforming the user experience – and are transforming themselves.

ALA is committed to supporting libraries and librarians throughout this process. Professional development for our members has always been at the core of ALA. Through new initiatives and partnerships, the association is rededicating itself to that task of transforming the librarian profession and preparing librarians for the needs of tomorrow. For more, please visit transforming.ala.org.

Gates Foundation “Turning the Page” for Libraries
With generous support from The Bill & Melinda Gates Foundation, the Public Library Association (PLA), a division of ALA, developed a free public library advocacy training course called Turning the Page 2.0. This version uses the same content as the original in-person Turning the Page (another Gates funded project) but takes it online with a six-week, facilitated course. Library staff and supporters learn how to advocate for library funding by creating and telling their library’s story, deliver effective presentations, and develop a compelling case for support. The culmination is a completed advocacy work plan.

Participants have enjoyed the online convenience of this course, while still being able to interact with facilitators and other participants in the online virtual classroom sessions. They also enjoy using real world examples and advocacy goals that relate to their libraries.

For example, a library in Massachusetts developed a plan with the goal of educating funders and community organizations about the transformative value of the library, resulting in a 10% increase of the library’s 2013 operating budget. A library in Hawaii hopes to raise funds for expansion of their e-book and e-audiobook collection. And an Anaheim library set their goal around increasing job resources to aid unemployed patrons. PLA plans to
conduct follow-up interviews and surveys six months following each course to gauge the impact on helping
participants increase local support.

“One of the greatest challenges we face both in the United States and globally is the ability to garner greater
sustained support from local governments. This was the reason the Gates Foundation partnered with PLA
for Turning the Page,” said Audra Caplan, immediate Past-President of PLA, and retired director of Harford
County (Md.) Public Library.

Turning the Page 2.0 is now well under way, having recently concluded three courses with three more sessions
scheduled. The upcoming sessions will kick-off in conjunction with the Michigan Library Association
Conference in October 2011, followed by the PLA Conference in Philadelphia in March 2012, and
concluding with ALA Annual in Anaheim in June.

**Library Advocacy Day**

During ALA’s Annual Conference in Washington, DC, 2,000 librarians and
library supporters rallied at Upper Senate Park to voice their concern for the
Ehlers (R-MI), and Sen. Jack Reed (D-RI) joined the rally in support of
libraries. An additional 1,053 supporters participated virtually by emailing
their representative that day. This event was nearly five times larger than any
National Library Legislative Day (NLLD) event held in the past.

“Keep touting the message that libraries are important,” said Ehlers. “Work
actively within the community to get community support.” Reed, a longtime
library advocate noted that “the cost of ignorance is much greater than the
cost of libraries.”

Following the rally, ALA members and supporters met with members of
Congress and their staffs to emphasize the needs and concerns of the libraries
in their communities facing budget cuts at a time of significantly increased
library use. They urged funding for the Library Services and Technology Act,
funding for the Improving Literacy Through School Libraries Act, and
expressed their support for net neutrality and the Access to 21st Century
Communications and Video Accessibility Act. Several ALA Library Champions
lent their support to Library Advocacy Day, including DEMCO, EBSCO,
Gale Cengage Learning, Scholastic, and SirsiDynix.

During the three months following the event, library advocates sent a total of
14,690 messages to Congress, breaking last year’s record.

“The library is important to me because I think that the library shows people
in the community how important they are. The library is a building block
of the community.”
Emerging Leaders

This year’s group of Emerging Leaders showcased their projects at the Annual Conference in New Orleans. Some of the highlights were Money Smart Week @ your library and promoting Preservation Week.

Since 2007, the Emerging Leaders program has enabled newer librarians from across the country to participate in problem solving work groups, network with peers, gain an inside look into ALA structure, and have an opportunity to serve the profession in a leadership capacity. Founded by ALA Past-President Leslie Burger, Emerging Leaders puts participants on the fast track to ALA committee volunteerism as well as other professional library-related organizations.

ALA Scholarships

Established in 1997, the Spectrum Scholarship Program is ALA’s national effort to increase diversity in the profession by recruiting and providing scholarships that allow students from racially and ethnically diverse backgrounds to become librarians. To date, over 730 scholarships have been provided to worthy students pursuing careers in library and information science. The goal of the Spectrum Initiative is to raise $1 million in an effort to double the amount of scholarships awarded. ALA is looking to meet the fundraising goal in 2011-12.

In addition to ALA’s Spectrum Scholarship program, ALA and its units award over $300,000 annually to aspiring librarians for study in a master’s degree in library and information studies, or for a master’s degree in school library media program.

To support Spectrum or any other scholarship offered by ALA and its divisions, please visit www.ala.org/giveala.
NEW TOOLKITS FOR LIBRARIES

Frontline Fundraising Toolkit
Recognizing the need particularly by small and rural libraries to make up for serious budget cuts, ALA President Roberta Stevens made advocacy and fundraising two strong areas of focus during her term.

As a result, the Frontline Fundraising toolkit was introduced during the 2011 ALA Annual Conference. The response from members attending fundraising sessions in New Orleans and previewing the toolkit was overwhelmingly positive. “This effort offers practical help to libraries of all sizes with their fundraising efforts,” said Ann Malkin, Director of the Deschutes Public Library System in Bend, OR. “It is excellent.”

The toolkit is available at www.ala.org/advocacyuniversity

Keys to Engaging Older Adults Toolkit
One of the fastest-growing groups of active older adults today is comprised of baby boomers. They are as diverse as the rest of population representing a wide span of education, life experience, sexual orientation, income and location.

To respond to the needs of librarians who are looking to provide better services to older adults in their communities, the ALA Office for Literacy and Outreach Services (OLOS) developed their latest toolkit Keys to Engaging Older Adults @ your library. The toolkit provides tips and tools to better serve this important and growing segment of the population, covering topics ranging from programming, funding, publicity, and accessibility.

The toolkit is available at www.ala.org/ala/aboutala/offices/olos/toolkits/olderadults.cfm

“I’m an avid reader. This library has a wonderful selection of large print books that I require.”

Census 2010 Partnership
Throughout 2009 and 2010, the American Library Association was an active partner with the US Census Bureau to help ensure complete and accurate response. Census data helps communities and state and federal government determine the appropriate level of funding for public services such as public libraries, schools and school libraries, and community colleges and their associated library services.

“The accuracy of census data is critical to policy and decision makers in both Washington, D.C., and the state and local government,” said ALA Past President Dr. Camila Alire. “Not only do census data influence how trillions of dollars will be spent over the next 10 years, the data also help shape planning decisions in the local community such as services to the library to enhance learning and ensure access to information for all.”
## ALA CALENDAR OF ACTIVITIES

### SEPTEMBER
- Banned Books Week
- Library Card Sign-up Month

### OCTOBER
- Teen Read Week™
- National Friends of Libraries Week
- Information Literacy Awareness Month
- National Hispanic Heritage Month

### NOVEMBER
- National Gaming Day

### DECEMBER

### JANUARY
- ALA Youth Media Awards
- ALA Midwinter Meeting

### FEBRUARY

### MARCH
- Teen Tech Week™
- Freedom of Information Day
- ACRL Conference
- PLA Conference

### APRIL
- National Library Week
- School Library Month
- National Book Mobile Day
- Preservation week
- Support Teen Literature Day
- Smart Money Week
- Children’s Day/Book Day - El día de los niños/El día de los libros
- National Library Legislative Day

### MAY

### JUNE
- ALA Annual Conference and Exhibit

### JULY

### AUGUST

For additional information about the events listed and to find out about other activities, please visit [www.ala.org](http://www.ala.org).

"Libraries open doors to the future and windows to the past with every word that is read and every book that is finished. Books allow avid readers to continue on lifelong journeys of learning and present opportunities for new readers to begin those journeys, judging not whether he or she is rich or poor."
## Financial Highlights 2009 – 2010

### Statement of Financial Position

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<td>Accounts receivables</td>
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<td>Property and equipment, less accumulated depreciation</td>
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<td>Long-term investment</td>
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<td><strong>Total Assets</strong></td>
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<tr>
<th>LIABILITIES</th>
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<td>Accounts payable and accrued expenses</td>
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<td>Deferred revenue</td>
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<td>Capital lease obligation</td>
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<td>Long-term debt</td>
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<td><strong>Total Liabilities</strong></td>
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### Total Net Assets

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<td>Unrestricted net assets</td>
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**Total liabilities and net assets**

**$66,691,093**

### Statement of Operations by Program Activity

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<td>Short and long-term investments</td>
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<td>Other</td>
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<td>Post-retirement benefits</td>
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<td><strong>Total expenses</strong></td>
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</table>
A GREAT BIG THANK YOU…

...to all of the members and friends, individuals, corporations, government agencies, foundations and organizations of the American Library Association (ALA) who helped us fulfill our mission in fiscal year 2009-2010! The ALA is grateful for the generous support of the many donors who have graciously enriched the past, transformed the present and created extraordinary opportunities for all types of libraries and the library profession.

During fiscal year 2009-2010, ALA and its divisions, offices and round tables raised more than $11.8 million. Through your generosity, we have been able to uphold advocacy for libraries and increase public awareness of their value and the services they provide, create awards and scholarships, and support programs and initiatives within divisions, offices, and round tables. Your gift, grant or sponsorship support makes a real difference and helps ALA better serve the over 120,000 libraries across America and the millions of people they serve each year. We are truly grateful.

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Corporations, Foundations, Government Agencies and Organizations

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Carnegie Corporation of New York
Chicago Community Trust
Dollar General Literacy Foundation
Fetzer Institute
FINRA Investor Education Foundation
Gale Cengage Learning
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Lifetime Networks
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National Institutes of Health Library
NEXTBOOK
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Scholastic Inc.
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Target, Inc.
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Boston Public Library
BWI - Follett Library Resources
Capstone Publishers
Charles H. Revson Foundation
Coughlan Publishing
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DEMCO Incorporated
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Google, Inc.
Innovative Interfaces
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Mattel, Inc.
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Nordstrom, Inc.
OCLC Online Computer Library Center
OverDrive, Inc.
Random House
Reed Business Information
Reference USA
Sage Publications
SirsiDynix
Synergy Enterprises, Inc.
Temple University
Thomson Reuters
University of Pennsylvania
University of Pittsburgh
US Bank
Wells Fargo
World Wrestling Entertainment, Inc.
YBP Library Services

$5,000 AND ABOVE
Alexander Street Press
Book Page Promotion Inc.
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Disney / Hyperion Books
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HarperCollins Publishers
Highsmith
Ingram Library Services
John Wiley & Sons, Inc.
LexisNexis Academic & Library Solutions
Library Associates Companies
Mango Languages
Margaret Alexander Edwards Trust
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Matthews Specialty Vehicles
Morningstar Inc
Neal-Schuman Foundation
New York Historical Society
Penguin Group
Pennsylvania State University Libraries
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IMAX Corporation
Lifetime Networks
National Baseball Hall of Fame and Museum
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Scholastic Parent and Child Magazine
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Univision
Woman’s Day Magazine
LIBRARY CHAMPIONS

ALA’s Library Champions program was launched by a select group of corporate and foundation supporters who joined together to advocate for libraries and the library profession. Since its inception, the Library Champions program has helped connect corporations and foundations with ALA’s goal to raise awareness and support for libraries and librarians.

ALA’s Campaign for America’s Libraries and its @ your library* brand – which now supports libraries across the nation by fostering public awareness of the value and services offered by libraries – was established as a result of the impact of the Library Champions program. To each of our Champions, thank you for supporting ALA and for making the Campaign for America’s Libraries a success.

3M Library Systems
Baker & Taylor Books
Bound to Stay Bound Books
Bowker
Brodart Company
BW/ Follett Library Resources
Candlewick Press
The Combined Book Exhibit
DEMCO Incorporated
Dollar General
EBSCO Information Services
Elsevier
Ex Libris
FINRA Investor Education Foundation
Gale Cengage Learning
Gaylord Bros., Inc.
H.W. Wilson Company
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Ingram Library Services Inc.
Innovative Interfaces, Inc.
LexisNexis
The Library Corporation
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Marshall Cavendish
Mergent, Inc.
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OCLC Online Computer Library Center
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ProQuest Company
The Rowman and Littlefield Publishing Group
Sage Publications
Scholastic Inc.
Severn House Publishers Ltd.
SirsiDynix
Sisters in Crime, Inc.
Springer
Standard & Poor’s
Swets
Thomson Reuters
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VTLS, Inc.
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ALA LEGACY SOCIETY
YOUR LIBRARY • YOUR LEGACY

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. Thus, I have stipulated the Spectrum program that will continue to award scholarships to talented students of color entering our field.

Dr. Em Claire Knowles

As a librarian you deeply understand the value and the impact of our libraries and the librarian profession. Even a modest-sized gift can make an enormous difference. It is easy to designate the American Library Association or any of its divisions, offices, programs, or round tables as a recipient of your planned gift.

The American Library Association is pleased to announce that to date, 29 individuals and couples have committed over $1.6 million combined from their estates to the ALA Legacy Society. These gifts help ALA strengthen and protect one of America’s greatest institutions – our libraries. By making a planned gift of your own, you too can help support opportunities to learn, grow, adapt and enjoy at our nation’s libraries, and further the profession of librarianship.

Please contact the Development Office at ALA to discuss giving options and opportunities that might work for you and your family. If you already named the American Library Association in your estate plans, please let us know. To contact the Development Office, please call 312-280-5049, or 800-545-2433 ext. 3259 to speak confidentially with a development officer. For general inquiries, you can also reach our office at development@ala.org.

IN APPRECIATION

The ALA Legacy Society honors and recognizes the enduring commitment of the following individuals who have provided for ALA or its divisions, offices or round tables in their estate plans, and made a lasting contribution to the future of the American Library Association.

ALA gratefully acknowledges the following individuals:

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If your name and contribution this past year was not recognized, please let us extend our apologies. You are valuable to us, so please contact the Development Office with any discrepancies to ensure that you are appropriately acknowledged.

Individuals wishing to make a donation to support the association should contact and/or direct contributions to:

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Phone: 800-545-2433, ext. 3259
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DIVISIONS AND ROUNDTABLES

Members may join one or more of eleven membership divisions that deal with specialized topics such as academic, school, or public libraries, technical or reference services, and library administration. Members may also join any of eighteen round tables that are grouped around more specific interests and issues than the broader set of ALA divisions. A network of affiliates, chapters, and other organizations enables ALA to reach a broad audience.

Divisions

American Association of School Librarians (AASL)
Association for Library Collections and Technical Services (ALCTS)
Association for Library Service to Children (ALSC)
Association of College and Research Libraries (ACRL)
Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF)
Association of Specialized and Cooperative Library Agencies (ASCLA)
Library Information Technology Association (LITA)
Library Leadership and Management Association (LLAMA)
Public Library Association (PLA)
Reference and User Services Association (RUSA)
Young Adult Library Services Association (YALSA)

Round Tables

Ethnic and Multicultural Information Exchange (EMIERT)
Exhibits (ERT)
Federal and Armed Forces Libraries (FAFLRT)
Games and Gaming (GameRT)
Gay, Lesbian, Bisexual, Transgender (GLBTRT)
Government Documents (GODORT)
Intellectual Freedom (IFRT)
International Relations (IRRT)
Learning Round Table of ALA (LearnRT)
Library History (LHRT)
Library Instruction (LIRT)
Library Research (LRRT)
Library Support Staff Interests (LSSIRT)
Map and Geography (MAGERT)
New Members (NMRT)
Retired Members Round Table (RMRT)
Social Responsibilities (SRRT)
Staff Organizations (SORT)
Video (VRT)

Offices

Chapter Relations Office (CRO)
Conference Services
Development
Governance
Human Resources
Information Technology and Telecommunication Services (ITTS)
International Relations Office (IRO)
Finance and Accounting
Library
Member and Customer Service
Membership
Office for Accreditation
Office for Diversity
Office for Human Resource Development and Recruitment (HRDR)
Office for Information Technology Policy (OITP)
Office for Intellectual Freedom (OIF)
Office for Library Advocacy (OLA)
Office for Literacy and Outreach Services (OLOS)
Office for Research and Statistics (ORS)
Office of Government Relations (OGR)
Public Programs Office (PPO)
Public Information Office (PIO)
Publishing
Staff Support Services
Washington Office
Mission
ALA’s 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.”

Key Action Areas
Key action areas include diversity, equitable access to information and library services, education and lifelong learning, intellectual freedom, advocacy for libraries and the profession, literacy, and organizational excellence.

History
Founded by Justin Winsor, Charles Ammi Cutter, Samuel S. Green, James L. Whitney, Melvil Dewey (Melvil Dui), Fred B. Perkins, and Thomas W. Bicknell in 1876 in Philadelphia and chartered in 1879 in Massachusetts, ALA’s head office is now in Chicago. ALA is the oldest, largest, and most influential library association in the world.

Membership
ALA has approximately 58,000 members, including not only librarians but also library trustees, publishers, and other interested people from every state and many nations. The association serves public, state, school, and academic libraries, as well as special libraries for people working in government, commerce and industry, the arts, and the armed services or in hospitals, prisons, and other institutions.

Governing Structure
ALA is governed by an elected council and an executive board. Keith Michael Fiels has served as ALA executive director since 2002. Policies and programs are administrated by eleven membership divisions representing public, school, academic and special libraries, eighteen round tables and various committees, member groups and affiliations, and online communities that address specific issues and areas of interest, encompassing every aspect of library and information science.
Selected 2010 ALA Book Awards

Newbery Medal:
When You Reach Me by Rebecca Stead
(Wendy Lamb Books, an imprint of Random House Children's Books)
Presented by the Association of Library Service to Children (ALSC)

Caldecott Medal:
The Lion & the Mouse by Jerry Pinkney
(Little, Brown & Company)
Presented by the Association of Library Service to Children (ALSC)

Pura Belpre Award:
Return to Sender by Julia Alvarez
(Alfred A. Knopf)
Presented by the Association of Library Service to Children (ALSC)

Coretta Scott King Award:
Author Award: Bad News for Outlaws: The Remarkable Life of Bass Reeves, Deputy U.S. Marshal by Vaunda Micheaux Nelson
(Carolrhoda Books, a division of Lerner Publishing Group, Inc.)
Presented by the ALA Office for Literacy and Outreach Services (OLOS)

Coretta Scott King Award:
Illustrator Award: My People illustrated by Charles R. Smith Jr.
(ginee seo books, Atheneum Books for Young Readers)
Presented by the ALA Office for Literacy and Outreach Services (OLOS)

Michael L. Printz Award:
Going Bovine by Libba Bray
(Delacorte Press, an imprint of Random House Children's Books, a division of Random House)
Presented by the Young Adult Library Services Association (YALSA) and ALA Booklist Booklist

The Newberry and Caldecott medals, presented annually, focus public attention on excellence in writing and illustrating children's literature. The announcement of the medal winners and honor books, selected by librarians, is eagerly awaited by the publishing, library, and reading communities each year.

Several other youth media awards presented by ALA recognize excellence in literature for children and young adult audiences, such as the Coretta Scott King award for African American children's literature, the Pura Belpre award for excellence in children's literature by a Latina/Latino writer, and the Michael L. Printz award for excellence in literature written for young adults.

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