

ALACHUA COUNTY LIBRARY DISTRICT FOUNDATION ANNUAL REPORT FOR 10/1/2012 – 9/30/2013



Annual Meeting – September 29, 2013 Alachua County Library District Headquarters Gainesville Florida

The 2012-2013 fiscal year has been a significant one for the Foundation, with major progress on several fronts. These include a growth in membership, fundraising, funding projects for the Library District, enhancing the Foundation's visibility, and events. Supporting the Foundation's work are sixty-eight Associates (thirty-seven individual members, and thirty household members, and one business associate). An elected Board of Directors composed of four officers and eighteen other members (three of whom are ex officio) direct the business of the Foundation. An Executive Committee composed of the four officers and committee chairs sets the agenda for the Board, while the individual committees (membership/nominations, community relations, investment/finance, development, and events) carry out specific tasks on behalf of the Board.

Membership

The membership committee set increasing the membership as one of its goals. And, it has met with some success through adding eleven new individual and five new household Associates along with a business Associate. While there was some inevitable attrition, the overall number of Associates increased from fifty-nine last year to sixty-eight for 2012-13. Increasing the number of Associates in turn strengthens the other Foundation programs and initiatives.

Fundraising

The purpose of our fundraising is to enhance the Foundation's ability to carry out its mission of providing supplemental funding to the library with an emphasis on long-term support and planned giving. We are very fortunate as citizens of Alachua County to have one of the country's outstanding library systems, and we are also fortunate that it does not need supplemental funding to carry out its basic functions. Rather, the Foundation's supplemental funding is support special projects that the library administration has identified and for which it has requested our support.

The other crucial aspect of our fundraising is that we are an entirely volunteer organization and therefore are able to deposit almost all of the funds we receive other than membership dues in the

endowment or in special designated funds. The library has also been very helpful in this regard, as from time to time we have been able to call on the library for professional services (e.g., the poster on display) and meeting space such as this evening. This further reduces our expenses.

As noted in the Treasurer's Report, as of September 24th our total assets amounted to \$995,623.54 (including endowment, remaining Snuggle Up special gift, checking account, etc.), which is up from \$928,012.57 at this time last year. And, as noted below, we funded Library District projects at \$80,000.

Insuring the Legacy Fundraising Campaign

Discussion among Board members about the most effective way to raise more money for the Endowment than we have been doing these past couple of years led to endorsement of the "Insuring the Legacy Fundraising Campaign" to raise \$100,000 for the Endowment and thus move the Endowment past the long-held goal of a million dollars. The campaign has enjoyed considerable success to date. In an initial "silent" phase, we have managed to raise nearly \$54,000 in pledges and donations, and \$32,500 of it has come from the Board of Directors and other Associates (a 50% contribution rate). Another way of measuring the success of the campaign is that last fiscal year our income from all sources was \$34,097 while this fiscal year we have garnered \$45,759. The campaign has this month moved into its "public" phase to reach its goal.

Non-gala

Instead of holding an author's gala the Board endorsed the idea of an author non-gala. A committee composed of Eve Ackerman, Mitzi Austin, and Cecilia Caton planned a non-gala event to commemorate Charles Dickens' 200th birthday. The gala netted about \$2,800. A tea with Jane Austen will be the theme for this fall's non-gala. In addition to raising money for the Endowment, the non-gala events serve to publicize the Foundation and its work.

UF Campaign for Charities

The Foundation has been fortunate enough to be one of the community agencies included in the UF Campaign for Charities. This has required preparing and submitting a lengthy application, which Marjorie Alexander prepared last January, but the effort has been worth it. For the past two fiscal years we have received approximately \$7,500 each year, and we are again part of UFCC's 2013 campaign and will, hopefully, receive a similar amount from this campaign. This past Friday Jeanne and I staffed the Foundation table at the UFCC Kickoff Breakfast and Agency Fair, and on Monday I will be at a similar event at the Health Science Center.

Katherine's Tree

Embodying as it does a spirit of giving and sharing, Katherine's Tree provides a significant mechanism for raising funds with its minimum of \$2,000 to purchase a leaf on the Tree. We have prepared a new brochure to promote such giving.

Thanks to the generosity of the Kosman Foundation, we have for the past six years been able to recognize an outstanding member of the ACLD staff with the Guy Hudspeth Award and have placed a leaf on the Tree in honor of the recipient. We received a gift for a second KT leaf from the Quinn Family Charitable Foundation, Inc., in honor of John Harrell Quinn, the father of Associate member Haillee McFetridge. The Friends of the Library made a gift for leaves in honor of Jane Cotton, Jim & Gert Desjardin, and Esther Nordlie, and Barbara Scott made a gift in memory of her mother Rebecca "Becky" Smith and in honor of Arthur and Barbara Smith Scott.

Projects

The Library District requested support for three projects this year. The first was for \$15,000 for the Snuggle Up Center in the rejuvenated Children's Area of the HQ Library that was dedicated on July 10th. The second was for \$25,000 for the Snuggle Up Center in the Children's Area of the Cone Park Branch now under construction. The funds came from our dedicated Snuggle Up Center Account. The third project is \$40,000 for the Teen Space at the Cone Park Branch. This will be the second Teen Space the Foundation has funded. The funds came from Endowment income.

Visibility

The Foundation has been taking steps to increase its visibility in the community. One major way has been to publish brochures. Last year we released a general brochure that described the Foundation and its work. This year we have produced a new brochure for Katherine's Tree. Copies of the general brochure and the KT brochure are available at each of the library branches. We also prepared a flyer describing the "Insuring the Legacy" campaign. We have used the same format for each of the publications. Also, we benefitted enormously from being able to draw on the expertise of Nickie Kortus and Scot Sterling of the library staff in producing this literature.

Nickie Kortus has also been of great assistance with publicity. She has assisted with press releases that resulted in articles in the *Sun* in February about the Hudspeth Award and earlier this month about our fundraising campaign. Both stories have enhanced the Foundation's visibility. The Foundation web page (www.acldfound.org) constitutes another important vehicle for publicity. Thanks to the efforts of Marjorie Alexander and John Tucker it has become an even more effective vehicle for promoting the Foundation. We also have a page in each issue of the FOL Newsletter.

As chair of the Board I again participated in Library Day in Tallahassee as a member of the ACLD delegation to meet with area legislators. I or another officer regularly attend the meetings of the ACLD Governing Board and the ACLD Trustees as a way of making our presence better known.

Events

In addition to this Annual Meeting, the Foundation has sponsored two events this year. As already noted, last fall it held its first non-gala event. Also at the end of January it held a brief

ceremony at the Library HQ to recognize Darba Owens-Simmons, Senior Library Specialist at the Library Partnership, as the sixth Guy Hudspeth Award winner. This coming winter we plan to expand the event to recognize all of the recipients of leaves on Katherine's Tree. This should enable us more fully to publicize the Tree.

Looking Ahead

- Successfully completing the "Insuring the Legacy" Fundraising Campaign
- The Jane Austen Tea non-gala
- Continue to recruit new Associates
- Work with the Library Director to identify new projects for Foundation support

What you can do: use the literature at your place at the table to recruit a new Associate and/or solicit a gift as part of the "Insuring the Legacy" Campaign.

*Submitted by Hunt Davis, Jr.
Chair, ACLDF Board of Director*