

BUILD YOUR FUTURE NETWORK

Sally Swanson, CFRE

Houston Public
Library Foundation

TIME & MONEY

Is there ever enough?



COLLECTIVE IMPACT THEORY

An innovative and structured approach to making collaboration work across government, business, philanthropy, and nonprofit organizations to affect social change.

Extend

Extend program
& marketing
value

- University Education
Departments

Engage

Engage
professional
volunteers

- Banks, finance, tech

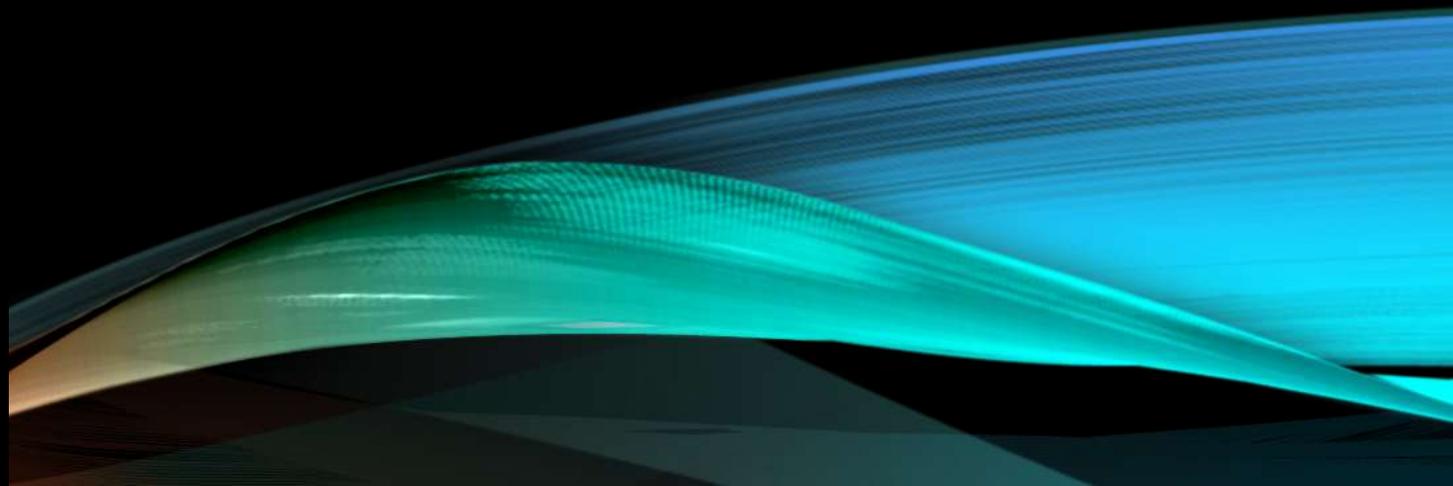
Align

Align brand with
high-profile
partners

- Professional sports
teams
- Local celebrities



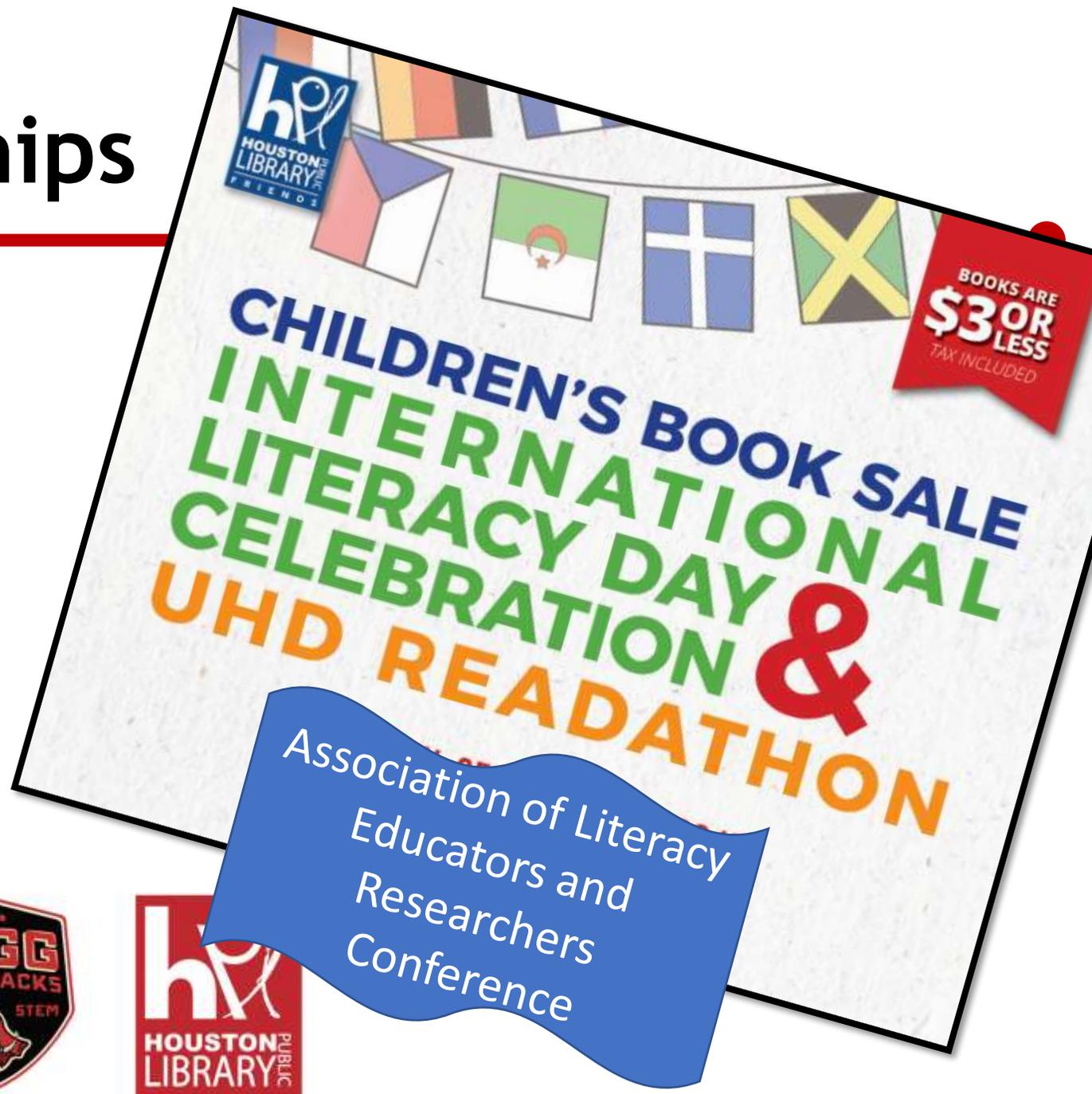
URBAN EDUCATION STUDENTS READ- ALONG DURING FRIENDS' BOOK SALE



Forming Partnerships

Collaboration Essentials

- Seek common values
- Establish shared goals
- Promote through respective channels
- Adjust to circumstances
- Debrief privately
- Celebrate publicly



Reflection

Association of Literacy
Educators and Researchers
Conference

Consider community partnerships for your students to gain practical field experience:

Check with your local library or your library's Friends groups for read-aloud opportunities.

Piggy-back on existing events.

**Collaborative Partnership
Collaborative Goals**

Value for both parties is essential.

The HPL Foundation received:

- A greater advertising footprint,
- More individuals attending the book sale, and
- More dollars for library programs and library recovery from Hurricane Harvey.

KPMG FUND FOR LITERACY



HOUSTON ASTROS LITERACY COLLABORATION

40,000 Friends books distributed annually,
sponsored by Astros Foundation

50,000 game tickets for reading incentives

First pitch for Library Director

Celebrity appearances

Exceptional public recognition



FIRST LADY OF LITERACY



Photo by David Valdez - Library of Congress

Barbara Bush Literacy Plaza

Be a part of the plaza!



Barbara Bush Literacy Plaza

Barbara Bush, a Legacy of Literacy





COLLECTIVE
IMPACT

Shared values

Shared resources

Shared preparation

Share expertise

Ultimately saves TIME & generates
MONEY

DIRECT IMPACT
2019 SUMMER
PROGRAM
VALUE

\$130,000 in-kind
donations

\$15,000 volunteer time

**\$145,000 added to
summer program value**

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For future conversation:

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