

**EBD # 6.2**

**2013-2014**

**TO:** ALA Executive Board

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

**ACTION REQUESTED/INFORMATION/REPORT:**

1) The ALA Executive Board to approve the full list of companies from the Domini and TIAA-CREF portfolio of “socially responsible” companies from which the ALA Development Office and other units could use to prospect for corporate partners, sponsors and donors in support of ALA’s mission.

2) Development Office information report.

**CONTACT:**

Keith Michael Fiels, Executive Director, ALA  
Kim Olsen-Clark, Director, ALA Development Office, [kolsen-clark@ala.org](mailto:kolsen-clark@ala.org)

**DRAFT OF MOTION:**

1) To approve the full list of companies, as listed on December 31, 2013 from the Domini and TIAA CREF portfolios of “socially responsible” companies from which ALA units would prospect for corporate sponsorship partners.

**DATE:**

January 8, 2014

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## **BACKGROUND FOR ACTION REQUEST #1**

The ALA Executive Board must annually approve the full list of companies, as listed December 31, in Domini's and TIAA CREF's portfolio at the Midwinter Meeting in order for the Development Office and other ALA staff to develop a more effective cultivation and solicitation program during the calendar year.

Approximately 1000 "socially responsible companies" are in Domini's and TIAA CREF's portfolio. Both of 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-CREF Social Choice

<https://www.tiaa-cref.org/public/about-us/investing/responsible-investing-ri>

Domini Social Equity Fund

[http://www.domini.com/sites/default/files/pdf/Annual\\_Report\\_2013.pdf](http://www.domini.com/sites/default/files/pdf/Annual_Report_2013.pdf)

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## **Executive Summary**

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The purpose of the ALA Development Office report to the ALA Executive Board Members is to provide an account of the progress made by the American Library Association (ALA) and its units in their strategic fundraising efforts. As represented by the level of gifts made and actionable next steps developed with various donors, significant progress continues to be made in the advancement of the fundraising continuum (i.e., identify, qualify, cultivate, solicit, steward) culture within ALA and its units.

### Accomplishments

Following the list of accomplishments, further information about specific fundraising activities is listed to highlight the expanding role and reach of ALA. When appropriate, hyperlinks have been included to provide additional information.

### *Strategic Priorities*

- The Governance Office submitted a grant application to the Institute of Museum and Library Services as part of 2013-2014 American Library Association President Barbara Stripling's presidential initiatives, a National Summit on the Future of Libraries. (Further information about this grant application can be found on page 5.)
- The Public Library Association (PLA) and the ALA Public Programs Office submitted grant applications to the Institute of Museum and Library Services' (IMLS) Laura Bush 21st Century Library program. (Further information about these grant applications can be found on pages 6-7.)
- Under the guidance of Dr. Em Claire Knowles and Dr. Betty Turock, the Office for Diversity mailed an annual fund appeal for the Spectrum Scholarship Program in December. Since 9/1/2013, more than 100 individual donors have contributed nearly

\$36,000 and AASL, ACRL, ALSC and YALSA have made an organizational contribution.

- The ALA Public Programs Office has partnered with the Defiant Requiem Foundation, Washington, D.C., on an implementation proposal to the National Endowment for the Humanities for programs in libraries for the project, “The Terezin Legacy: Resisting the Nazis with Beauty, Wisdom, Courage and Hope.”
- The ALA Public Programs Office has partnered with the Folger Shakespeare Library, Washington, D.C. in an implementation proposal to the National Endowment for the Humanities for “Shakespeare and His First Folios.”
- The ALA Public Programs Office has partnered with the Human Origins program of the Smithsonian’s National Museum of Natural History on a proposal to the John Templeton Foundation for “What Does It Mean to Be Human: Promoting a National Conversation on Human Evolution by touring the Smithsonian’s Hall of Human Origins.” The project will involve a traveling exhibition and public programs in 20 libraries.
- The ALA Public Programs Office and the Development Office continue to work closely with the AARP Foundation to explore ways to cross promote libraries and AARP older adult programs.
- The Office for Intellectual Freedom and the Development Office have initiated conversations with SAGE Publications about support for Banned Books Week activities in 2014.
- In January 2014, Keith Michael Fiels will be making a presentation to the board of directors of the Dollar General Literacy Foundation to update them on recent grant projects administered by American Association of School Librarians (AASL-Beyond Words), Association for Library Services to Children (ALSC-Everybody Reads @ your library, Día ), Office for Literacy and Outreach Services (OLOS-American Dream Starts @ your library) and Young Adult Library Services Association (YALSA, Everybody Reads @ your library, Teen Read Week)

### *Fundraising*

- The ALA Public Programs Office with the support of ALA President Maureen Sullivan, Keith Michael Fiels, and Mary Ghikas, Senior Associate Executive Director, received a grant of \$1.5 million from the Bill & Melinda Gates Foundation to support *Libraries Transforming Communities*. [Link to news release.](#)
- The Washington Office received a three-year grant of nearly \$1 million from the Bill & Melinda Gates Foundation to support Policy Revolution!. [Link to news release.](#)
- In December 2013, ALA and the Trustees of the Margaret Alexander Edwards Trust successfully executed the resignation and appointment of successor trustees for the Trust. The Trustees of the ALA Endowment will assume all powers, duties, and responsibilities of the Trustees originally named in the will of Margaret Alexander Edwards, as well as their subsequent successors.
- In Q1 FY2014, OITP received a total of \$50,000 (in 2 payments -- of \$30,000 and \$20,000) in support of its work on national public policy advocacy. The funding is expected to support background research and outreach efforts inside the beltway.

Additionally, a portion of this funding may be used to plan a convening on a major policy issue.

- YALSA received funding support of \$60,000 from Best Buy for Teen Tech Week. Their support is a continuation of the ongoing program to extend digital services for teens in libraries. [Link to news release.](#)
- ALA and the Will and Ann Eisner Family Foundation have agreed to establish two pass-through grants for five years, under the umbrella name, Will Eisner Graphic Novel Grants for Libraries. These grants will encourage public awareness on the rise and importance of graphic literature, sequential art, and comics as a literacy medium and recognize libraries for their contribution to graphic literature. [Link to news release.](#)
- A targeted annual fund mailing was completed by the ALA Development Office for The Campaign for America's Libraries in December. In addition, a targeted email appeal to another identified cohort of donors is schedule for January 2014.
- In Q1 FY2014, ALA received an additional \$1,232 from Donation Line, our vehicle donation program. Since 2011, \$16,284.49 has been received from the program. When a donor selects ALA as the designated charity, Donation Line arranges pick-up and sale of the vehicle, with ALA receiving approximately 80% of the proceeds. There is no cost to the Association and contributions are unrestricted.

#### *Building the Profession*

- Dr. Em Claire Knowles, Cynthia Vivian, director of ALA Human Resources, Kim Olsen-Clark and a representative from TIAA-CREF will be presenting a retirement/planned giving program at the ALA Annual Conference in Las Vegas.

#### *Organizational Excellence*

- The ALA Development Office has completed its first phase of categorizing IMIS fundraising codes in order to eventually identify donor patterns and relationships through data analytics.

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### **ALA Fundraising Priorities**

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#### **15x15 Planned Giving Campaign**

The ALA Development Office continues to work with several individuals who have indicated their interest in making a planned gift to the Association in their estate plans, and continues to provide reports, resources and staff expertise to ALA units to assist with marketing and member outreach efforts.

ALA welcomes new Legacy Society members: Roberta and George Stevens.

Carole Fiore and J. Linda Williams have agreed to serve as the 2013-2014 co-chairs of the 15x15 planned giving 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. Fiore and Williams will be

featured in a full-page message to ALA members in the Midwinter issue of American Libraries magazine. Their message will be repeated on the Legacy Society multi-panel sign displayed in the Philadelphia Conference Center.

As of December 31, 33% or nearly \$5 million of the goal has been reached.

15x15 ALA Planned Giving Campaign	
Total Goal:	\$15,000,000
Achieved:	\$4,986,608
% of Goal:	33%
Average gift:	\$178,093

Actions:

- The ALA Development Office launched a new planned giving microsite in July 2013. Additional content about making a planned gift to ALA was added to the webpages. [Link to website.](#)
- In December, the Development Office sent a copy of the FY12 Donor Annual Report to individuals who have contacted ALA about making a planned gift but have not made a formal commitment as yet. The purpose of this mailing is to steward and strengthen our relationship with these specific ALA donors by demonstrating how their support enables ALA to accomplish its mission.
- In March 2013, the ALA Development Office and ALA Production Services will be adding additional 15x15 campaign ads to the ALA unit toolkit. The toolkit currently contains a unit-tailored campaign video, three print ads, presentations and other online products and is made available to all ALA divisions plus ALA units who are actively engaged in fundraising activities. The Office continues to work with these units to refine marketing strategies that promote planned giving gifts to the Association.

### **Campaign for America's Libraries and Library Champions**

The Public Information Office has developed a comprehensive strategy that includes media, online presence, library partnerships, a Family Activity Guide, posters, bookmarks and public service messages which will promote *Connect with your kids @ your library*. This initiative aims to strengthen families and foster child development and educational achievement by encouraging parents and their children to spend time together at their local libraries.

In March 2012, PIO and the Development Office secured additional television placement of the PSA, *Connect with your kids @ your library*, from Lifetime across their A&E and Lifetime networks. In December 2010, Lifetime granted ALA \$38,000 to support the development of 15 and 30 second PSAs, now available for viewing at [atyourlibrary.org](http://atyourlibrary.org) and partner libraries. PIO and the ALA Development Office will be updating Lifetime about the new themes for the Campaign in November.

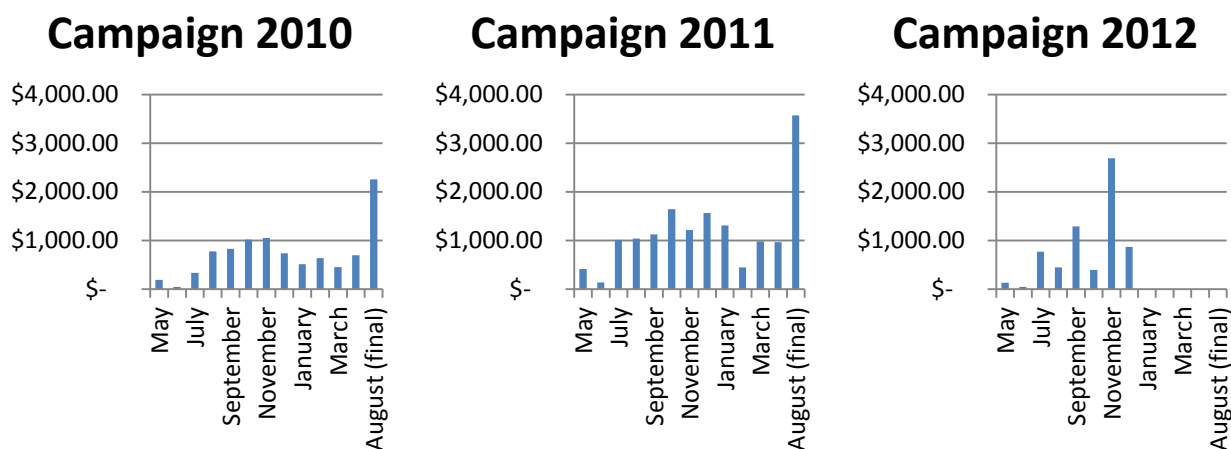
Severn House Publishers Ltd. increased their annual giving support to the Campaign for FY2013-2014. When making his additional gift, Edwin Buckhalter, Chairman of Severn House said, “Libraries reinforce teaching and open wide horizons to all, irrespective of their background. At a time of budget cuts and economic difficulties it is critical for the ALA to maintain its support for The Campaign for America's (and the World's) Libraries.”

### Combined Federal Campaign (CFC) and State Campaigns

All CFC funds received are unrestricted, and currently have been allocated to United for Libraries.

- Campaign 2012 is open and has generated \$6,660.22; pledge reporting has been finalized, and ALA is projecting revenue at \$15,000.
- Campaign 2011 is closed and generated \$15,466.44 (projected revenue was \$15,000).
- Campaign 2010 is closed and generated \$9,576.37 (projected revenue was \$9,600)

The following graphs outline current monthly distribution patterns for the 2010, 2011 and 2012 campaigns that ALA has participated in:



The Development Office completed the CFC general application for the 2014 campaign season. We received notification of our acceptance into our campaign federation in January. We expect to receive notification of our acceptance into the campaign from the Office of Personnel Management (OPM) in July.

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### External Activities

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#### Consumer Financial Protection Bureau

RUSA and the Development Office are currently exploring a potential partnership with the Office of Financial Education, a division of the Consumer Education and Engagement at the Consumer Financial Protection Bureau. The Bureau is launching a new financial literacy campaign. In September, IMLS and ALA Washington Office participated in a

meeting with members of the Financial Literacy and Education Commission (FLEC) to discuss the role of the libraries in financial literacy education.

### **Institute for Museum and Library Services**

Laura Bush 21<sup>st</sup> Century Librarian

- The ALA Governance Office applied for a grant for a National Summit on the Future of Libraries in the Spring of 2014. The summit will provide an opportunity to bring together thought leaders from within the library and information profession and the wider community of scholars, futurists, and cultural innovators, to lend their knowledge and attention to a continued conversation on the future of libraries. The summit will build on several recent initiatives, including the societal trend report, “Riding the Waves or Caught in the Tide,” issued by IFLA; the substantive planning for the future of museums conducted by the American Alliance of Museums; and the dialogue about the future of public libraries facilitated by the Aspen Institute.
- PLA applied for an implementation grant to support the next strategic phase of the “PLA Leadership Academy: Navigating Change and Building Community.” The academy included a three-and-a-half day, in-person educational/networking event; a professional coach program with experienced public library leaders and city managers; online events that build on the in-person experience; and development of real-world projects to be implemented at attendees’ libraries. Twenty-four fellows were chosen via a selective application process and review by the PLA Leadership Committee.
- The ALA Public Programs Office applied for a grant to support enhancement of the professional development offerings of ProgrammingLibrarian.org. The Programming Librarian Online Classroom project that will kick off with continuing education content focus targeted at the programming needs of small and rural libraries.

### **The John Templeton Foundation**

The ALA Public Programs Office has partnered with the Human Origins program of the Smithsonian’s National Museum of Natural History on a proposal to the John Templeton Foundation for “What Does It Mean to Be Human: Promoting a National Conversation on Human Evolution by touring the Smithsonian’s Hall of Human Origins.” The project will involve a traveling exhibition and public programs in 20 libraries.

### **National Endowment for the Humanities (NEH)**

- The ALA Public Programs Office has partnered with the Defiant Requiem Foundation, Washington, D.C., on an implementation proposal to the National Endowment for the Humanities for programs in libraries for the project, “The Terezin Legacy: Resisting the Nazis with Beauty, Wisdom, Courage and Hope.” The project is based on the film: “Defiant Requiem,” which tells the story of the WWII concentration camp, Terezin, and the many concerts, lectures and other arts programs which were presented by the people imprisoned there.

- The ALA Public Programs Office has partnered with the Folger Shakespeare Library, Washington, D.C. in an implementation proposal to the National Endowment for the Humanities for “Shakespeare and His First Folios,” a project which will include a traveling exhibition and display of an original Shakespeare First Folio in every state.
- *Listening to America*  
In January 2014, the Cypress Performing Arts Association and the ALA Public Programs Office will be submitting an implementation grant application to the NEH program, America’s Historical and Cultural Organizations for the proposed project, *Listening to America*.
- Currently under consideration is the establishment of a new cooperative agreement with NEH for grants to libraries to present public programs focused on a set of five films. The project would provide cash grants to libraries, several online orientation sessions, and streamed audio and video supporting content.

### **National Science Foundation**

The ALA Public Programs office is working with the National Center for Interactive Learning at the Space Science Institute to extend the tours of current traveling exhibitions “Discover Earth” and “Discover Tech” to a large number of public libraries. A proposal will be submitted to the National Science Foundation in early 2014.

### **Open Society Foundations**

Barbara Jones, director, Office for Intellectual Freedom, and Mick Weltman, Weltman Consulting, are in discussions with OSF on the continuation of the News Know-how program.