



Illinois Library Association

ILA Committee and Forum Reports

This form is to be completed by committee chairs/forum managers in collaboration with board liaisons. The ILA Executive Board will meet on the following dates in 2020-21: 9/24/20, 12/3/20, 3/25/21, and 5/20/21. Reports should be submitted **two weeks before each board meeting** to the board and staff liaison (liaisons are listed on rosters at <http://www.ila.org/about/committees> or <http://www.ila.org/forums>) and the ILA office (email: ila@ila.org).

Committee or Forum: Fundraising

Report completed by: Heidi Smith

Date: 3/11/2021

Activities underway or completed since the last report:

Finalizing recommendation regarding Luminaries, donor recognition, and a new strategy for the Endowment. (Please see detailed report below.)

Projected activities/initiatives during the upcoming months:

With the support of the Executive Board, branding the new program, creating marketing materials, and planning the launch.

Intended outcome/goals of project(s):

- Growing recognition and giving to ILA including the Endowment through annual, recurring support.
- Building a more inclusive and diverse ILA community, sending a message that every contributing member is valued for their support, at every dollar amount.
- Defining ILA Awards Committee as the rightful home for continued or even expanded recognition of the leading lights in our field, which could include a revised Luminaries program.

Anticipated timeline(s) and completion date(s) for each project:

Summer or Fall 2021 launch

Activities should be designed to advance the ILA Strategic Plan. Which strategic goal areas are best addressed by the activities above? Check all that apply and describe briefly how the activities will advance the goal(s). View the full plan at <http://www.ila.org/about/strategic-plan>.

Goal area: A Culture of Diversity and Inclusion—In the Association

Questions or concerns that need to be addressed by the ILA Executive Board:

None currently.

ILA Fundraising Committee March 2021 Detailed Report

The ILA Fundraising Committee has completed an assessment as part of a multiyear discussion of the Luminaries fundraising program through the lens of Diversity, Equity, and Inclusion per ILA's current strategic plan. Based on our assessment, we are recommending suspending solicitation of the Luminary program and the creation of a new strategy to benefit the ILA Endowment.

The purpose of the Luminaries program is to honor individuals who have made a significant impact on Illinois libraries. The champion of the potential Luminary would raise \$2,000 in that person's name. If the champion meets or exceeds that amount within a one-year time period, their candidate becomes a Luminary and the funds raised goes to the Endowment.

We reviewed 67 honorees from 2008 - 2019 based on the information provided on the [Luminaries webpage](#) on [ila.org](#). Other sources used for clarity included organization newsletters, newspaper articles, and obituaries. Of these inductees, our analysis showed that the average recipient physically appeared to be white (91%) and/or female (63%). Additionally, at the time of induction, honorees:

- Had worked in the field for more than 20 years (88%);
- Held a management position, usually library director (73%);
- Either was retired or deceased (56%);
- Had last worked in a public library in the Chicago suburbs (53%); and
- Were previous ILA Award recipients, most notably Librarian of the Year (33%)

The program rarely recognized people who:

- Had worked less than 20 years (12%; all had worked 11 - 20 years);
- Were Black, Indigenous, and People of Color (6%; all had physically appeared to be Black);
- Held a non-management or non-trustee position (3%); or
- Had last worked in Downstate Illinois (1%)

ILA should continue the good work of celebrating our state's pioneers and innovators in the library field. Removing any financial requirement for that recognition puts the spotlight on the achievements of honorees and clarifies any misperception that these honors have been purchased. From our research, we think that the Luminaries program may essentially be self-limiting, since honorees have primarily come from the same geographic area, age range, and organizational pay grade.

During this new phase of the Luminaries program, applications will continue to be accepted, considered, and upon completion, recognized. However, the Committee will not solicit applications at this time. Both programs would run in parallel until the new strategy is off-the-ground, at which time the Board may consider sunsetting the Luminaries program.

Running in parallel to this phase, at the recommendation of Betsy Adamowski, the Committee is recommending building a new recognition program for all giving to ILA. Below is a brief outline, based on Betsy's proposal received February 24, 2020. The program would **recognize all individual donors and include an option for giving to the Endowment**. Donors would include both ILA members and the public. Here are a few examples of possible giving tiers:

- **Universal recognition:** Recognition for individuals who donate a minimum \$5 will be recognized in the annual report during the fiscal year in which they donated. **Additional recognition** for individuals who

donate \$100 or more in any given fiscal year. (Example of additional recognition: ribbon for conference name badge.)

- **Sustaining Donor:** Recognition for individuals who give \$500 during their lifetime.
- **Major Donor:** Recognition for individuals who give \$5,000 during their lifetime.
- **Legacy Donor:** Recognizes donors whose monetary contributions reach \$10,000 or if they give \$10,000 or more via estate plans.

Historical data on donations will not be factored in unless the individual's amount totals to at least \$100,000 or if the Endowment is already included as a beneficiary in their estate plans. To date record keeping capabilities would allow for a retroactive compilation back to 2015.

It is our recommendation that goals are identified for the Endowment to provide a compelling reason to contribute. The goals could include a target amount for the Endowment, how much the annual Endowment proceeds might be at that point, and how the proceeds would be used. If specific uses are not yet possible to define, an example(s) or likely uses could be considered.

One goal is that the new strategy would take the place of the Luminaries program in funding the Endowment and encourage annual and recurring support. We also believe the ILA Endowment will greatly benefit from the widest, most inclusive base of support possible. This new fundraising initiative has one ultimate goal: growing recognition and giving to ILA including the Endowment through annual, recurring support. In addition, it strives to build a more inclusive and diverse ILA community, sending a message that every contributing member is valued for their support, at every dollar amount. We also propose that the ILA Awards Committee is the rightful home for continued or even expanded recognition of the leading lights in our field, which could include a revised Luminaries program.

We propose beginning the new strategy at either orientation or the annual conference in 2021. It would be highly publicized during that year's Giving Tuesday.

If you have any questions or would like more information about the data, please let us know. Thank you for your time.

Sincerely,

The ILA Fundraising Committee (2020-21)

Heidi Smith, Chair

Scott Drone-Silvers, Member

Karen McBride, Member

Rebecca Pfenning, Member

Anjelica Rufus-Barnes, Member

Ashley Stewart, Member