

EBD #6.2
June 2021

TO: ALA Executive Board

RE: Report of the ALA Development Office

ACTION REQUESTED/INFORMATION/REPORT: Development Office report

CONTACT PERSON:

Tracie D. Hall, Executive Director, ALA

Anne Manly, Assistant Director of Corporate and Foundation Relations, amanly@ala.org

DATE: June 7, 2021

ACTION REQUESTED

DRAFT OF MOTION:

1) The ALA Executive Board approved the full list of companies from which ALA units can prospect for corporate partners, sponsors, and donors as listed on the December 31, 2020, Domini and TIAA CREF portfolios of “socially responsible” companies.

BACKGROUND FOR ACTION REQUEST #1

The ALA Executive Board must annually approve the full list of companies, as listed December 31, 2020 in Domini’s and TIAA CREF’s portfolio, in order for the Development Office and other ALA staff to develop a more effective cultivation and solicitation program during the calendar year. These investment firms hold their portfolios to a strict set of social and environmental standards. New companies are added carefully, and existing companies are reviewed and upgraded or downgraded based on their performance against the criteria.

TIAA Social Choice

<http://connect.rightprospectus.com/TIAA/TADF/194408803/SOI?site=VA&SPV=true>

Domini Social Equity Fund

<https://domini.com>

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 March 2021:

Association of College and Research Libraries (ACRL)

ACRL received 41 donations totaling \$2,650. The median donation was \$25, and the average donation was \$65. Of those donating, 31.7% were first-time donors (13), 29% were continuing donors (16), and 17% were reinstated donors (7). Contributions by fund: ACRL Advancement Fund received \$790 (30%), ACRL Conference Scholarship Fund received \$895 (34%), and the RBMS Scholarship Fund received \$965 (36%). ACRL also awarded \$24,008 in scholarship funding for the ACRL 2021 virtual conference. We were able to meet 100% of the scholarship need this year.

In addition, ALA's Development Office worked closely with multiple ALA units to support of their fundraising efforts, including prospect research, prospect identification, developing engagement strategies, drafting correspondence and proposals, conducting negotiations, drafting, and reviewing agreements, and reporting.

ALA Fundraising Priorities

Let Our Legacy Be Justice Comprehensive Fundraising Campaign: Development continues to plan for the pre-launch of ALA's Let Our Legacy be Justice campaign. The campaign is envisioned as an ambitious multi-year campaign with the goal of raising 6 million a year over 5 years in unrestricted funds to support its operations and library regranting initiatives and directed funds for its endowment. Towards that end, we are in the process of developing a Request for Proposals from consultants to work with us in the next year to allow for a discovery phase that will lay the foundation for the campaign. Specifically, the RFP seeks proposals from experienced professionals for the assessment and development of a multi-year comprehensive campaign to strengthen the operational capacity and support the long term sustainability. Key components of the campaign will include foundation and corporate grants, major gift cultivation, and the expansion of the association's individual donor base, as well as the discovery and leveraging of new and existing relationships and opportunities that may help to reach stated goals. PAG has provided crucial support in the development of the campaign.

Planned Giving: As of June 1, this year, Development has added two members to the ALA planned giving circles, with an added expectation of \$30,000. After discussions with members at Midwinter, we believe there is tremendous room for growth of the Legacy Society and 1876 Club, which depends primarily on marketing and education of the ALA member base. Many members informed us they were unaware of the option of planned giving. A future campaign and a larger presence on ALA.org will rectify this.

Donation Website: Through the combined efforts of Development and IT, we expect to have a one-click donation option available by July 2021. This site will be used for unrestricted gifts and/or for the upcoming campaign led by ED Hall. We expect this to create a much more user-friendly donation experience, with higher conversion rates and a clear call to action.

Libraries Transform Campaign - Library Champions: The Library Champions program has shown great stability throughout the pandemic with only one Library Champion, Siris Dynix, discontinuing its membership. Another Library Champion, Demco discontinued its membership prior to the pandemic.

Philanthropy Advisory Group: The Philanthropy Advisory Group (PAG) was established in the fall 2018. PAG's purpose is to advance the philanthropic/fundraising activities of the American Library Association, and to increase the level of external funding that supports the work of the Association. PAG currently consists of 12 members. In the past quarter, PAG's proposed revisions to ALA's Gift Acceptance Policy was adopted by ALA's Executive Board. Recently, PAG has undertaken a review of its Foundational documents and has provided greatly-valued advice and direction to the Development Office staff.

Development Office, Personnel: Alice Burton, the Development Office's Communications Manager, left her position with ALA on June 16, 2021. Her contributions to the office were tangible and as she continues to grow her burgeoning career, she will be missed. As the Development Office prepares to search for a Development leader in the coming FY, that individual will have the unique opportunity to set the course for reorganization of that unit in collaboration with ALA's executive director.

Development Office, Budget Revenue and Expenses: In 2020, ALA's Development Office was charged with raising \$100,000 in contributed income for the year. In 2021, that amount was increased to \$2,500,000. To date, Development has raised \$4,500,000 in new grant money for the year, exceeding our budgeted goal by \$2,000,000. The funds came from four donors who donated \$500,000, \$2,500,000, \$1,000,000, and \$500,000, respectively. Other than a small portion of the \$2,500,000 donation, the funds supported general operations and re-granting. The Development Office has been notified of an additional grant of \$150,000, which has not yet arrived but will increase the Development Office's total contributed revenue in FY21 to \$4,650,000. Vigorously prospecting new grants funds will continue through the end of the FY.

Despite the Development Office's strong performance, Accountings most current Performance Report shows only \$500,000 in "actual" revenues attributed to Development. The discrepancy between what has been raised and what is indicated in the Performance Report can be attributed to timing issues, as well as the accounting process lag experienced enterprise wide which the association is working to close out.

In addition to exceeding its revenue goals, the Development Office has also spent less than was budgeted, due in mainly to the impact of the coronavirus pandemic. The variance in spending can be attributed to underspending in Travel and Related Expenses (\$11,000 underspent), Meetings and Conferences (\$12,900 underspent), Payroll (\$30,058 underspent) and Publication costs (\$46,363 underspent).

The total expenses budgeted for the Development Office in FY21, before taxes and overhead, was \$459,050. According to the latest Performance Report, Development has spent \$159,857 to date with \$299,193 remaining.

ALA Overall Giving: As indicated by the charts and graphs below, overall giving from FY19 Q3, FY20 Q3, and FY 21 Q3 remained remarkably consistent with a slight increase of overall giving of close to \$100,000. However, YTD numbers provide a different story, with FY21 YTD lagging behind FY20 YTD by nearly \$3,000,000. This may be explained by incomplete data in view of the fact that figures for January 2021 through May 2021 were not complete at the time of this report. Development will have a more complete picture in the next two months.

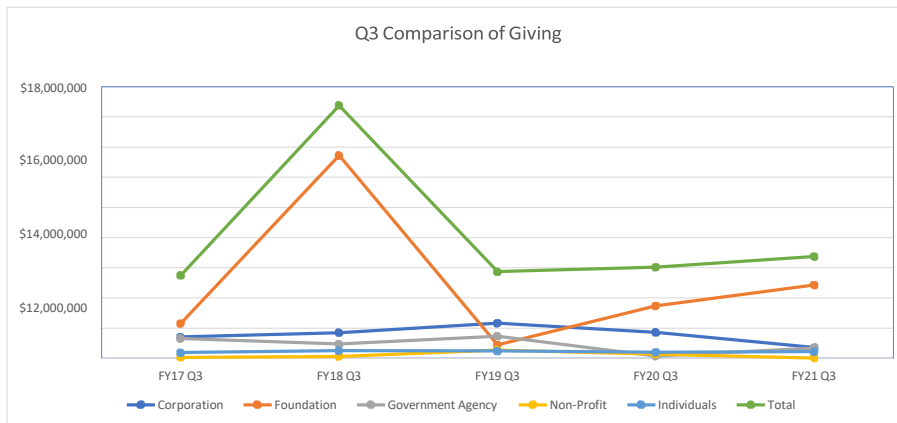


Donations and Grants, FY 2021 Q1 - Q3 - September 1, 2020 - May 24, 2021*

*Report produced May 24, 2021, to accommodate deadline. Due to accounting backlog, records for January-May are not complete.

Q3 Giving from Corporations, Foundations, Organizations, Government, and Individuals, Breakdown

Type	Number of Donors	Number of Gifts	Amount	Median	Average
Corporation	82	114	\$ 713,419	\$ 600	\$ 6,258
Foundation	15	31	\$ 4,857,349	\$ 989	\$ 156,689
Government Agency	10	31	\$ 694,161	\$ 7,957	\$ 22,392
Non-Profit	14	18	\$ 24,875	\$ 500	\$ 1,382
Individuals	2104	3195	\$ 455,809	\$ 25	\$ 143
	2225	3389	\$ 6,745,614	\$25	\$ 172



Q3 Comparison of Giving from Corporations, Foundations, Organizations, Government, and Individuals

Type	FY17 Q3	FY18 Q3	FY19 Q3	FY20 Q3	FY21 Q3
Corporation	\$ 1,417,317	\$ 1,709,624	\$ 2,337,157	\$ 1,733,070	\$ 713,419
Foundation	\$ 2,317,765	\$ 13,451,536	\$ 894,936	\$ 3,475,829	\$ 4,857,349
Government Agency	\$ 1,317,935	\$ 950,216	\$ 1,467,420	\$ 159,580	\$ 694,161
Non-Profit	\$ 76,331	\$ 135,961	\$ 563,253	\$ 281,632	\$ 24,875
Individuals	\$ 375,951	\$ 511,691	\$ 480,635	\$ 397,298	\$ 455,809
Total	\$ 5,505,299	\$ 16,759,028	\$ 5,743,401	\$ 6,047,410	\$ 6,745,614

*Report produced May 24, 2021, to accommodate deadline. Due to accounting backlog, records for January-May are not complete.

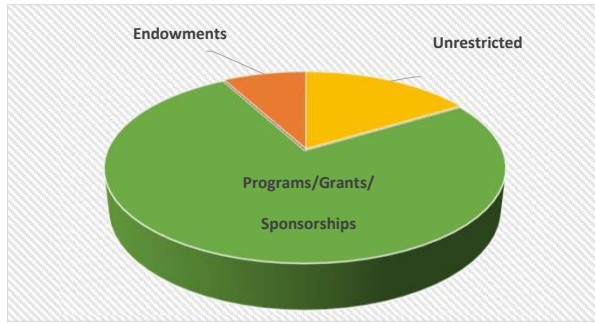
YTD Comparison of Giving from Corporations, Foundations, Organizations, Government, and Individuals

Type	FY17	FY18	FY19	FY20	FY21 YTD
Corporation	\$ 1,712,841	\$ 2,387,257	\$ 2,565,410	\$ 2,692,473	\$ 713,419
Foundation	\$ 2,587,808	\$ 13,503,277	\$ 1,441,422	\$ 4,999,703	\$ 4,857,349
Government Agency	\$ 2,202,623	\$ 1,588,195	\$ 1,973,256	\$ 764,663	\$ 694,161
Non-Profit	\$ 122,890	\$ 218,797	\$ 745,509	\$ 334,114	\$ 24,875
Individuals	\$ 431,629	\$ 583,923	\$ 555,644	\$ 604,084	\$ 455,809
	\$ 7,057,791	\$ 18,281,449	\$ 6,725,597	\$ 9,395,037	\$ 6,745,614

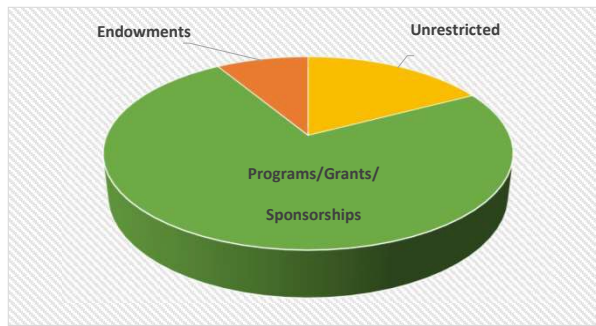
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Q3 ALA and Unit Distribution

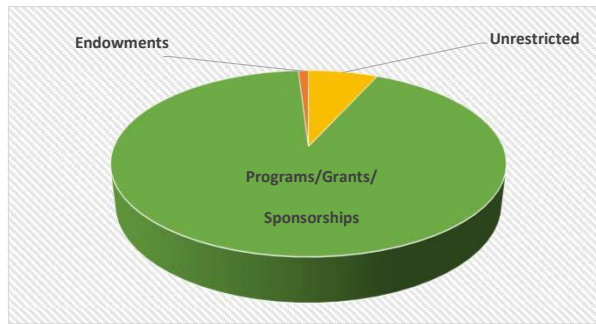
Overall Distribution: ALA and Units



Distribution for ALA: Programs, Endowments and Unrestricted



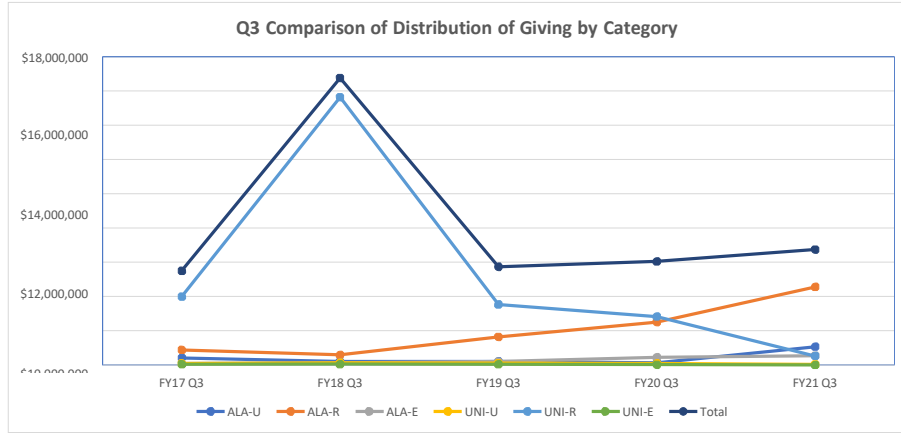
Distribution for Units: Programs, Endowments and Unrestricted



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	\$ 2,768	\$ 349,450	\$ 274,600	\$ 5,570	\$ 80,532	\$ 500	\$ 713,419
Foundation	\$ 1,002,695	\$ 3,561,100	\$ 7,867	\$ 55	\$ 285,632	\$ -	\$ 4,857,349
Government Agency	\$ 775	\$ 624,344	\$ 25	\$ 500	\$ 68,517	\$ -	\$ 694,161
Non-Profit	\$ 7,275	\$ -	\$ 14,900	\$ -	\$ 2,700	\$ -	\$ 24,875
Individuals	\$ 56,184	\$ 31,954	\$ 237,855	\$ 32,715	\$ 91,929	\$ 5,171	\$ 455,809
Total	\$ 1,069,697	\$ 4,566,848	\$ 535,247	\$ 38,840	\$ 529,310	\$ 5,671	\$ 6,745,614

*Report produced May 24, 2021, to accommodate deadline. Due to accounting backlog, records for January-May are not complete.



Q3 Comparison of Distribution of Giving by Category

Type	FY17 Q3	FY18 Q3	FY19 Q3	FY20 Q3	FY21 Q3
ALA-U	\$ 408,112	\$ 203,993	\$ 207,947	\$ 140,581	\$ 1,069,697
ALA-R	\$ 883,985	\$ 591,960	\$ 1,639,677	\$ 2,504,391	\$ 4,566,848
ALA-E	\$ 86,675	\$ 136,004	\$ 199,506	\$ 461,079	\$ 535,247
UNI-U	\$ 96,140	\$ 135,372	\$ 111,962	\$ 93,753	\$ 38,840
UNI-R	\$ 3,987,863	\$ 15,642,057	\$ 3,543,807	\$ 2,835,458	\$ 529,310
UNI-E	\$ 42,524	\$ 49,643	\$ 40,500	\$ 12,147	\$ 5,671
Total	\$ 5,505,299	\$ 16,759,028	\$ 5,743,401	\$ 6,047,410	\$ 6,745,613

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