



Albany County Public Library
Foundation

Caitlin White FY22 Self-Evaluation
May 2022

The executive director's self evaluation included here is based on a list of priorities outlined by the Personnel Committee and myself for fiscal year 2022. The priorities are outlined by section, under which I have listed specific goals and the self-evaluation of each goal.

Administrative

1. Draft and receive board approval on ACPL Foundation history document by April 2022.

This goal is ongoing. I have drafted the history and will seek approval from the full board at the May meeting. Upon approval, I will finalize the draft to make it more visually appealing, and the history will be added to the ACPL Foundation website. I expect this goal to be completed by the end of the fiscal year.

Board of Directors

2. Fill all board vacancies by September 2021.

This goal was completed by November 2021. Victoria Curtis was added to the board in September, and Aimee Appelhans was added to the board in November. New board members are now serving a preliminary term of one year, and then can be reappointed for a 2-year period to serve a full three years.

3. Develop updated personal contribution requirements by December 2021.

This goal was completed successfully. The Fundraising Committee worked with me at the March committee meeting to review the board member personal contributions requirement. The Fundraising Committee agreed that the wording is acceptable, as long as the board reviews what this means each year at the annual meeting. The committee also wants to make sure board members are contribution and supporting fundraisers, so a final sentence was added to make this requirement more specific. The updated statement will be presented to the full board for approval at the May meeting.

Updated Personal Contribution Statement: One of the best ways to show our donors the importance of the Foundation is by having financial support from 100 percent of the board. As a board member, you will make a commitment to being a Foundation donor and invest in the future of the organization. While the Foundation does not specify the minimum amount a board member is expected to contribute, we do ask that you contribute a sum that is personally significant. Each board member is expected to buy or sell 8 tickets (1 table) at the main fundraiser, or provide an equivalent donation at other ACPL Foundation fundraisers.

Library/Friends of the Library Relationships

4. Provide insight and assistance during the Albany County Public Library long-term planning process.

This goal is ongoing, but it has seen significant progress in FY22. I wrote a \$5,000 grant to the Wyoming Humanities Council for COVID recovery funds to be used for strategic planning for the library and collaborative planning between ACPL, the ACPL Foundation, and the Friends of the Library. This grant was provided in full. Funding will be used for a professional facilitator. In February, I attended ACPL's first strategic planning meeting. I assisted with creating a new library mission, vision, and strategic plan. The library staff will be involved next, and then the three boards will meet for collaborative strategic planning. This will be helpful to the ACPL Foundation so we can better prepare and articulate our strategic plan to donors.

5. Create more opportunities for ACPL, the ACPL Foundation, and Friends of the Library to socialize, brainstorm, and work together.

This goal is ongoing but on track for successful completion.

Socialization of these groups has been difficult because of COVID. I have continued to attend ACPL and FOL board meetings. I also keep good relationships with library board members and FOL board members and volunteers. I am interested in getting the boards together more for socializing over the summer.

For brainstorming, the collaborative strategic planning will be helpful in this area, and I expect this to happen before the end of FY22.

In terms of working together, the ACPL Foundation is working with the library on bookmobile events over the summer. I am also working to collaborate with the FOL on Appreciation Night. The FOL also uses our donor database.

Planned Giving

6. Develop gift acceptance policies and procedures by April 2021.

This goal is ongoing. Unfortunately, I did not have as much time as originally expected to dedicate to this project. I am in the research gathering stage of this project. I have been gathering sample policies from other library foundations and reviewing classwork from my course on planned giving. I still expect this goal to be completed by the end of the fiscal year, with seeking approval on the gift acceptance policies and procedures from the board at the annual meeting in July.

7. Develop a planned giving program and materials by April 2021.

This goal is ongoing. As noted above, I did not have as much time as originally expected to dedicate to this project. I am still working on developing an official planned giving program. In the meantime, I have updated the website with options for planned gifts that our organization will be able to handle administratively. I also have specific language I use for planned gift paperwork. This will be used to develop a more specific program in the future. I have developed a couple pieces of planned giving materials for marketing purposes. This is a case statement sheet to give to potential donors and then social media marketing.

8. Set up a minimum of five planned gifts by June 2021.

This goal is ongoing. In FY22, I have finalized the planned gift from the Sally Dieterich estate. This funding was debuted with the Black History 101 Mobile Museum in March. Once the check arrived, the IRA disbursement was transferred to our investment account, marking the beginning of the Sally Dieterich Restricted Fund. I completed planned giving paperwork with Sally's executors, Lew and Donna Bagby, to put restrictions and protocols in place for Sally's fund.

I have had several conversations with Bob Kansky about a gift to the library in his and his wife, Charlene's, estate. Bob and Charlene are leaning toward a personal property gift. We are still finalizing and looking at details. Since Bob and Charlene have no children, they have also asked me to consider serving as an executor for their estate.

Marilyn Burman and I are still in communication to finalize a planned gift for the funding received through donations after John's death. We are also finalizing work on her planned gift as well, to be received upon her death. Ultimately this funding will be used to start a new restricted fund once I receive the signed paperwork back from Marilyn.

As such, I have setup four planned gifts before June 2021. I am in preliminary conversations with two other donors about gifts coming from estates as well. Moving forward, I would like the board to consider allowing me to spend more of my time on planned giving. Planned giving does take strategy and ample time, but the benefit from the much larger gifts would really assist in creating more funding opportunities for the library. I think it is a valuable area where we do not spend enough time currently. It is also an area where we could see large boosts to our funds, much larger than the annual fundraiser. With my current work schedule, operating a planned giving program is tricky. I will be talking to the Personnel Committee about ways to alter my schedule to better help in this area if the board is supportive.

Donor Relations

9. Identifying an appropriate and permanent legacy for John Burman.

This goal is complete upon receiving signed documents from Marilyn Burman. Marilyn and I have been working on this during FY22. We have agreed that \$12,000 from John's memorial fund will be used to officially create the John Burman Restricted Fund. The fund will be used for general purposes and is not required to be used on an annual basis. Instead, specific library projects can be approved by Marilyn and the ACPL Foundation, as part of our Restricted Fund Grant Program.

10. Revisit and document current donor agreements and create donor agreement template for future use by June 2022.

This goal is ongoing. I have revisited and documented current donor agreements. For the most part, current donor agreements were already all documented for the past ten years that I have been with the organization. I did update language and make all the documents look consistent.

Donor agreement templates are still in progress. I have completed a donor agreement template for donors interested in setting up a restricted fund. I also

have a generic donor agreement for donors interested in listing us as a beneficiary, regardless of the funding source, that would be a general donation. This template provides the donor with the information needed to set the ACPL Foundation up as a beneficiary. Once I have approval from the board on gift acceptance policies, I will finish drafting donor agreement templates based on each type of gift.

11. Implement more impact-driven fundraising appeals by June 2022.

This goal was completed successfully. I have been working to better focus our fundraising appeals to better educate the public about the library; to be more specific about what donations can do to help the library; and to provide more noticeable acknowledgment for donations to encourage consistent giving.

For individual donors, newsletters and our annual report have been altered slightly to ensure donors know when the ACPL Foundation is involved in a library project. One example of this is the article about installing the permanent Storywalk, as well as our tribute to Sally Dieterich.

During the holidays, this year's holiday appeal letter was designed to offer more specifics about projects and funding. We also had a daily Giving Tree item on social media, nearly doubling what we usually bring in with this fundraiser.

The Banned Books Scavenger Hunt and Blind Date with a Book fundraisers are designed to be fun and family-friendly, while offering a library theme so donors are more in tune with where the money is going.

Lastly, the Amazon charity wish list has been an opportunity to engage donors and to inform them more clearly on the library's supply needs. We have started to receive more donations in this area.

For business donors, the monthly sponsors have been very popular. The bookmobile pop-ups planned for early summer are a good way to show the impact of these larger donations. I have also received positive comments on our thank you video to donors and sponsors over social media.

As the library moves forward with strategic planning, I expect we can even do more in this area since specific projects and purposes will be more readily available for us to seek funding.

Special Projects

12. Manage several mini-grant projects and train the Office Manager to provide support in this area by June 2022.

This goal was completed successfully. Because of the large amount of funding available for mini-grant projects, I expected to work on several, unique projects. However, based on ACPL's needs in FY22, three projects were taken on, with the potential for a fourth project to be started before the end of the fiscal year.

The first project was finalizing the permanent Storywalk, using Love Family funds. This project was completed and debuted in October. The last piece of the project was installing permanent funding markers to each Storywalk sign holder. These will be added before the end of April.

The second project was to perform an art appraisal and provide an art update project, using Love Family funds. This mini-grant project is discussed further in the next section.

The third project was the debut for the Sally Dieterich Fund. ACPL hosted the Black History 101 Mobile Museum. The cost of the exhibit and talk was provided by the ACPL Foundation.

The fourth potential project is renovating the large meeting room, using Agnes Milstead funds. This project was expected to start in fall 2021, but the library has had difficulty securing contract bids. I expect bids to be in before June. This project is still tentative, based on board approval and the appointment of a small board/staff committee to move forward.

I did train Jacque on elements of the mini-grant process. This year was abnormal because we didn't go through the normal application process, so that training will need to take place in a subsequent year. Jacque did sit in on meetings and worked on several pieces of the art appraisal project.

13. Use mini-grant funding to perform an art appraisal and art update project in the library by June 2021.

This goal was completed successfully. This project started with an internal art evaluation. Then the art appraisal firm, Drishti LLC Appraisers with Sonija Weinstein, was hired to handle an appraisal of 29 items. The Love Family Fund was used to pay for these expenses. The appraisal report was used to update the library art records. Once the library has moved spaces around during the SPET project, the art project will continue to place artwork in better positions in the library. Art plates will be added to all work thanking the Love Family Fund. Other phases of the project will include decommissioning unneeded artwork and creating a public art tour within the library.

Continuing Education

14. Attend a School of Philanthropy course to continue classwork toward Fund Raising Management Certificate.

This goal will be completed in June. I am planning on taking Principles & Techniques of Fundraising from June 6 – July 31.

15. **Attend at least one continuing education related task per month related to Foundation job duties by June 2021.**

Each month I have a few continual continuing education tasks. These include weekly attendance at Rotary, monthly board chair lunches, and monthly Wyoming Library Association meetings. The meetings below are additional:

- July – Donor lunch
- July – Wyoming Humanities Council grant webinar
- August – Wyoming Humanities Council presentations
- August – Creating an Inclusive Library webinar
- August – Marketing Trends webinar
- September – Wyoming Room history meeting
- October – WLA Conference program prep
- October – American Library Association Intellectual Freedom meeting
- October – WLA Conference (attendance and 2 presentations)
- October – ALA Advocacy Day
- October – EveryLibrary meeting

- October – Lobbyist meeting
- November – School of Philanthropy Fundraising for Small Nonprofits Course
- November – Donor birthday
- December – Lobbyist meeting
- December – UW Libraries Student Center tour/celebration
- December – Donor meetup
- December – Donor lunch
- January – Donor lunch
- January – EveryLibrary meeting
- February – EveryLibrary meeting
- February – ACPL board retreat
- March – Tommy Orange at UW
- May – Wyoming Community Foundation Nonprofit Conference

Fundraising

16. Maintain public support income and fundraising event income for FY22. Monetary goals related to each fundraising area are included in the table below, as well as upcoming outreach events. This is the main outline of events approved by the Fundraising Committee. It is subject to change throughout the fiscal year.

Fiscal year 2021 was an interesting fundraising year. It was difficult to fundraise during the majority of COVID-19 due to uncertainty with individual and business donors. As you’ll see, many of our scheduled fundraisers had to be cancelled, but this gave us the opportunity to try a few new things that ended up going really well. Overall, fundraising went fairly well during the pandemic, especially in relation to grant funding and pandemic relief support from the state. In FY22, I expect us to move back toward our regular schedule, but there will be some potential for events to be cancelled in summer and fall again as well.

Table 1: Fundraising/Outreach Goals

Fundraiser/Outreach Event:	Fundraising Goal:	Fundraising Income:	Notes:
Gem City Nights	\$7,000	\$9,709	*Not continuing in FY23
Bookmobile Fundraiser	\$2,000 - \$5,000	\$2,306.63	
Jubilee Days Parade	\$500	\$164	*Not continuing in FY23
Art Benefit for Allison Schultz	\$3,000	\$3,110.15	*One-time event in FY22
Banned Books Scavenger Hunt	\$500	\$300.62	*Not continuing in FY23
Murder Mystery Packs	\$500	\$0	*Cancelled in FY22 due to lack of time
O’Dwyers Bingo Nights	\$600	\$420	
Giving Tree/Holiday Appeal	\$25,000	\$20,138.51	

Night at the Library	\$250	\$0	*Cancelled in FY22 due to lack of time
Blind Date with a Book	\$2,500	\$1,841.44	
Cupcake Ball	\$500	\$0	*Cancelled in FY22 due to COVID-19
Kids Mystery	\$500	\$0	*Cancelled in FY22 due to lack of time
Appreciation Night	\$1,000	*\$1,000	*Expecting \$1,000 in assistance from the Friends of the Library
Toyota of Laramie Cares	\$1,500	\$1,500	
General Sponsors	\$4,000 - \$10,000	\$11,767.57	
Limited Edition Library Cards	\$250	\$15	
Ace Hardware Round Up Nonprofit	\$0	\$627.04	*Unplanned fundraiser
Birthday Parties	\$300	\$0	*Cancelled in FY22 due to COVID-19

**Albany County Public Library Foundation
Caitlin White Goals for FY23
May 2022**

The goals listed below are grouped by category. For FY23, I have included a measurable goal and as needed, the reasoning behind the goal. The focus for this year’s goals is split between organizational management and marketing.

Board of Directors

1. Increase opportunities for board members to become more active with the organization.

Financials

2. Create Sally Dieterich Restricted Fund and update all restricted fund documentation and formulas by July 2022.
3. Revisit sale of Agnes Milstead mineral rights by June 2023.

Planned Giving

4. Develop a planned giving program and materials and implement gift acceptance policies and procedures by April 2022.
5. Set up a minimum of three planned gifts by June 2023.

Special Projects

6. Manage Agnes Milstead Restricted Fund meeting room renovation project (subject to board approval).
7. Continue library art update project with Love Family Restricted Fund assistance.

Continuing Education

8. Attend a School of Philanthropy course to continue classwork toward Fund Raising Management Certificate.
9. Attend at least one continuing education related task per month related to Foundation job duties by June 2023.

Fundraising

10. Maintain public support income and fundraising event income for FY23. Monetary goals related to each fundraising area are included in the table below, as well as upcoming outreach events. This is the main outline of events approved by the Fundraising Committee. It is subject to change throughout the fiscal year.

Table 2: Fundraising/Outreach Goals

Fundraiser/Outreach Event:	Gross Fundraising Goal:	Time Period:
A Novel Night Murder Mystery	\$25,000	October *Tentative, based on board approval
O’Dwyers Bingo Nights	\$600	TBD
Giving Tree/Holiday Appeal	\$25,000	Nov. 2022 – Jan. 2023
Blind Date with a Book	\$1,800	February 2022
Cupcake Ball	\$500	February 2022
Appreciation Night	\$1,000	Spring 2023

		*Outreach event
Toyota of Laramie Cares	\$1,500	December 2022-June 2023
General Sponsors	\$5,500	Fiscal year
Limited Edition Library Cards, Tote Bags, T-shirts	\$1,000	Fiscal year
Birthday Parties	\$300	As requested