

ALACHUA COUNTY LIBRARY DISTRICT FOUNDATION ANNUAL REPORT FOR 10/1/2013 – 9/30/2014



Annual Meeting – September 21, 2014 Alachua County Library District Headquarters Gainesville Florida

The 2013-2014 fiscal year has been one of major progress for the Foundation 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 seventy-three Associates. 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 though there is some inevitable attrition, it has met with some success through adding three new individual and four new household Associates. The total membership has increased to 108 Associates from last year's 98. Increasing the number of Associates in turn strengthens the other Foundation 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 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 (which we use to cover Foundation expenses such as the cost of the annual meeting) 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., designing our brochures) and meeting space such as this evening. This further reduces our expenses.

As noted in the Treasurer's Report, as of September 19th our total assets amounted to \$1,092,816 (including endowment, remaining Snuggle Up special gift, checking account, etc.), which is up from \$995,624 at this time last year. And, as noted below, we funded Library District projects at \$40,000.

Insuring the Legacy Fundraising Campaign

The Foundation is nearing the end of its two-year "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. Thanks to a robust stock market, the Endowment now exceeds one million dollars, but the market fluctuates. The campaign has been very successful to date, raising in excess of \$90,000 and several thousand more is pledged or anticipated. Of this amount, \$28,000 has come from the Foundation's Board of Directors and an additional \$10,000 from the Associates. The UF Campaign for Charities has generated \$15,000 The Ehrhart Family Foundation has contributed \$10,000. The Friends of the Library have given \$10,000 to honor five of its members with leaves on Katherine's Tree. The Quinn Family Foundation has given \$6,000 for KT leaves, and the Kosman Foundation \$4,000 for the annual Guy Hudspeth Award.

Non-gala

For the second year the Foundation has held an author non-gala instead of holding an author gala. A committee composed of Eve Ackerman, Mitzi Austin, and Cecilia Caton planned a tea with Jane Austen last fall and will up with another such event this fall, with Patrick O'Brian as the featured author. For the 2012-2014 fundraising campaign, the two non-gals have generated \$4,725. 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, but the effort has been worth it. Over the past two fiscal years we have received more than \$15,000 and we are again part of UFCC's 2014 campaign. On October 3, Jeanne and I will staff the Foundation table at the UFCC Kickoff Breakfast and Agency Fair.

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 seven 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 third 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. There were gifts for several other leaves as well. Thanks to the work of Joanne Auth, we now have effective record-keeping about Katherine's Tree leaves. As with earlier this year, there will be another reception in early 2015 to honor the 2014 KT leaf recipients and their donors.

Projects

The Foundation funded two projects this year at the renovated Partnership Branch at the request Library District: \$15,000 for the Snuggle Up Center in the rejuvenated Children's Area and \$25,000 for the new Teen Space.

Visibility

The Foundation continues to take steps to increase its visibility in the community. One major way has been to publish brochures. Last year produced a new brochure for Katherine's Tree and a flyer describing the "Insuring the Legacy" campaign. This year we have produced an updated general brochure. Copies of the general brochure and the KT brochure are available at each of the library branches. 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 an article in the *Sun* in April about the Hudspeth Award and writing about Katherine's Tree leaves for the Library website. Such 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 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 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 second non-gala author event. Also in early March it held what it is planning as an annual event to recognize Katherine's Tree leaf recipients and donors in a reception ceremony at the Library HQ. This event the seventh included the Guy Hudspeth Award winner. We will again hold a similar reception in early 2015 to enable us more fully to publicize the Tree.

Looking Ahead

- Successfully completing the "Insuring the Legacy" Fundraising Campaign
- The Partick O'Brian 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 Directors*