

**TO:** ALA Executive Board

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

**ACTION REQUESTED/INFORMATION/REPORT:** Development Office report

**ACTION REQUESTED BY:**

Sheila O'Donnell, Development Director

**CONTACT PERSON:**

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**DATE:** June 1, 2018

**BACKGROUND:** The purpose of the ALA Development Office report to the 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 Office of ALA Development 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.

**ATTACHMENTS:**

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## Fundraising Accomplishments

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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*

- YALSA submitted a proposal to IMLS for a grant of \$442,500 to support *Leveraging Computer Science to Build Connected Teen Services: Best Practice, Knowledge & Skills*. This project will train 10,000+ library staff across all 50 states in best practices in library services for/with teens. The project will use the lens of facilitating computer science (CS) and computational thinking (CT) activities to prepare teens for personal and professional success, and be implemented by YALSA in partnership with COSLA.

### *Fundraising*

- The Young Adult Library Services Association (YALSA), in partnership with the Chief Officers of State Library Agencies (COSLA), received an IMLS grant of \$497,635 to implement a new project, Transforming Teen Services: A Train the Trainer Approach from July 1, 2018 through June 30, 2021. The project will bring together state library agency (SLA) youth consultants and frontline library staff from each U.S. state/territory for a robust training program that aims to help them build connected learning (CL), computer science (CS), cultural competence and other skills so they can better serve and meet the learning needs of youth in their communities. Training will be approached through a CL framework, which will enable library staff to plan and deliver programs regardless of the technology available at their library, and their level of CS-specific skills.
- ALA PPO received a grant of \$199,225 from PBS in March, to support library programming around The Great American Read. 50 public libraries in 31 states were selected to receive a \$2,000 programming grant, and will host events from May 1 – November 30, 2018.
- ALA PPO also received a grant of \$397,255 from the NEH Community Conversation program to support three new rounds of Great Stories Club grants to libraries. Applications will be accepted through July 9 for two new themes: “Empathy: The Cost of Switching Sides” and “What Makes a Hero? Self, Society and Rising to the Occasion.”
- ALA PPO is partnering with Citizen Film on their NEH Community Conversations grant, receiving \$63,798 for “American Creed,” which will bring programming around their PBS documentary film to 35 libraries in FY19. The full NEH grant (~\$250K) was awarded to Citizen Film in April, and paperwork is pending. Other organizational partners are the National Writing Project and Citizen University.
- ALA PPO received a \$15,000 ArtWorks Literature grant from NEA, for support of a Great Stories Club Author Tour, which will begin in September 2019.
- The JPB Foundation awarded ALA PPO \$242,000 for our Service to New Americans research and planning project, to explore ways to expand public library program services for new Americans. The grant began April 1, 2018 and will end March 31, 2019.
- In May 2014, the Bill & Melinda Gates Foundation announced it would wind down its Global Libraries initiative over the next four years, after 20 years and 1 billion dollars invested in public libraries worldwide. To exit the field in a catalytic way, leaving the field strong, GL invited three organizations to apply for funding as legacy partners: PLA, the Technology and Social Change Group at the University of Washington’s Information School (TASCHA), and the International Federation of Library Associations and Institutions (IFLA). In May 2016, PLA was honored to receive a \$10,805,701, ten-year grant from the Global Libraries (GL) Initiative of the Bill & Melinda Gates Foundation. The final installment of \$9,123,241 was paid to PLA in spring of 2018. PLA will use the opportunity presented by the grant and partnerships to deepen, expand, and transform its engagement with public libraries across the country.

### *Organizational Excellence*

- The Development Office continues to engage a prospect research consultant to work on a pilot project creating donor profiles and prospect lists, through August of 2018. The consultant project is being co-funded by AASL, ACRL, PLA and ALA. At the conclusion of the project ALA will have access several new prospect lists and profiles, including foundation and corporate donors, and will also have access to two new online resources to support fundraising activities: iWAVE and Foundation Directory.
- The ALA Development Office continues to work with ITTS to ensure the functionality of the online donations site.
- The ALA Development Office is working with the Washington Office to explore a pilot using Salesforce for tracking relationships with library advocates and policy makers, as well as fundraising activities.
- Sheila O'Donnell and Jeffrey Roth were interviewed as a part of the current Communications and Membership Study.
- The Development Office is experiencing some staff transition and growth. We are using the opportunity of staff change to reconsider job descriptions and make sure that we have the job descriptions and skill set that we need in order to support fundraising efforts.
- We are also using this period of change to review the structure of the Development Office Report to the Executive Board. We anticipate rolling out changes starting with this report and continuing through the Fall Board meeting of 2018.
- The seven member, ad-hoc Development Task Force is following the recommendation outlined in the 2017 Development Audit and working on evolving into a long-term Philanthropy Advisory Committee. Two ALA members are leading this effort: Lenore England and Rod Hersberger. The other members of the Development Task Force are also participating in this work, including: Maria Taesil Hudson McCauley; Lessa Pelayo-Lozada; Gary Shaffer; Peter Hepburn; and Carolyn Henderson Allen. We anticipate that much of the planning will occur in summer 2018 and that the Task Force will put a proposal before the Executive Board at the October 2018 Board meeting.

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### **ALA Fundraising Priorities**

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#### **Annual Fund**

The Development Office launched an online mini-campaign in connection with National Library Week in April of 2018, leading to an approximately 30% spike in the number of online gifts between April 5 – 16.

By April 30 we surpassed the number of individual donors who gave in all of FY17 – 2929 in FY18 vs 2610 in FY17. We anticipate that we will end the year with continued strong growth in the number of individuals who support ALA overall. With four months remaining in the fiscal year we have raised almost \$150,000 more than we did in all of FY17. We look forward to reporting on another record-breaking year in individual giving when we report on all of FY18.

#### **Planned Giving**

Planned giving activities at ALA encompass all efforts to educate our members and other about opportunities to leave a legacy to ALA. Through the Legacy Society and the 1876 Club, we engage individuals around opportunities to make a planned gift to any ALA unit.

#### **20x20 Campaign**

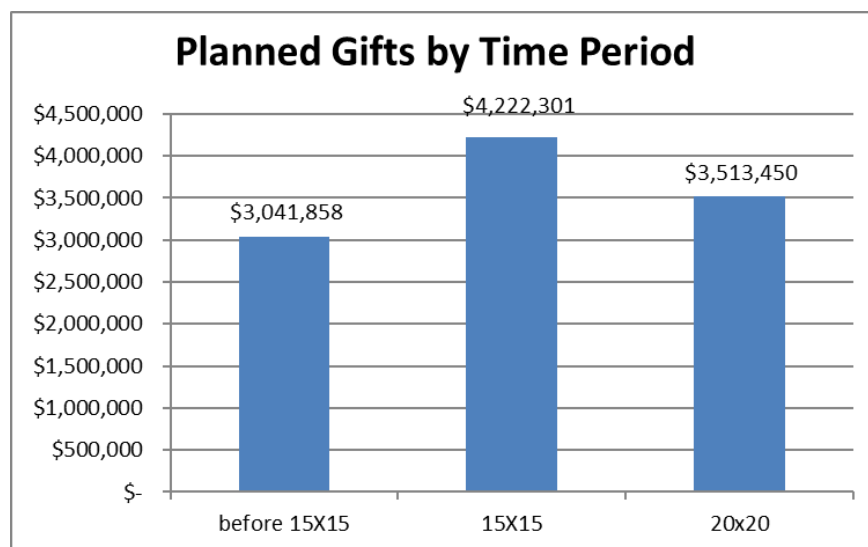
The goal of the 20x20 Campaign is to bring our major and planned gift fundraising to a total of \$20 million by the end of 2020. This means a little more than \$10 million in new planned and major gifts. So

far, we have received close to \$3 million in planned giving pledges to count towards the 20x20 campaign.

FY18 Activities for the 20x20 Campaign:

- Legacy Society Luncheon at Annual Conference, to steward current Legacy Society members.
- Meetings at Annual Conference.
- With ALA units, identify prospects to approach for major and planned gifts.
- With ALA units, create solicitation documents which can be used during donor meetings.
- Planned giving mailing in summer of 2018.
- One page update on ALA accomplishments to be sent to donors and prospects.
- Ads in American Libraries promoting the Legacy Society

Here's more information about planned giving by time period:



Additional detail about the pledges reflected above:

New Planned Giving Pledges to ALA, March 2016 – May 2018		
	Approximate Pledge Amount	New Members
<b>1876 Club</b>	\$1,281,750	13
<b>Legacy Society</b>	\$2,231,700	10
<b>Total</b>	<b>\$3,513,450</b>	<b>23</b>

#### 1876 Club

Since the start of the Club in April of 2017, 13 members have been recruited, with planned gift pledges totaling over \$1,281,750.

Activities to promote the 1876 Club in FY18 include:

- Host a gathering for 1876 Club members and prospects at Midwinter Meeting 2018.
- Summer mailing to 1876 Club prospects inviting them to contact the Development Office for more information.
- Gathering for 1876 Club members and prospects at Annual Conference 2018.
- Ongoing meetings with 1876 Club prospects.

**Libraries Transform Campaign Library Champions**

The Communications and Marketing Office includes a full report on Libraries Transform Campaign in their report; please refer to that document for more information about Campaign activities since the April 2018 Board meeting.

Library Champions continue to be the main source of funding for the Libraries Transform campaign. Library Champions provide over \$100,000 to fund the Campaign, and top sponsors, including OverDrive and the Dollar General Literacy Foundation, provide an additional \$85,000 to the campaign to support National Library Week. To raise more funds for the campaign, PAO and the Development Office are striving to upgrade Champions to at least the \$10,000 Investor level with opportunities to sponsor library tool-kits through Libraries Transform. Thus far, two Champions have upgraded to the \$10,000 level, and discussion continue to create meaningful member engagement experiences to entice other Champions to follow suit. In FY 18, 14 Champions have renewed to date: Baker & Taylor, Bound to Stay Bound Books, Candlewick Press, Elsevier, Gale, Ingram Content Services, Morningstar, Scholastic, SirsiDynix, Springer Nature, and Taylor & Francis.



Logo of the American Library Association

## Donations and Grants, FY 2018 Q1+Q2 - September 1, 2017 - April 30, 2018

### FY 2018 September 1 - April 30

Individuals Type	Number of Gifts	Number of Donors	Amount	Average
ALA Unrestricted	582	647	\$ 29,927	\$ 46
ALA Programs/Grants/Sponsorships	633	580	\$ 54,467	\$ 94
ALA Endowment	700	593	\$ 69,753	\$ 118
Unit Unrestricted	634	543	\$ 92,376	\$ 170
Unit Programs/Grants/Sponsorships	504	429	\$ 280,034	\$ 653
Unit Endowment	181	137	\$ 45,948	\$ 335
	3234	2929	\$ 572,505	\$ 171

### FY 2018 September 1 - April 30

#### Giving from Corporations, Foundations, Organizations and Government

Type	Number of Gifts	Number of Donors	Amount	Average
ALA Unrestricted	33	33	\$ 170,778	\$ 5,175
ALA Programs/Grants/Sponsorships	70	68	\$ 588,359	\$ 8,652
ALA Endowment	15	15	\$ 65,038	\$ 4,336
Unit Unrestricted	18	18	\$ 39,958	\$ 2,220
Unit Programs/Grants/Sponsorships	213	208	\$ 14,748,721	\$ 70,907
Unit Endowment	9	9	\$ 4,060	\$ 451
	358	351	\$ 15,616,914	\$ 15,290

### FY2017 Q1+Q2+Q3

Individuals Type	Number of Gifts	Number of Donors	Amount	Average
ALA Unrestricted	521	509	\$ 23,786	\$ 46
ALA Programs/Grants/Sponsorships	229	214	\$ 20,943	\$ 91
ALA Endowment	637	567	\$ 62,309	\$ 98
Unit Unrestricted	401	345	\$ 46,738	\$ 117
Unit Programs/Grants/Sponsorships	389	341	\$ 210,238	\$ 540
Unit Endowment	119	110	\$ 11,939	\$ 100
	2296	2086	\$ 375,952	\$ 164

### FY2017 Q1+Q2+Q3

#### Giving from Corporations, Foundations, Organizations and Government

Type	Number of Gifts	Number of Donors	Amount	Average
ALA Unrestricted	47	44	\$ 384,326	\$ 8,177
ALA Programs/Grants/Sponsorships	109	98	\$ 863,042	\$ 7,918
ALA Endowment	152	138	\$ 24,366	\$ 160
Unit Unrestricted	145	103	\$ 49,402	\$ 341
Unit Programs/Grants/Sponsorships	280	247	\$ 3,777,625	\$ 13,492
Unit Endowment	38	36	\$ 30,586	\$ 805
	771	666	\$ 5,129,347	\$ 6,653

### FY2017 Q1-Q4

Individuals Type	Number of Gifts	Number of Donors	Amount	Average
ALA Unrestricted	642	630	\$ 28,312	\$ 44
ALA Programs/Grants/Sponsorships	261	243	\$ 21,714	\$ 83
ALA Endowment	794	713	\$ 73,574	\$ 93
Unit Unrestricted	501	440	\$ 68,588	\$ 137
Unit Programs/Grants/Sponsorships	500	448	\$ 223,753	\$ 448
Unit Endowment	147	136	\$ 15,689	\$ 107
	2845	2610	\$ 431,629	\$ 100

### FY2017 Q1-Q4

#### Corporations, Foundations, Organizations and Government

Type	Number of Gifts	Number of Donors	Amount	Average
ALA Unrestricted	61	58	\$ 392,355	\$ 6,432
ALA Programs/Grants/Sponsorships	133	120	#####	\$ 8,091
ALA Endowment	157	143	\$ 78,291	\$ 499
Unit Unrestricted	156	113	\$ 102,519	\$ 657
Unit Programs/Grants/Sponsorships	344	305	#####	\$ 14,373
Unit Endowment	41	39	\$ 32,586	\$ 795
	892	778	\$ 6,626,160	\$ 7,428



Image of a pie chart showing the overall distribution of funds. 97% of funds overall are restricted; 2% are unrestricted; and 1% support the endowment.



Image of a pie chart showing fundraising to ALA, not including divisions and roundtables. 66% of funds are restricted; 20% are unrestricted; and 14% support ALA endowments.



Image of a pie chart showing fundraising to divisions and roundtables. 99% of funds are restricted; 1% are unrestricted; and 0% are for division and roundtable endowments.

**Donations and Grants, FY 2018 Q1+Q2+March & April  
September 1, 2017 – April 30, 2018  
Cash Flow Analysis**

**Confidential**

**Executive Summary**

Because of staffing with the Development Office and timing with the close of the books for May, we will report on the May numbers with the last three months of the fiscal year, at the October Board meeting. May and June tend to have relatively strong giving because of donations related to Annual Conference, so the numbers in certain areas look slightly lower than FY17. This is a timing issue which we anticipate will resolve when we report on the whole fiscal year.

**Individual Giving**

- By April 30 we surpassed the number of individual donors who gave in all of FY17 – 2929 in FY18 vs 2610 in FY17. We anticipate that we will end the year with continued strong growth in the number of individuals who support ALA overall. Although May was not closed at the time of this report, we estimate that we added an additional 190 individual donors in May.
- With four months remaining in the fiscal year we have raised almost \$150,000 more than we did in all of FY17. Although May was not closed at the time of this report, we estimate that we added an additional \$25,000 from individual donors in May.
- We look forward to reporting on another record-breaking year in individual giving when we report on all of FY18.

**Corporate, Foundation, Government, and Organization Giving**

- PLA received the final grant payment from the Bill & Melinda Gates Foundation for the Gates Legacy Grant. This gift of \$9,123,241 supports activities over the next nine years.
- PLA also received a grant of \$250,000 from the Knight Foundation and \$94,734 from the University of Iowa Hardin Library for the Health Sciences.
- ACRL raised \$93,200 from 67 corporate sponsors for their RBMS conference, 2019 conference, and other activities.
- At the time of this report, we did not have the full picture of May fundraising activities. In looking at the preliminary numbers, we anticipate an additional \$550,000 in support from foundations and corporations. Any gaps that appear in the attached fundraising report are a question of timing, which will be resolved through our next reporting.