

**TO:** ALA Executive Board

**SUBJECT:** Philanthropic Advisory Group (PAG) Report to Executive Board

**BOARD REQUEST:** Information Only

**CONTACT PERSON:**

Karlene Noel Jennings, Chair, PAG

**DATE:** June 3, 2022

**BACKGROUND:**

**Major issues, trends, opportunities, or concerns:**

- PAG continues to see progress as it seeks to grow the culture of philanthropy for ALA. From increased visibility for public programming to participation on the ALA branding taskforce to selection of a strategic development consultant to advance the association holistically, PAGs limitations remain staffing and infrastructure partners and needs similar to other areas of the association. Philanthropy—on a national scale—remains affected by the Covid 19 pandemic and economic and inflation factors---in addition to internal ALA restructuring and pivot changes. PAG will also experience a leadership change with its chair stepping down to accept a new employment opportunity in the federal sector.

**Narrative:**

The Philanthropic Advisory Group (PAG) continues to grow its footprint and broaden its exposure to new audiences as it seeks to build and strengthen the culture of philanthropy for the American Library Association. As Executive Director Tracie Hall has recently stated, individuals are now asking about PAG: wanting to learn about how to become involved in the group and its activities.

Raising the profile about how and why to support ALA and libraries remains central to PAG's mission—it exists to support and undergird ALA. At present, the main challenges facing increasing its activities is simply the level of staffing present at ALA in corresponding areas.

In conjunction with ALA Annual, PAG members (of which there are 11) will be participating in three main public facing events—including two donor hosting events and a public program—in addition to a business meeting. There will also be potential meetings with both consultants from the branding taskforce and the strategic development/campaign consultancy. PAG continues to work to assist ALA to put core infrastructure in place for greater philanthropic success.

**Describe the Most Impactful Unit Activities this period:**

- By far the most impactful activities were
  - “Give Smart: How Everyone Can Become an Intentional Philanthropist Featuring Betty Turock” in conjunction with LibLearnX
  - an appearance by Jennings and Garczynski on the *American Libraries* “Call Number” podcast (Episode #70: Making Financial Sense) related to creating personal philanthropy plans
  - participation in two RFPs association wide

**Select Future Activities and Events Through End of Next Fiscal Quarter:**

- Reception for Donors and Prospective Donors at Annual Conference, June 24, 2022
- PAG Public Program at Annual Conference, June 26, 2022
- PAG Involvement with Strategic Development Organizational Consultant (ongoing through QTR)
- PAG representation and continued involvement with Branding Taskforce (ongoing through QTR)