

EBD #6.1
2021

TO: ALA Executive Board

RE: Development Office Fundraising Report to the Executive Board

ACTION REQUESTED/INFORMATION/REPORT:
Development Office Fundraising Report to the Executive Board

CONTACT PERSON:
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DATE: March 26, 2021

DEVELOPMENT OFFICE FUNDRAISING REPORT TO THE EXECUTIVE BOARD

BACKGROUND: The purpose of the ALA Development Office report to ALA Executive Board Members is to provide an overview of the progress made by the American Library Association (ALA) and its units in their strategic fundraising efforts. The Development Office and ALA units expend significant effort in identifying, cultivating, and soliciting major and planned gifts; participating in donor activities for purposes of relationship building and stewardship; drafting proposals and meeting with individuals, foundation, and corporate donors to gain fundraising support.

Fundraising Accomplishments

The following are highlights of ALA's Fundraising Activities, since January 2021:

ALA Graphics

This quarter, ALA Graphics received a check for \$12,500 from the band, R.E.M. R.E.M. donated proceeds from the sale of the R.E.M. READ® Poster Puzzle, which they produced using the poster image of the band created by ALA Graphics in 1991. The other half of the proceeds went to a local, Athens-GA literacy charity. Here is a link to the press release if you want more information:

<http://www.ala.org/news/press-releases/2020/10/iconic-rem-read-poster-becomes-puzzle-support-literacy-and-us-libraries>

Association for College and Research Libraries

ACRL received 118 donations totaling \$6,186. The median donation was \$25, while the average donation was \$52.42. Of those donating, 31% were first-time donors (37), 60% were continuing donors (66), and 9% were reinstated donors (11). Contributions by fund: ACRL Advancement Fund received \$1,768 (29%), ACRL Conference Scholarship Fund received \$3,028 (49%), and the RBMS Scholarship Fund received \$1,390 (22%).

Association for Library Services to Children

2021 marks the 25th anniversary of the national initiative El día de los niños/El día de los libros (Children's Day/Book Day), commonly known as Día. An anonymous Día supporter since its inception, provided a gift of \$2000 to ALSC in recognition of this milestone. His donation was double-matched by his longtime employer, W.K. Kellogg. ALSC will use the gift to promote and amplify the celebration of Día through ALSC, PLA and other promotional channels.

Office for Diversity, Literacy, and Outreach Services

OverDrive provided a generous donation of \$1800 to assist in the maintenance of ALA's Literacy Clearinghouse. This donation was the result of a fundraising campaign that was tied to the Libby store.

Public Library Association

PLA expects to initiate a new project in April 2021, with a \$460,000 grant from AT&T to develop, deliver, promote and scale co-branded digital literacy educational tools (including basic technical skilling, online safety, etc.) through PLA's [DigitalLearn](#) initiative and AT&T's [ScreenReady](#) program. The project will update existing DigitalLearn.org courses and training tools for classroom delivery, develop at least two new courses, and elevate access to the courses by creating a joint ALA/AT&T DigitalLearn site, similar to those created with public libraries. National promotion will direct learners to the tools, library staff and AT&T staff will use classroom tools to teach live and virtual classes, and funding to libraries for pilot

projects will increase use and develop model programs. AT&T has prioritized these basic digital skills courses in its funding; however, discussion of digital citizenship training is also ongoing. That discussion has included AASL, ALSC, and YALSA. PLA anticipates that in the summer or fall of 2021, AT&T will want to proceed with a second grant to ALA to develop 4-5 modules on digital citizenship for parents and students, integrate them into the DigitalLearn platform, and incentivize their use with mini-grant funding to public libraries and schools.

Public Programs Office

PPO has requested \$99,052 in supplemental CARES funding from the National Endowment for the Humanities. If awarded, this supplemental funding will help the office to continue serving libraries and librarians, sustaining, and growing their efforts to provide humanities programming and content during this critical time and on the other side of the COVID-19 crisis. PPO is currently discussing collaborating on a two-year media literacy project with MediaWise. MediaWise is a non-profit organization that works to empower people of all ages to be more critical consumers of online content. The project would focus on training library workers on how to provide programming and services for their communities on identifying and combating misleading health information with a focus on stopping the spread of COVID-19 and vaccine misinformation. PPO is also working on the launch of a new project to develop a reading list related to personal finance and financial capability for children. The list will feature classic titles and new, contemporary, and current titles. Funded by the FINRA Foundation, this project will also create a program guide and provide a book package for 100 libraries that serve children. PPO will receive \$87,860 to implement this program over the course of 2021. PPO is extending its partnership with Gilder-Lehrman Institute on the Founding Era project. PPO will receive an additional \$10,000 to continue engagement. And finally, PPO is embarking on a promotional partnership with the National September 11 Memorial and Museum at the World Trade Center to promote a poster exhibition and programming package the museum is making available for libraries in recognition of the 20th anniversary of the 9/11 attacks. PPO will receive \$25,000 through this partnership.

Development Office Activities and Organizational Excellence

ALA Executive Director Tracie D. Hall continues to serve as the Director of the Development Office. In that capacity, Tracie and Development staff continue to build relationships with past, current, and potential funders. We are optimistic that these efforts will show good results.

General Development Office activities are summarized below.

- Executive Director Tracie D. Hall and Assistant Director for Foundation and Corporate Grants, Anne Manly, worked to secure the Hewlett Foundation's commitment of a \$500,000 unrestricted grant to support ALA operations.
- Hall, with the support of the Development Office and with the advice of the Philanthropy Advisory Group and others, has begun to lay the groundwork for ALA's Let Our Legacy be Justice Campaign. This campaign aims to raise \$30 Million over 6 years with a target of \$15M for general operations and \$15M for ALA's endowment. The Development Office is in the final stages of developing a Request For Proposals (RFP) for campaign consultants.
- The Development Office supported ALA's Finance Office and Accounting team in addressing challenges arising from the termination of the EXL contract. Remigio Torres in the Development Office worked closely with Accounting in the past year to meet challenges brought on by the end of the EXL contract.

- Throughout the second quarter, the Development Office devoted considerable time to the management of a grant provided to ALA by Andrew Mellon Foundation. This significant grant directly impacted 13 ALA Units and required collaboration with Finance and Accounting, HR, and Governance. In many cases, Mellon funding allowed ALA Units to underwrite existing positions, create new positions, or fill vacant positions. Development worked with these Units and HR on job descriptions and budget issues related to those positions. In addition, Development advised impacted Units on RFPs related to consultants, program content, messaging, and reporting. Finally, the Development Office worked closely with ALA's Chapter Relations Office on the Library Emergency Fund created by the Mellon grant, with additional, separate Emergency Relief funds provided by Acton Family Giving.
- During the second quarter of FY2021, the Development Office devoted considerable time to drafting and submitting additional grant applications. We have not yet received a decision on those proposals.
- During the second quarter of FY21 the Development Office contributed to or assisted with the following projects, programs, and initiatives:
 - Humble Bundle Fundraiser – OIF, ODL0S
 - After school program grant – AASL
 - A potential collaboration with a US government department – United for Libraries, CRO
 - A potential collaboration around financial literacy - CRO
 - A potential collaboration with television program about libraries – ALSC
 - Membership issues and renewals - MRS
 - Developed next step strategy regarding a prior funder - PLA
 - Assisted with the Carnegie Medals for Excellence in Fiction and Non-Fiction - Booklist and RUSA
 - Resolved complex refunds – Accounting
 - Provided fundraising guidance – Various Roundtables
 - Advised on collaboration with a national member association – Development, MRS, Publishing
 - Supported and advised prospect research – Multiple Units
 - Provided tax acknowledgments to donors– Multiple Units
 - Lead research and resolution of Website Donation Issues – Multiple Units
 - Explored LBGTQ+ grant support - Development
 - Resolved Facebook Payments Remittance issues - Development
 - Provided Library Champion Conference support - Development
 - Conducted Library Champion One-on-One meetings - Development
 - Created and finalized MOUs with individual donors - Development
 - Performed association-wide gift processing and acknowledgement - Development
 - Worked with ALA Units to clarify internal processes around gift giving - Development

Ongoing Activity

Philanthropy Advisory Group

The Development Office worked closely with PAG leadership throughout the second quarter of 2021, especially on the assessment of ALA's Gift Acceptance Policy and foundational work on ALA's Let Our

Legacy Be Justice campaign. For greater detail regarding PAG's work, please see their Report to ALA's Executive Board.

Libraries Transform Campaign - Library Champions

Nora Roberts Foundation and Taylor Francis renewed as Library Champions. Upon the full closure of FY2020 by Accounting and closure of September 2021 to March 2022, we will be able to better assess Library Champion membership and will provide a full report in our next report.

Development Communications

Development Office activities in Q2 began with a planned giving event at virtual Midwinter. This digital event, led by ED Hall, former ALA President Loida Garcia-Febo, and BARC Chair Peter Hepburn, consisted of three breakout rooms where current and prospective 1876 Club members discussed the benefits of planned-giving at ALA and how to maximize member engagement. This event led to multiple inquiries and as of March 2021, one new 1876 Club member.

February witnessed the conclusion of ALA's Humble Bundle campaign, which brought in approximately \$33,000 to the Association. The Development Office coordinated campaign promotion across ALA. Development also worked with the Public Policy & Advocacy Office to highlight ALA's ARPA work on behalf of libraries and library workers, resulting in an email sent to over 33,000 members immediately upon passage of the legislation.

Under Executive Director's Hall direction, the Development Office is exploring a revision of its reports to the Executive Board to make better use of data and to better address ALA's strategic directions and the pivot strategy. We look forward to providing a robust analysis of data and Development Office activities in our next report when more complete data becomes available.