Making an ALA Difference

Celebrating the Power to Inspire through Giving

October 2013

Banned Books Week

ALA’s national awareness week ended on September 28, but libraries celebrate the freedom to read every day. Since 1982, more than 11,300 books have been challenged. To learn how you can still participate in activities plus how you can make a donation to BBW, please visit ALA Banned Book Week.

Teen Read Week

October 13-19

Check out the official Teen Read Week products found in the ALA Store and register as a member of the

Dear Friend,

Thank you for being patient with the ALA Development Office as we try to get this e-newsletter just right for you. My office received overwhelming positive feedback from ALA members and ALA supporters about the first issue, which was distributed before the 2013 Annual Conference. Your suggestions led to a deeper discussion about upcoming issues.

In this second issue, you’ll notice that we’ve given the e-newsletter a new look and a new name, Making an ALA Difference. The new name was chosen because of the commitment and generosity of nearly 1,300 individuals like you who give annually to the American Library Association and its units or have designated the Association in your estate plans. The outcomes from your generosity can be found in current programs and initiatives. And the generosity from planned gifts will echo for decades in the lives of future generations. Once again, thank you for your gifts. You really do make a difference.

This e-newsletter is really your thoughts and your views--it's about the ALA donor
Teen Read Week website for great resources and opportunities.

I want to keep you up to date with what’s happening at ALA. In future issues, I’ll be providing you stories and updates on the Association, ALA members and the great programs and initiatives you support. We'll even provide some tips on ways for you to save on your taxes. (Congress has not made any changes to charity tax laws as yet; please consult your tax advisor on whether these tips apply to your particular situation.) If you would like to submit an article or two for future issues, please feel free to contact me at kolsen-clark@ala.org.

With warm regards,

Kim Olsen-Clark
ALA Director of Development

P.S. Please feel free to continue sending me your suggestions to improve future issues.

United for Libraries has created a variety of resources to help Friends, Trustees, and library staff celebrate in their community.

Carole D. Fiore and J. Linda Williams have been named as co-chairs of the American Library Association’s 15 x 15 campaign. In June 2012, ALA launched 15x15, with the goal to raise $15 million in planned gifts to ALA and its divisions, round tables, offices and programs by 2015. The campaign is now nearing 25% of the goal and over the past year, ten new individuals have come forward and designated ALA as a beneficiary in their estate plans.

Fiore and Williams will take over for the 2013-2014 campaign. They replace Jim Neal, Vice President for Information Services and University Librarian at Columbia University, who served as founding chair during the past year and launched the campaign. Carol Fiore and her husband, Stan, and Linda Williams are members of the ALA Legacy Society. For further information, please see the news release.

To learn more about the ALA 15x15 planned giving campaign and becoming a member of the ALA Legacy Society to help ensure the long-term strength of the Association, please visit our new planned giving homepage.

New ALA Legacy Society Members:
Trevor A. Dawes
Janice Feye-Stukas
Carolyn Giambra
Richard Huffine
Larry Romans and Mike Morgan

Sara Jaffarian has been a continuous member of ALA for 70 years. When she turned 92, she wanted to give back to the Association by recognizing excellence in humanities programming in school libraries that serve children K-8. Sara sends her best to all ALA members on her 98th birthday (September 2013).
Guest Column: 1972 ALA Annual Conference
By Carolyn Caywood, ALA member for 42 years

When I attended Wayne State University's library science program in 1972, I was lucky that ALA met in Chicago, only a few hours away. Even luckier, Wayne had received $1,000 from H. W. Wilson. Dr. Robert Booth, the Department Chair, parceled it out as $100 travel grants for students going to ALA so we could interview for jobs. He also hired a bus for us.

At the conference, he made sure we learned the ropes, from JMRT orientation to Council. Thanks to Dr. Booth, I've been an ALA member ever since.

Registration was $25, my stay at the YMCA hotel was $50, and that left me $25 to spend on a week's meals. I got back to Detroit with ten cents to call a friend for a ride home.

2013 Annual Conference

Did you know that you can view photographs from the 2013 Annual Conference and other ALA photographs on Flickr? The search phrase is American Library Association. Here's the warp speed link to ALA's photographs on Flickr: ALA's page/Flickr.

How many ALA conferences have you attended? Here is a link to the full list plus the number of attendees per conference. Also, please check out T. J. Szafranski's blog for American Libraries magazine about her first-time experience at an ALA conference.

Quick Donor Satisfaction Survey

Thank you for taking a few minutes to give us feedback about your experience as a donor. Please click here to take a quick one question survey.

ALA Annual Report: In Appreciation

ALA's fiscal year starts September 1 and ends August 31. ALA takes writing this report very seriously as it should. Presently, the Public Information Office is starting to collect stories, financial history and photographs from all ALA’s units for the Fiscal 2013 report. As a donor to ALA, your name appears in a special PDF under In Appreciation, under Individuals. Check out the FY 2012 ALA Annual Report.
Nonprofit Volunteers

Are You Donating Time plus Money?

Expenses Volunteers Can Possibly Deduct:
   Car and Transportation expenses.

Volunteers can deduct car and transportation expenses incurred to get back and forth from home to your office, or to meetings or other sites (such as a special event). Volunteers who drive can choose between deducting actual gas and oil used, or else take a mileage deduction at the rate of 14 cents per mile. You can also add in parking fees and tolls. However, volunteers cannot claim general car repair and maintenance expenses, depreciation, registration fees, or the costs of tires or insurance. Those volunteers taking public transportation can deduct subway, bus, or taxi fare.

Limitations apply to this deduction so please talk to a tax professional and read IRS publication 526, Charitable Contributions.

Charitable IRA rollover extended until 12/31/13

The American Taxpayer Relief Act of 2012 extends the ability for individuals age 70½ and older to make distributions from their Individual Retirement Accounts directly to qualified non-profit organizations without having to include those distributions in their income for federal tax purposes. The American Library Association welcomes IRA transfer gifts from donors.

IRA transfers for 2013 must be made to a qualified charity by December 31, 2013. Please contact Kim Olsen-Clark for more information.