**TO:** PLA Board of Directors

**FROM:** Scott Allen, Deputy Director, sallen@ala.org

**RE:** Fund for the Future/PLA Fundraising

**DATE:** October 8, 2018

**ACTION REQUESTED/INFORMATION/REPORT:** Report

**OVERVIEW**

PLA continues to make progress on its sustainability plan (see Spring 2018 board meeting materials). This includes enhancing board and staff leadership and skill in fundraising, strengthening participation in PLA by corporate vendors to generate more revenue, working closely with ALA Development to strengthen individual giving (via annual gifts, planned gifts, and major gifts), doing more grant writing, and creating strong partnerships with external organizations that might lead to shared fundraising.

**KEY CURRENT ACTIVITIES/METRICS**

Current activities include:

* *Wrap up of the “founding donor” appeal for the Fund for the Future.* As of July 2018, PLA raised $33,721 from individuals and corporate matches, including $26,867 from 65 founding donors. Combined with the 3x internal match of $101,163, this resulted in $134,884 in the Fund for the Future as of its 2018 launch.
* *Expansion of the Fund for the Future appeal to the full membership.* A mailed PLA member appeal in August 2018 did not occur as planned. Instead, PLA will send a letter to the membership in November 2018 highlighting the Fund for the Future, our leadership work being funded, and our success launching the Fund due to past PLA leadership. It will reference the opportunity to give via the ALA-wide annual appeal being sent later in November.
* *Assessment of major/planned giving prospects.* PLA met with a prospect researcher hired by the ALA Development Office twice. We received her report on prospects for major gifts in August 2018 and are reviewing it for next steps.
* *Cultivation of new major project funders.* In late summer and early fall, PLA held discussions with Microsoft Philanthropies, Capital One Bank, Google Home, and the National Network of Libraries of Medicine about new and renewed grant funding. PLA also identified all Fortune 1000 companies in the regions of PLA board members’ libraries for potential engagement, and worked with the ALA Development Office consultant to identify new foundation prospects.
* *Vendor giving:* PLA staff and Corcoran Expositions held multiple meetings to determine how to enlist the approximately 30 sponsors of the PLA conference to give in 2019 rather than wait until 2020. A simple survey was fielded to get input from sponsors. Packages are being developed to secure sponsorships early in 2019, combining core PLA activity with conference events/activities, with the goal of securing larger, two-year commitments.
* *Strengthening infrastructure.* PLA discussed using the Seattle Public Library Foundation’s Love My Library campaign in 2019 to provide fundraising tools and support to all U.S. public libraries.

**BUDGET**

For FY18, PLA budgeted $25,500 in revenue from award sponsors, and $100,000 from conference sponsors, but nothing from individuals or new corporate/foundation grants. We exceeded these targets, raising (*preliminary figures awaiting FY18 close)* $33,721 in individual gifts, $16,760 from award sponsors, $98,000 from conference sponsors, and $2,125 in miscellaneous project grants. We also brought in 6 initiative grants totaling $4,037,366 ($2.9 million from Gates Foundation for outcome and international work; $625,962 in funding extensions from IMLS for the Inclusive Internship Initiative; $13,500 from OCLC/IMLS for the opioid project; $146,813 from the Greater Midwest Region (GMR) of the National Network of Libraries of Medicine (NNLM); $250,000 from the Knight Foundation for the short story dispenser project; and $101,091 from the Robert Wood Johnson Foundation for insurance outreach).

For FY19, PLA has budgeted $40,000 in individual gifts and award sponsorships.

**ASSESSMENT**

Success of this activity to date has been measured in amounts raised and number of new/renewing donors in all categories (vendors, foundations, individuals, etc.). Ultimately additional measures should be developed.

**PLA STRATEGIC GOAL LINK (check all that apply)**

[ ]  TRANSFORMATION [ ]  LEADERSHIP [ ]  ADV. & AWARENESS [ ]  E.D.I.S.J. [x]  ORG. EXCELLENCE