

# ALACHUA COUNTY LIBRARY DISTRICT FOUNDATION ANNUAL REPORT FOR 10/1/2014 – 9/30/2015



## **Annual Meeting – September 20, 2015 Alachua County Library District Headquarters Gainesville Florida**

The 2014-15 fiscal year has again been a very good one for the Foundation. Most notably, we successfully completed our two-year fundraising campaign by exceeding our goal of \$100,000 by an additional \$7,000, and we have continued to be successful in raising additional money. We funded a children's SnuggleUp Center and a Teen Zone area at the expanded and renovated Newberry Branch. We hosted our third annual Non-event Author Gala. Katherine's Tree continues as a viable and visible symbol for the Foundation, which now has an annual late winter event to recognize and honor leaf recipients. Membership has 113 Associates who elect the Board of Directors, composed of four officers and eighteen other members (three of whom are ex officio), to conduct the Foundation's business. 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 has an ongoing objective of increasing the membership. Though there has been some inevitable attrition, it has met with success through increasing the number of Associates to 113 in comparison to last year's 108 Associates (which in turn was an increase from previous year's 98). Increasing the number of Associates in turn strengthens the Foundation's programs and initiatives.

### Fundraising

The mission of the Foundation is to "provide supplemental funding to the Library with an emphasis on long-term support and planned giving." Furthermore, the vision of the Foundation is to "enhance the Alachua County Library District's ability to enrich the lives of everyone in our community." Simply put, then the purpose of our fundraising is to enhance the Foundation's ability to carry out its mission so as to further its vision for the Library District.

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 supports special projects that the library administration has identified and for which it has requested Foundation funding.

The other crucial aspect of our fundraising is that we are an entirely volunteer organization and therefore are able to allocate all of the funds we receive, other than membership dues, to fund library projects or into the endowment or special designated funds. As the Treasurer's Report notes, we received \$3,075 in dues and had \$2,062 in expenses. 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., designing our brochures) and meeting space such as this evening. This further reduces our expenses. As also noted in the Treasurer's Report, we provided \$50,000 to the Library District, which went to the Newberry Branch. Our income and carry-over funds from the previous year meant that we did not utilize any endowment income or designated funds for the Newberry project, thus further strengthening our future capability to meet Library District funding requests.

#### *Insuring the Legacy Fundraising Campaign*

The Foundation successfully completed its two-year "Insuring the Legacy Fundraising Campaign" by raising a total of \$107,000 for the Endowment and thus move the Endowment past the long-held goal of a million dollars. This total exceeded our goal of raising \$100,000. The Endowment currently exceeds one million dollars, but market fluctuation means that the Foundation's total endowment of \$1,033,301 is slightly under last year's \$1,040,446.

#### *Non-Event Author Gala*

For the third year the Foundation has held an author non-event gala instead of holding an author gala. A committee composed of Eve Ackerman, Mitzi Austin, and Cecilia Caton organized a celebration of the 100th birthday of noted nautical author Patrick O'Brian (*Master and Commander*). The non-event gala generated \$6,650, which was double the previous year's amount. There will be another non-event author gala this fall. In addition to raising money for the Endowment, the non-event author galas serve to publicize the Foundation and its work.

#### *UF Campaign for Charities*

The Foundation has been fortunate to continue as one of the community agencies included in the UF Campaign for Charities. This has required preparing and submitting a lengthy application, but the effort has been worth it. Last year's campaign has brought us \$8,000, and we are again part of UFCC's 2015 campaign. Jeanne and I staffed the Foundation table at the UFCC Kickoff Breakfast and Agency Fair this past Friday (18 September).

#### *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. Thanks to the ongoing work of Joanne Auth, we now have effective record-keeping about Katherine's Tree leaves and are able to provide current information for those who wish to place a leaf on the tree. The March 22<sup>nd</sup> reception recognized eight new leaf individual or joint recipients. Thanks to the generosity of the Kosman Foundation, we have for the past eight years been able to recognize an outstanding member of the ACLD staff with the annual Guy Hudspeth Award and have placed a leaf on the Tree in honor of the recipient. We received a gift for a fourth KT leaf from

the Quinn Family Charitable Foundation, Inc. this year and the Friends of the Library made a gift for leaves to honor two of their members.

### *Foundation Funding*

We have received other charitable foundation funding as well, including \$5,000 from the Ehrhart Family and \$5,000 from the B.J. and Eve Wilder Family Foundation.

### Projects

As noted above, the Foundation provided the Library District with \$50,000 for the SnuggleUp Center and the Teen Zone for the renovated and expanded Newberry Branch. We anticipate providing a similar level of funding next fiscal year for the renovation and expansion of the Tower Road Branch.

### Visibility

The Foundation continues to work at increasing its visibility in the community. The Katherine's Tree receptions and the Non-event Author Galas serve this purpose, as does our participation in the UF Campaign for Charities. Nickie Kortus, ACLD Marketing & Public Relations, has also been of great assistance with publicity. She has assisted with press releases that resulted in an article in the *Sun* in June about the Hudspeth Award and writing about Katherine's Tree leaves for the Library website. She also had another story "Newberry Branch's Renovation/Expansion Celebration with check presentation" on the Library website. Such stories have enhanced the Foundation's visibility. We are very fortunate to be able to call on her for such assistance.

The Foundation web page ([www.acldfound.org](http://www.acldfound.org)) constitutes another important vehicle for publicity. Thanks to the efforts of 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 or another officer regularly attend the meetings of the ACLD Governing Board, the ACLD Trustee, and the FOL Governing Board s 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 third non-event author gala. Also in March it held its second annual event to recognize Katherine's Tree leaf recipients and donors in a reception ceremony at the Library HQ.

### Looking Ahead

- Continue to raise funds for Foundation support of the Library District
- The non-event author 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 for a Katherine's Tree leaf or for some other purpose.

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