



**EBD #6.2  
2021-2022**

**TO:** ALA Executive Board

**SUBJECT:** Report of the ALA Development Office

**BOARD REQUEST:** Information Only

**CONTACT PERSON:**

Tracie D. Hall, Executive Director, ALA

Anne Manly, Assistant Director of Corporate and Foundation Relations, [amanly@ala.org](mailto:amanly@ala.org)

**DATE:** March 23, 2022

## **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, cultivation, and stewardship; drafting proposals and meeting with individuals, foundation, and corporate donors for cultivation and solicitation purposes.

### **Fundraising Accomplishments**

The following are highlights of ALA's Fundraising Activities, and Organizational Excellence since January 2022:

#### **ACRL**

Between December 23, 2021-March 17, 2022 ACRL received 64 donations from 59 donors totaling \$5,935. The median donation was \$30 and the average donation was \$92.73. Of that amount, 11% (\$660) was received during the Giving Tuesday campaign (November 23 – December 31, 2021).

Of those donating, 16.9% were first-time donors (10), 66.1% were continuing donors (39), and 16.9% were reinstated donors (10). Contributions by fund: ACRL Advancement Fund received \$1,330 (23%), ACRL Conference Scholarship Fund received \$1,160 (20%), and the RBMS Scholarship Fund received \$3,445 (58%).

#### **CRO**

ALA Covid Library Relief Fund: The Chapter Relations Office continued to coordinate and advise the 34 2021 grantees as they worked to wrap up their projects by December 31 and provide final reports by January 31. Most grantees completed their efforts by the end of the year, but due to unforeseen circumstances, delays in acquiring equipment, hiring staff during the pandemic a number of grantees are continue grant efforts through the spring.

Here are some of message of gratitude for the grants:

- "You literally saved us from having to cut access away from evenings and weekends this past Fall and into this Spring. With the generosity of the Grant, we kept the doors open and found great relevant reference materials for our students," Richard Darga, Library Directory, Gwendolyn Brooks Library, Chicago State University.
- "Again thank you for the generous 45K grant. It is huge for us and is causing a major positive impact on our community," Sarah Potwin, Executive Library Director, Niagara Falls Public Library.

CRO began efforts for the next round of ALA Covid Library Relief Fund in 2022, made possible by another generous grant from Acton Family Giving. The announcement of the new 1.55 million in grants went out March 16. This year correctional libraries are eligible, along with tribal, public, school, and academic. Over 75 grants of \$20,000 each will be given out.

Communities for Immunity: The Chapter Relations Office and Public Programs Office continued to represent ALA on a grant from CDC and IMLS to provide 1.6 million dollars to libraries, museums, and science centers to create programming and initiatives to help reduce vaccine hesitancy. Samantha Oakley of PPO served as a facilitator and Michael Dowling as a recorder/reporter at the *COVID-19 Vaccine Confidence Bootcamp* bringing together library and museum grantees for updates and best practice sharing. IRO recruited grantees Dallas Public Library (TX),

Glendale Library, Arts, and Culture (CA), and Pike County Library (IN) for an article in the major French Library Association journal on libraries and librarians responding during the pandemic.

ALA Disaster Relief Fund: In late December ALA, through support from members, CRO sent \$5,000 each to the Lafourche Parish Library (Louisiana), the St. Charles Parish Library (Louisiana) and the Caldwell Public Library (New Jersey) restore and upgrade resources and services after all three were hard hit by Hurricane Ida.

### **ALA Fundraising Priorities**

**Libraries Transform Campaign - Library Champions:** The Library Champions program continues to show resilience in spite of the pandemic and its disruption to the business sector. In addition to the two new members reported last quarter, a third new Champion has joined, and ALA came to terms with OverDrive to continue as Lead Library Champion.

**Philanthropy Advisory Group:** Development supported the Philanthropic Advisory Group's free event at LLX by engaging 400 recent donors, in the weeks leading up to the event. The event, entitled **Give Smart: How Everyone Can Become an Intentional Philanthropist, featuring Betty Turock and Kevin Strowder**, attracted over 50 participants and provided tips and tools for how to expand the power of philanthropy by giving with purpose. Attendees learned from leading library donor, Betty Turock, how to develop their own giving plan and how to put that plan into action to benefit the causes they care about most.

Development is supporting PAG as it looks ahead to their presentation at Annual Conference entitled "*From Partisanship to Philanthropy: How You Can Transform Your Library's Culture.*" The program description is "Politics. Partisan Infighting. Silos. Do these common Washington words describe your library's culture too? This session will discuss how organizations can overcome their internal divisions and begin to build a culture of philanthropy that works for the greater good. This program will begin with an opportunity for the audience to anonymously share how they see their institution's climate towards giving. Then the moderator will lead an interactive discussion with panelists who will share best practices for building cultures of philanthropy at their own organizations. The program will conclude with an opportunity for the audience to ask questions of the panelists."

**Development Office, Personnel:** The Development Office currently consists of Tracie Hall, Anne Manly and Remigio Torres. Development is investigating the possibility of adding a part-time staff for the remainder of FY22 and has issued an RFP for development strategy consulting.

**Contributed Income, Budget:** The Development Office continues to identify, cultivate, and steward corporate, foundation and individual funders, process gifts, and support other ALA Units. As of March 22, 2022, Contributed Income across the association was at \$2,164,260, or 70% of the Pivot Strategy goal of \$3,085,000. The \$2,164,260 figure does not reflect planned gifts obtained during FY22, including approximately \$211,000 reported through the FreeWill platform, which allows members of the public to name ALA as a beneficiary of their estate. The \$2,164,260 figure also does not include another \$349,000 in funds, which will support general operations but carries some restrictions.

**Endowment.** Pursuant to Executive Director Tracie Hall's direction, Development has made contributions to ALA's Endowment Fund a priority going forward.

**Giving Tuesday and Year End:** After adjusting for erroneous charges, we are pleased to report that we raised a total of \$30,222 on Giving Tuesday this year, more than \$10,000 than last year, showing an improvement of 43%.

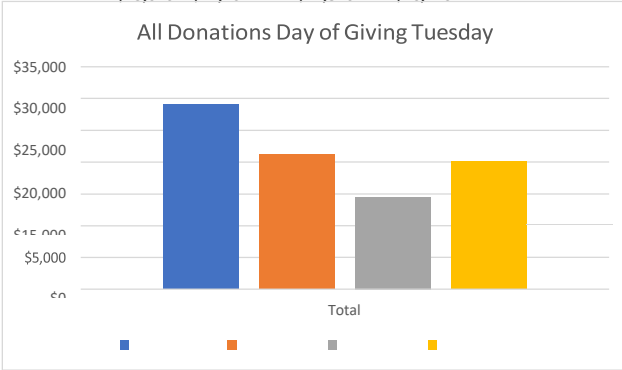
Giving Tuesday 11/30/21: \$20,110

Giving Tuesday Week Before, Week of (11/22/21-12/3/21): \$30,222

AF2021 Physical Mailer: \$5,240

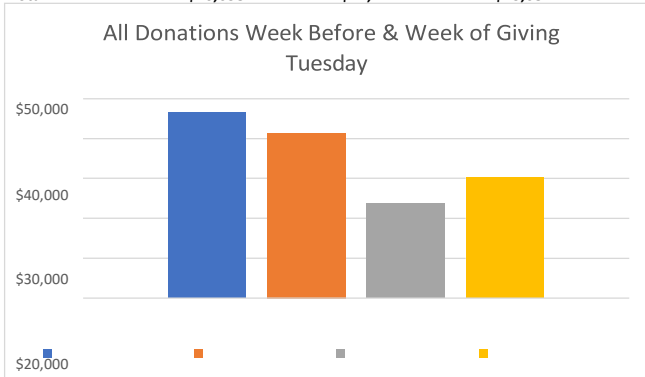
**All Donations Day of Giving Tuesday**

Date	11/27/2018 #####	12/1/2020	11/30/2021
	\$29,026	\$21,162	\$20,110



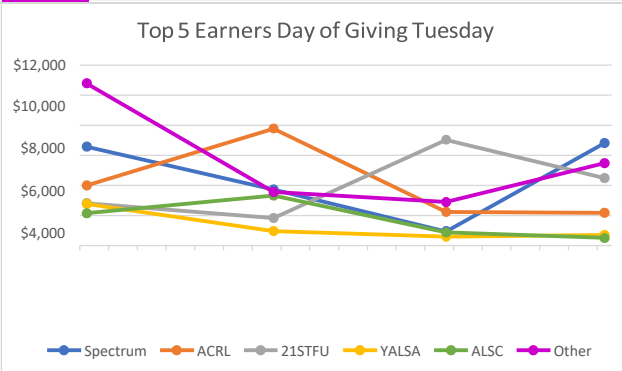
**All Donations Week Before & Week of Giving Tuesday**

Date	11/19/18 - 11/30/18	11/25/19 - 12/6/19	11/23/20 - 12/4/20	11/22/21 - 12/3/21	Total
Total	\$46,638	\$41,414	\$23,684	\$30,222	\$30,222



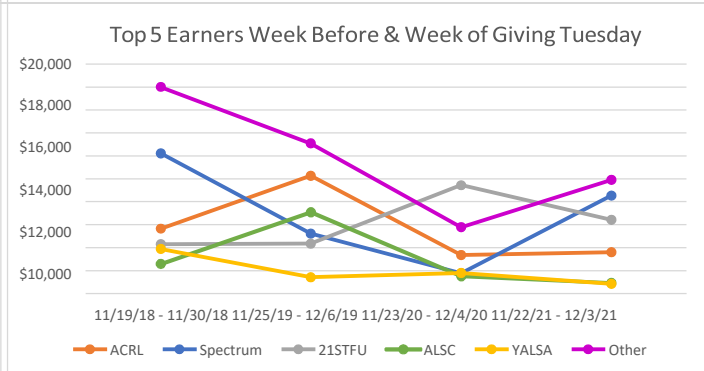
**Top 5 Earners Day of Giving Tuesday**

Date	11/27/2018 #####	12/1/2020	11/30/2021
Spectrum	\$6,560	\$3,719	\$935
ACRL	\$3,985	\$7,263	\$2,225
21STFU	\$2,815	\$1,830	\$7,026
YALSA	\$2,755	\$960	\$590
ALSC	\$2,140	\$3,305	\$860
Other	\$10,771	\$3,535	\$2,880



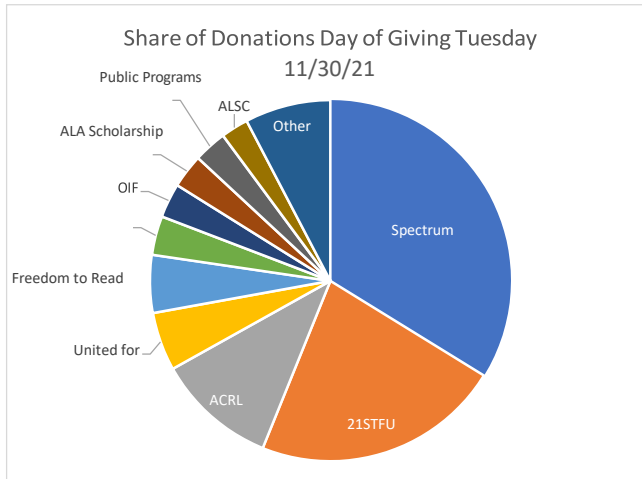
**Top 5 Earners Week Before & Week of Giving Tuesday**

Date	11/19/18 - 11/30/18	11/25/19 - 12/6/19	11/23/20 - 12/4/20	11/22/21 - 12/3/21
ACRL	\$5,645	\$10,263	\$3,361	\$3,602
Spectrum	\$12,225	\$5,204	\$1,776	\$8,535
21STFU	\$4,295	\$4,355	\$9,448	\$6,425
ALSC	\$2,585	\$7,091	\$1,515	\$925
YALSA	\$3,895	\$1,425	\$1,800	\$840
Other	\$17,993	\$13,075	\$5,784	\$9,895



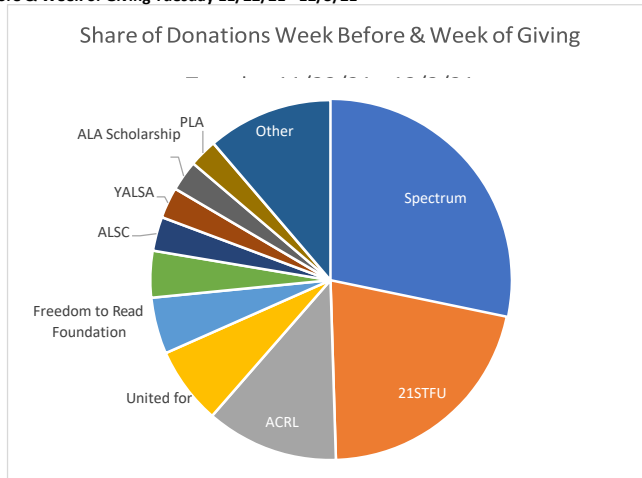
## Share of Donations Day of Giving Tuesday 11/30/21

Spectrum	\$6,800
21STFU	\$4,485
ACRL	\$2,167
United for	\$1,050
Freedom t	\$1,045
YALSA	\$700
OIF	\$620
ALA Scho	\$605
Public Pro	\$600
ALSC	\$495
Other	\$1,543



## Share of Donations Week Before & Week of Giving Tuesday 11/22/21 - 12/3/21

Spectrum	\$8,535
21STFU	\$6,425
ACRL	\$3,602
United for	\$2,100
OIF	\$1,530
Freedom t	\$1,270
ALSC	\$925
YALSA	\$840
ALA Scho	\$830
PLA	\$765
Other	\$3,400



Summary of overall giving for FY22 up to February 28, 2022 is as follows:

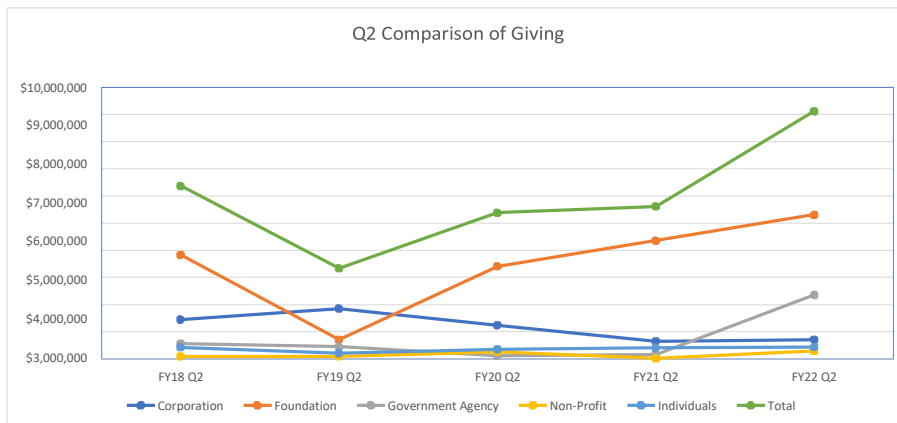


**Donations and Grants, FY 2022 Q1 - Q2 - September 1, 2021 - February 28, 2022\***

\*Report produced March 16, 2022 to accommodate deadline. Due to accounting backlog, records for December-Feb are not complete.

**Q2 Giving from Corporations, Foundations, Organizations, Government, and Individuals, Breakdown**

Type	Number of Donors	Number of Gifts	Amount	Median	Average
Corporation	34	44	\$ 708,376	\$ 1,500	\$ 16,099
Foundation	11	33	\$ 5,309,969	\$ 250	\$ 160,908
Government Agency	9	22	\$ 2,358,907	\$ 5,348	\$ 107,223
Non-Profit	15	36	\$ 300,011	\$ 1,000	\$ 8,334
Individuals	1500	2300	\$ 441,411	\$ 25	\$ 192
	<b>1569</b>	<b>2435</b>	<b>\$ 9,118,675</b>	<b>\$25</b>	<b>\$ 172</b>



**Q2 Comparison of Giving from Corporations, Foundations, Organizations, Government, and Individuals**

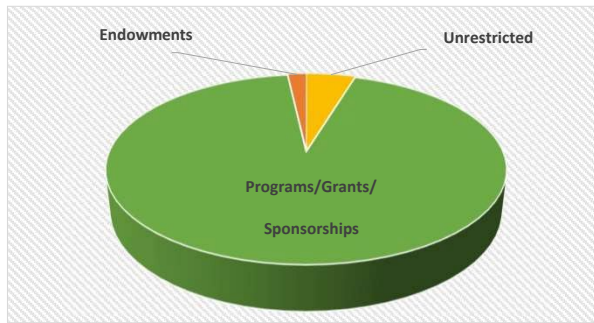
Type	FY18 Q2	FY19 Q2	FY20 Q2	FY21 Q2	FY22 Q2
Corporation	\$ 1,453,616	\$ 1,856,238	\$ 1,237,661	\$ 650,719	\$ 708,376
Foundation	\$ 3,828,983	\$ 709,464	\$ 3,411,451	\$ 4,353,647	\$ 5,309,969
Government Agency	\$ 562,674	\$ 457,700	\$ 121,494	\$ 173,283	\$ 2,358,907
Non-Profit	\$ 93,666	\$ 100,741	\$ 262,126	\$ 20,465	\$ 300,011
Individuals	\$ 429,754	\$ 216,014	\$ 349,775	\$ 416,700	\$ 441,411
Total	<b>\$ 6,368,694</b>	<b>\$ 3,340,156</b>	<b>\$ 5,382,508</b>	<b>\$ 5,614,814</b>	<b>\$ 9,118,675</b>

**YTD Comparison of Giving from Corporations, Foundations, Organizations, Government, and Individuals**

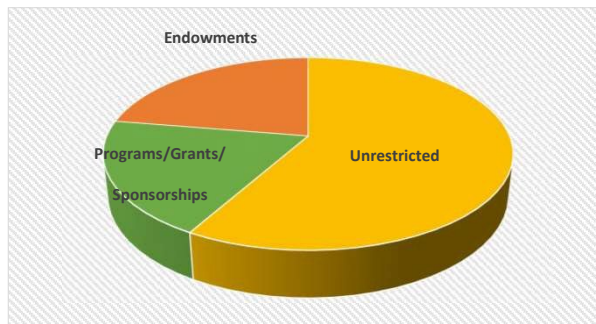
Type	FY18	FY19	FY20	FY21	FY22 YTD
Corporation	\$ 2,387,257	\$ 2,565,410	\$ 2,692,473	\$ 1,113,897	\$ 708,376
Foundation	\$ 13,503,277	\$ 1,441,422	\$ 4,999,703	\$ 5,227,199	\$ 5,309,969
Government Agency	\$ 1,588,195	\$ 1,973,256	\$ 764,663	\$ 1,027,791	\$ 2,358,907
Non-Profit	\$ 218,797	\$ 745,509	\$ 334,114	\$ 55,746	\$ 300,011
Individuals	\$ 583,923	\$ 555,644	\$ 604,084	\$ 569,525	\$ 441,411
	<b>\$ 18,281,449</b>	<b>\$ 7,281,241</b>	<b>\$ 9,395,037</b>	<b>\$ 7,994,158</b>	<b>\$ 9,118,675</b>

## Q2 ALA and Unit Distribution

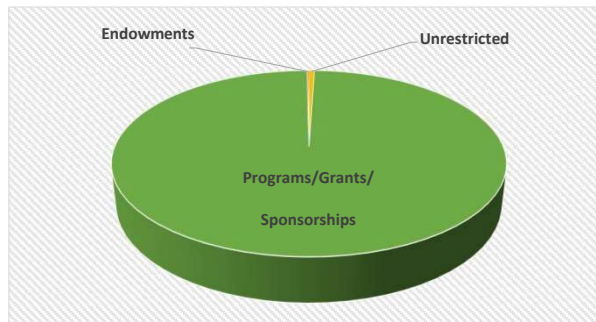
Overall Distribution: ALA and Units



Distribution for ALA: Programs, Endowments and Unrestricted

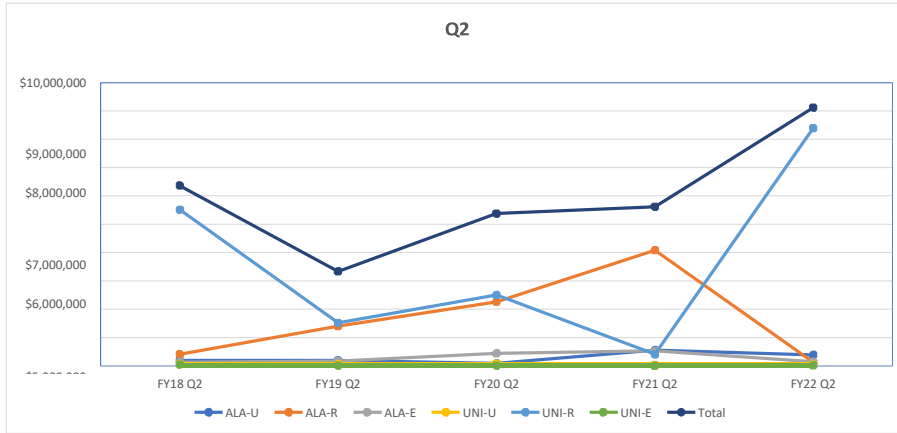


Distribution for Units: Programs, Endowments and Unrestricted



Giving from Corporations, Foundations, Government, Non-Profit, and Individuals By Category

Type	ALA-Unrestricted	ALA-Program/Grants	ALA-Endowments	Units-Unrestricted	Units-Program/Grants	Units-Endowments	Total
Corporation	\$ 77,118	\$ 27,525	\$ 67,000	\$ 22,200	\$ 513,893	\$ 640	\$ 708,376
Foundation	\$ 12,084	\$ 100	\$ 859	\$ 800	\$ 5,296,127	\$ -	\$ 5,309,969
Government Agency	\$ 2,000	\$ 48,475	\$ 17,400	\$ -	\$ 2,291,032	\$ -	\$ 2,358,907
Non-Profit	\$ 127,784	\$ 4,000	\$ 2,000	\$ 2,529	\$ 163,698	\$ -	\$ 300,011
Individuals	\$ 166,178	\$ 48,470	\$ 60,922	\$ 19,412	\$ 131,624	\$ 14,805	\$ 441,411
<b>Total</b>	<b>\$ 385,164</b>	<b>\$ 128,570</b>	<b>\$ 148,180</b>	<b>\$ 44,941</b>	<b>\$ 8,396,375</b>	<b>\$ 15,445</b>	<b>\$ 9,118,675</b>



**Q2 Comparison of Distribution of Giving by Category**

Type	FY18 Q2	FY19 Q2	FY20 Q2	FY21 Q2	FY22 Q2
ALA-U	\$ 196,507	\$ 186,209	\$ 86,168	\$ 555,688	\$ 385,164
ALA-R	\$ 413,755	\$ 1,405,622	\$ 2,264,508	\$ 4,085,405	\$ 128,570
ALA-E	\$ 130,106	\$ 172,256	\$ 444,999	\$ 526,597	\$ 148,180
UNI-U	\$ 66,395	\$ 57,866	\$ 78,185	\$ 34,635	\$ 44,941
UNI-R	\$ 5,516,433	\$ 1,510,827	\$ 2,498,492	\$ 407,786	\$ 8,396,375
UNI-E	\$ 45,498	\$ 7,376	\$ 10,157	\$ 4,702	\$ 15,445
<b>Total</b>	<b>\$ 6,368,694</b>	<b>\$ 3,340,156</b>	<b>\$ 5,382,508</b>	<b>\$ 5,614,814</b>	<b>\$ 9,118,675</b>