



**International
Public Library
Fundraising
Conference**

**Beyond the Dollars: How Your Library Foundation
Can Help Advance Your Library**

Presented by:

Jenni Gaisbauer, Executive Director, Charlotte Mecklenburg Library Foundation
Karen Beach, Deputy Director, Charlotte Mecklenburg Library Foundation

Optimizing Impact – Grantmaking With Your Library

Presented by:

Beth Castleberry, Executive Director, King County Library System Foundation

Carl Bloom associates

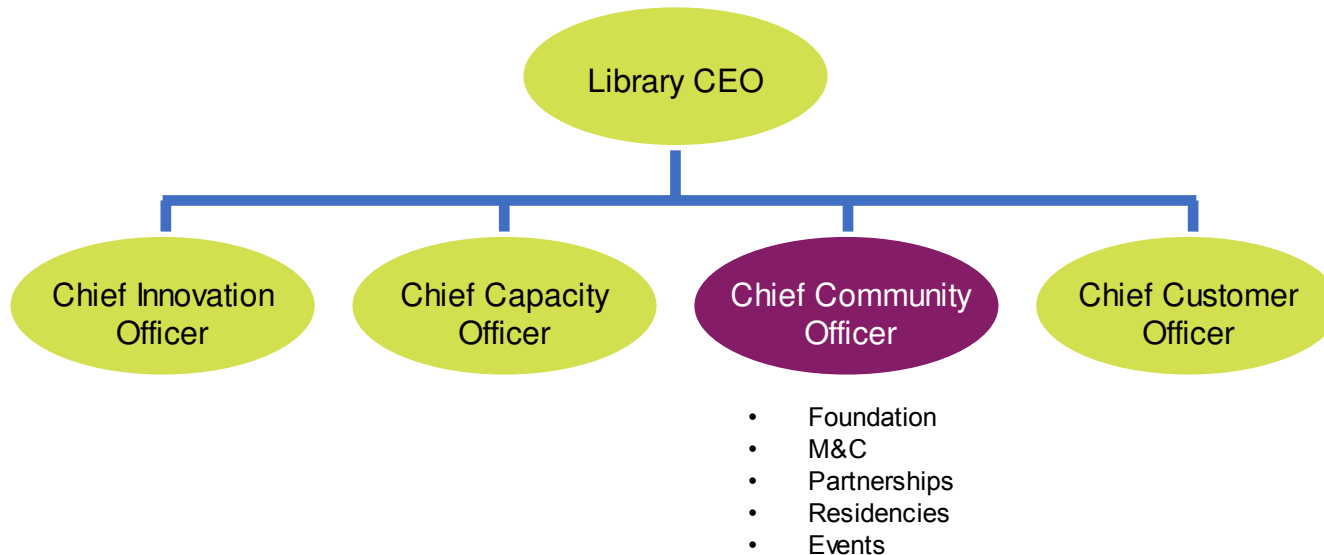
One Enterprise

- Created in 2012 as a Type 1 support organization of the Library and Foundation For The Carolinas (community foundation)
- Goals: grow private support
transform community perception of the Library
- Foundation executive director reports to Library CEO and serves on leadership team – putting Foundation at the table for organizational decisions
- Provides intellectual capital and credibility from external perspectives
- Nimble, fast and flexible

CHARLOTTE MECKLENBURG LIBRARY
FOUNDATION

The Community Bundle

- In 2018, CEO restructured leadership around Customer, Capacity, Community, and Change
- Foundation Executive Director role expanded to Chief Community Officer
- Ensures integrated and efficient messaging, partnerships and budgeting
- Intentional blurred lines between Foundation and Library



Telling and Selling

- Foundation's mission-aligned events elevate Library's profile and reach
- Broaden audience engagement, fundraising and institutional profile
- Library's M&C department and Foundation strategically coordinate messaging
- Leveraged budgets and fundraising negotiations to double buy with media outlets (billboards, newspapers, radio, tv, etc) for major initiatives



Library as Public Commons

- Visioning work in preparation for a new Main Library
- Grant-funded partnership with MACHINE design & innovation, referred by Knight Foundation
- Foundation led stakeholder workshops, prototyping and presented final product to Library trustees
- *Library as Public Commons* expanded to include entire organization
- Public Commons: Leverage Library's role as free center of knowledge and an engine for community transformation. ***Build a Stronger Community***



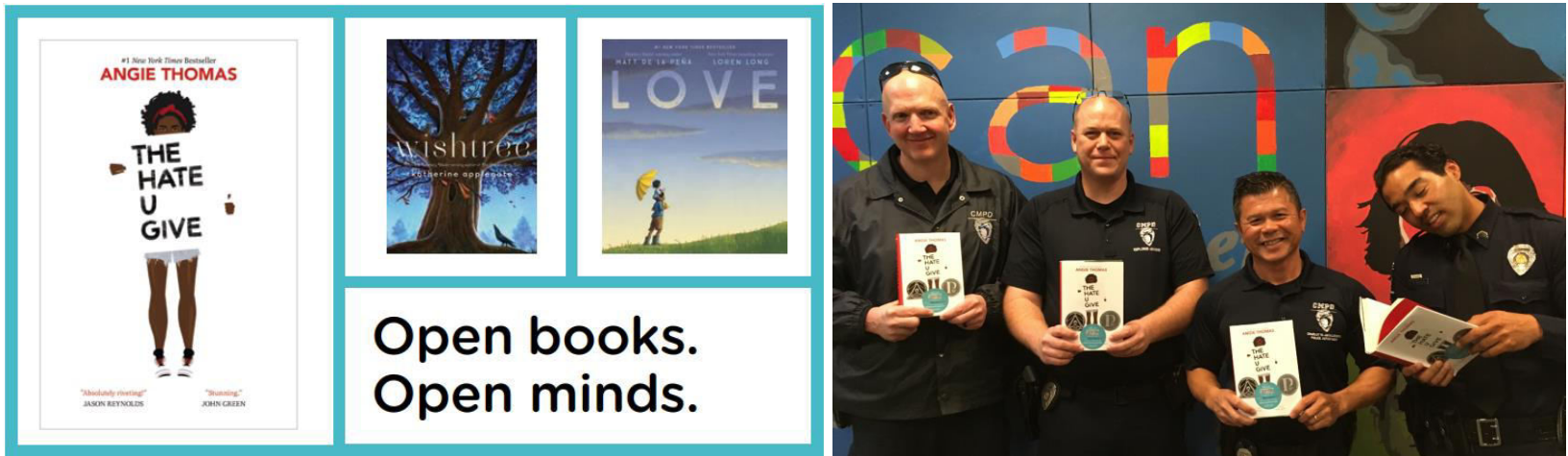
Library Staff are Our Best Fundraisers

- Annual staff giving campaign launched in 2016
- Foundation Champions at each branch liaison between Foundation and Library staff
- Annual Philanthropy Ambassador Award (\$1,000 prize)
- Foundation staff visit branches and share information through intranet blogs, e-newsletters and targeted emails
- Librarians-on-loan to Foundation team are a win/win for internal culture



Expanding Program Delivery and Expertise

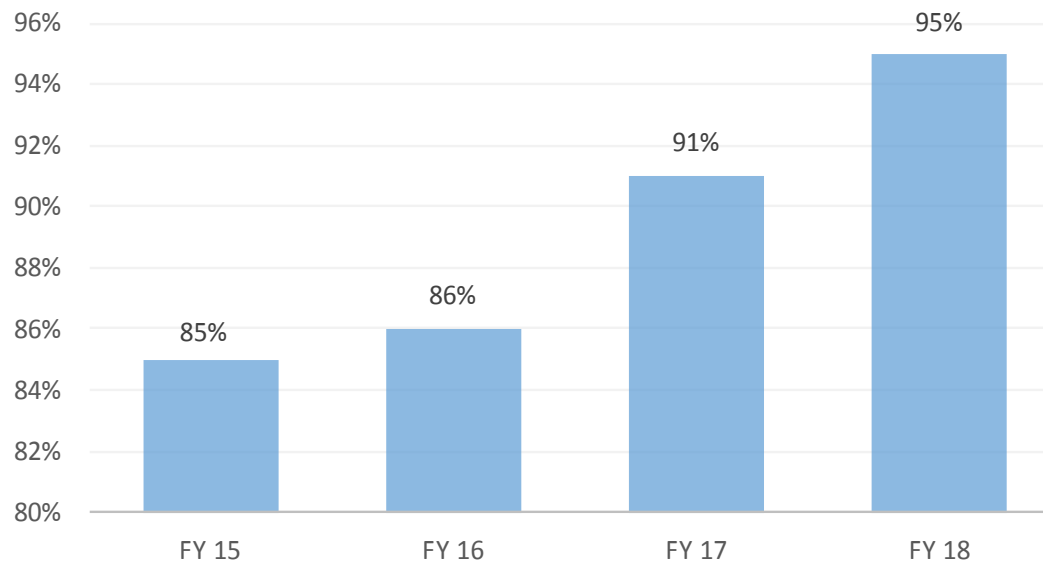
- Partnership tiers focus on key drivers toward Public Commons goals
- Foundation relationships expand potential partnerships for greater impact
- Residency program includes a Community Fellow, Historian-in-Residence and Public Commons Resident
- Adds to Library's human capital, brings community credibility, intellectual capital and a passion for libraries



Community Perception

In an annual survey conducted by Mecklenburg County each spring, participants are asked to respond to the statement, “The Library is a top institution in the community.”

We’d like to believe we have something to do with the response.



Percentage who agree or strongly agree

Optimizing the Library Foundation's Impact

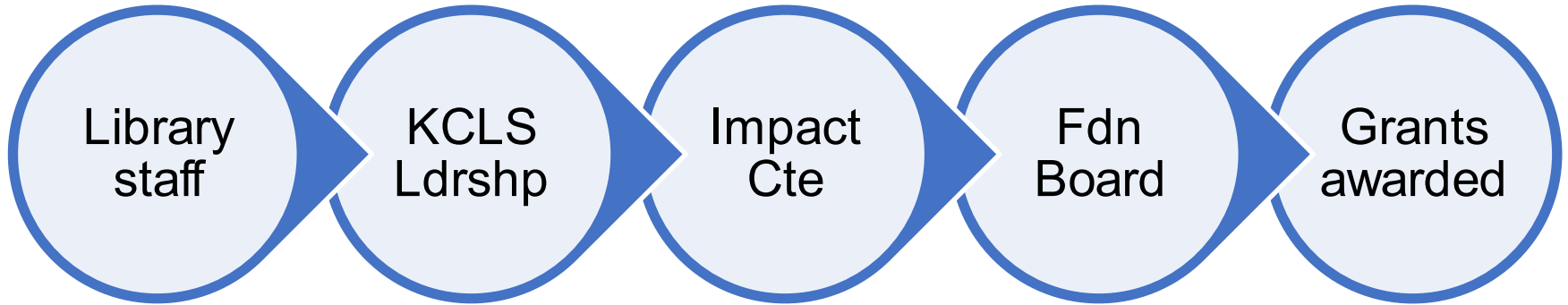


KCLS 49 libraries
30+ Friends Groups

KCLS Fdn 1991

Today:
Endowment \$6M

Annual Grants:
\$1M + \$3M In-Kind



- Apr. Proposal form issued
- Jul. KCLS leadership approves proposals
- Aug. Impact Cte makes recommendations
- Sep. Fdn Board reviews recommendations
- Nov. Fdn Board approves grants for next yr
- Dec: Trustees approve library budget



Alignment: How does it align with KCLSF's goals of promoting literacy, learning, and libraries?

Audience: Who and how large is the target audience? (Provide an example of the ideal patron utilizing this resource.)

Impact Measurement: What constitutes success for this initiative? How will success be measured? What data will be collected?

Service Area: Where will this program take place and why?

Final evaluations will answer the questions:

What went well, what did not (and why)? How could it have gone better? What did we learn?



Meetings: August (2), November, February

Membership: 8 current board, 4 prospective

Venture mentality: evolving role of libraries

Market feedback: for library & fdn staff

Inspires philanthropy: 2x board giving

Doubled overall foundation support

Streamlines staff requests to leadership

Informs library budget process

Strengthens skills in grant & report writing

Creates effective and knowledgeable ambassadors

Clarify roles for staff & volunteers





Lisa Rosenblum, KCLS E.D.

- ID gaps in budget priorities
- Look out 3-5 years
- Foster culture of creativity & innovation



Nicole Partridge, Impact Cte Chair

- Just Start!
- Don't let the perfect be the enemy of the good



Beth Castleberry, KCLS SF E.D.

- Create shared ownership
- Begin with the proposal form
- Build trust



Thank you!