



Albany County Public Library  
**Foundation**

**Caitlin White FY25 Self-Evaluation**

**April 2025**

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 2025. The priorities are outlined by section, under which I have listed specific goals and the self-evaluation of each goal. Goals for FY26 are included at the end of this document.

**Administrative**

1. Reevaluate ACPL Foundation vendors to ensure that the organization is receiving a quality product at a reasonable cost, as a part of the strategic planning process.

**This goal was completed successfully.** Here is a quick recap of a few of the researched vendors.

- **QuickBooks:** The ACPL Foundation purchases online QuickBooks annually through a nonprofit computer program platform. This is the cheapest option.
- **NeonCRM:** This is the ACPL Foundation's donor database. Jacque and I researched a database that would have been a higher quality product, but upon comparing the price, we made the decision to remain with NeonCRM. Neon's prices do continue to increase periodically, but it remains a cost-effective solution. Jacque and I would like to continue exploring other platforms to see if there is anything better to use.
- **Minuteman:** This is our printer. The company has new owners, and prices did raise over the past year. However, prices are rising at most printers because of the increasing cost of postage. Jacque and I are balancing that change with sending out less physical pieces of bulk mail, and focusing more on email distribution.
- **Graphic Designer:** Our graphic designer for the newsletters and annual report is incredibly inexpensive.
- **First Interstate Bank and First Interstate Bank Wealth Management:** While banking is normally evaluated during a strategic planning year, having the line of credit out means we must stay at FIB until the line of credit has been closed. Because of this, the Finance Committee made the decision to not evaluate this area in FY26.

**Board of Directors**

2. Develop/update 5-year strategic plan, with assistance from board by June 2026.  
**This goal will be completed by the end of the fiscal year.** At the July meeting, the board reviewed the past strategic plan and reviewed a draft timeline for FY26 strategic planning. In September, First Interstate Bank

Wealth Management provided an annual review. The board reviewed the 5-year financials and library contributions. In November, the board had a discussion about growth versus stability for the Foundation and reviewed the updated investment policy statement. Terri took the board through updates needed for core documents, really just the Declaration of Trust. The board approved the amendments. In January, the board discussed board roles and communication, as well as board notebooks and moving more online. Victoria led us in a mission-oriented budgeting activities, where we identified five important pillars. These were then used to help form possible mission statement options. In March, the board approved a new mission statement and did a visioning activity for goals and ideas moving forward. In May, the board will see the 5-year financials and library contributions packet again for reference. We will also review the FY27 Fundraising and Outreach schedule and fundraising goals. The Fundraising Committee will present a few new ideas and ask for any other ideas as well. We will also discuss ideas for donor communication, marketing, and other ideas and end the meeting with a tour, if time allows. These meetings will be combined to have a final strategic planning report. There will be a public piece to distribute and then an internal plan to refer to and work on over the next five years.

3. Improve board engagement and build greater capacity for assistance with fundraising.

**This goal was partially accomplished.** Over FY26, I think participating in strategic planning gave many opportunities to improve board engagement and development and to encourage more ideas and opportunities to be presented by the board. We also provided opportunities to volunteer, help with construction, share ideas, and attend committee meetings. I hope to have more time for the board to engage socially in FY27. The portion of the goal that I think still needs to be addressed is building greater capacity for assistance with fundraising. I hope the board and the Fundraising Committee can discuss this more in FY27.

## Financials

4. Revisit sale or lease of Agnes Milstead mineral rights by June 2026.

**This goal will continue into FY27.** With construction and other projects, I have not been able to explore where to go with this goal. We do have two of the surface landowners interested in purchasing the rights, but I have been unable to determine an adequate amount for the sale. This does leave the some of the mineral rights without a purchaser. The goal will be pushed to FY27, as I will have more time to pursue a solution.

5. Explore new grant funder possibilities to address an expected decrease in grant funding in FY26.

**This goal was completed successfully.** Luckily, all planned grant funding came in at the expected level, so we did not see a decrease. I applied to the Union Pacific Foundation in April, after taking a year off. I did research other grants, and I'll be applying to the Ellbogen Foundation, the Socrates

Foundation, and the Community Gas grants in FY27 to start expanding our grant funding.

### **Planned Giving**

6. Determine purpose, solicit family input, and implement Anne Mears' bequest (contingent on receiving funds in FY26).

**This goal will be successfully completed by June 2026.** The ACPL Foundation will receive \$235,000 through a transfer of stock. We received notification of an early May timeline for the transfer. I have put David Kling in touch with the investment representative handling the stock transfer. Once the stocks have been transferred, our policy notes that stocks will be immediately sold, unless FIB has a different recommendation. After the dust settles, we will update restricted funds to include the Anne Mears Fund and get in touch with her family about best uses for the fund.

7. Develop planned giving prospect list and prepare mailing by June 2026, contingent on economic climate being favorable.

**This goal is ongoing.** In FY26, the Foundation had several bequests and major gifts come in. The full list is below in the fundraising goals area. When a donation comes in from an IRA or a wealth management firm, that donor is listed as a potential donor for planning giving in our donor database. These types of donations come in around the holidays, the majority of the time. These donors are the base for the planned giving prospect list. We have also had a few donors note on survey that they would like more information about planned giving.

While the original plan was to send out a mailing by June, the Fundraising Committee has incorporated two planned giving events into the FY27 calendar. Because of that, I would like to wait to use the prospect list to invite those donors to one of the planned giving events in FY27. I will continue to track other donors that may qualify for the prospective planned giving donors. I will also continue to keep in touch with current planned giving donors.

### **Special Projects**

8. Manage bookmobile major gift project with donor and library staff.

**This goal made great progress in FY26.** The major gift is \$30,000 for a specific list of items the donor was interested in providing for the bookmobile. At the end of FY25, we had about half the funds remaining for projects identified on the bookmobile. The bookmobile is down at a shop where a list of interior work is being completed. These tasks include: replacing the failing HVAC system, putting in new lighting, replacing dated shelving, providing regular and small maintenance, and installing a battery system so the bookmobile does not always have to run off the generator. The company doing the work was sold halfway through the process, so our timeline on getting ALBY back up for the summer season is a bit behind. However, I think the work will be a good update. This

work is expected to cost about \$15,000. I expect we will use the remainder of the gift in FY27.

9. Project manage \$2.6 million infrastructure grant, with the goal of having the project completed by June 2026.

**This goal is on track but will extend past the June 2026 deadline.** I serve as the project manager for the infrastructure grant project. Over FY26, I spent a significant amount of time ensuring the project is on track and that ACPL is complying with all grant guidelines.

Each month, this included regular construction meetings, weekly grant/project management meetings, and monthly budget meetings. We also worked on several areas of installation including: the audiovisual system, technology, security, regular construction, and the large exterior sign. Over the past year, I worked on some of the smaller aspects of the project, such as the furniture and other items for each room.

There was also the Conference Room character naming contest and working on the local art projects associated with the project. I also coordinated with private donors on the project. We have a \$2,000 donation that will be used for a memorial bench when the outside landscaping is completed and a \$5,000 donation for the rotating mural at the front doors. To keep the public informed, I did weekly photos and updates online. We have a great set of photos to remember the project going forward. We also put an update in each newsletter.

I brought in certain donors and groups for small tours of the spaces during construction. Jacque and I planned the Grand Opening and ribbon cutting celebration. This event went well with a big turnout. The community seems very happy with the results of the project. Additionally, the Wyoming State Librarian is also pleased with the project.

As mentioned, this project is continuing into FY27. The roof will be completed by August, and we are still working on getting a timeline prepped for landscaping. We expect to have funding left over. For this funding, the grant committee has approved ACPL to purchase 1-2 meeting pods that will be placed in non-fiction. These pods are removeable and can fit between 2-4 people. This allows us to have more options for meetings. Rachel, Jacque, and I are finalizing all other funding details before working on this part of the project.

## **Marketing**

10. Brainstorm and develop plans to increase individual giving during FY26.

**This goal is ongoing.** I did not feel that I had sufficient time in FY26 to focus on this goal. While we did exceed the projected amount for individual donations (even without the large gifts that came in), we kept out schedule and plans fairly consistent to the previous year. I want to be able to put more time into this in the future, so this goal will be included for FY27.

11. Alter the Giving Tree fundraiser to provide more opportunities for donors to give toward special projects and purposes.

**This goal was completed successfully.** Jacque had the great idea to try a different display instead of our usual Christmas tree. I built a book tree on a display with lights and garland. It seemed to catch more people's attention, and we did have an increase in overall raised funding for the Giving Tree. We will have a similar display next year. Jacque and I plan to work more on how we can encourage more online gifts for Giving Tree and how we can encourage staff members to come up with unique and interesting projects/purposes that may attract more new donors.

12. Develop and implement ideas to educate the community about ACPL's need for funding assistance. Increase awareness of the impact of property tax exemption reductions on ACPL.

**This goal is ongoing.** This is another area where I did not feel I had sufficient time to implement ideas. Jacque and I did brainstorm in this area and have ideas for FY27. We have been working to consistently inform donors and community members about our needs. I think more opportunity for this area will be presented as we get closer to the election, where the People's Initiative (50% property tax exemption) will be voted on. I am a member of the statewide property tax exemption coalition. I have been attending those meetings to see how libraries can help educate the community about what will happen if a 50% exemption is enacted. Once I know more about how we can help in this area, we will engage more.

### **Continuing Education**

13. Attend at least one continuing education or activity that furthers the organization task per month related to ACPL Foundation job duties by June 2026.

**This goal was successfully accomplished.** Each month I have a few continual continuing education tasks. These include weekly attendance at Rotary, monthly board chair meetings, monthly ACPL board meetings, quarterly Friends of the Library board meetings, monthly Wyoming Library Association board meetings, monthly WLA Legislative Committee meetings, and monthly Laramie Young Professionals board meetings. I also had numerous meetings related to construction, including biweekly construction check in meetings and meetings with vendors and the grant committee. Everything below is additional:

- July – WyoGives planning and participation with nonprofits
- July – Meetings with AV team for infrastructure grant project
- July – Meeting with WLA lobbyist and other WLA representatives
- August – Marketing meeting
- August – Summer Reading Program prize raffle with Smile Doctors
- August – Joint Judiciary Meeting in Casper

- September – Legislative meeting
- September – Provided photos for donor’s memorial service
- September – Wyoming Library Association Conference attendance, presentation, and award ceremony
- September – Turning Weaknesses into Strengths session with Kent Noble
- October – Meeting with local artist for infrastructure project
- October – Albany County School District #1 board meeting
- October – Meeting with school librarians
- October – Meetings with local artist about hallway art
- October – Restricted Fund meetings with staff selectors
- October – Joint Judiciary Meeting in Cheyenne
- October – Laramie County Library System staff day presenter
- October – Laramie economic discussion with Laramie City Manager
- October – UW student nonprofit explanation
- October – Laramie Young Professionals happy hour
- November – 20 Under 40 Planning Committee meetings
- November – Better Wyoming legislative meeting
- November – 250<sup>th</sup> anniversary of signing of the Declaration of Independence event meeting
- November – Media meeting
- November – Intellectual freedom meeting
- December – Facilitated Laramie Young Professionals board retreat
- December – 20 Under 40 Planning Committee meetings
- December – American Library Association meeting
- December – Wyoming Library Association Legislative Committee new committee member orientations
- December – Property tax coalition meeting with County Commissioner Association executive director
- December - Better Wyoming legislative meeting
- January – Local artist meeting
- January – Foundation orientation with two new ACPL board members
- January – 20 Under 40 Planning Committee meetings
- January – Library Directors meeting presentation
- January – Donor dinner
- January – Legislative discussion with Better Wyoming webinar presenter
- January – 20 Under 40 Awards presenter
- January – The Librarians film showing
- February – WLA Legislative webinar
- February – Wyoming Nonprofit Network legislative prep
- February – Wyoming Community Foundation grant meeting

- February – Legislative Session
- February – Civic leadership and engagement session
- February – Legislative testimony prep
- February – Library Directors meeting presentation
- February – Goshen County Library Foundation investment assistance
- March – Legislative Session
- March – Pathways to Board Service panelist
- March – Donor lunch and meet-ups
- March – Visit Laramie coffee
- March – Edward Larson, 250<sup>th</sup> Celebration collaborative event
- April – Smile Doctors collaboration
- April – Property tax coalition meeting
- April – Community nonprofit volunteer fair
- April – Donors meet-ups
- April – First Interstate Bank check presentation
- April – Infrastructure project grand opening
- April – Leadership Laramie tour

**Fundraising**

14. Maintain public support income and fundraising event income for FY27.

**Table 1: Fundraising Goals and Outcomes (As of April 16, 2025)**

<b>Fundraiser:</b>	<b>Fundraising Goal:</b>	<b>Fundraising Actual:</b>
WyoGives 2025	\$25,000 (including boost)	\$22,665 (before boost) \$6,495 (boost) \$29,160 total
*Donations before the match were \$3,327 higher than last year. Boost funds were \$1,818 lower than last year. We continue to see a smaller amount coming in from the boost each year, even while we increase donations. Overall, WyoGives made \$1,509 total more in 2025, than in 2024.		
Grant Funding	Total: \$45,000	Total: \$42,500
Annual Report	\$3,000	\$3,925
October (email only) Newsletter	\$1,500	\$1,500
*Donations in response to the email-only newsletter continue to increase.		
Giving Tree/ Holiday Appeal	\$20,000	\$19,784.51 \$753.33 for Giving Tree
Monthly Donors	N/A	\$3,146.47
*We have 10 consistent monthly donors that give between \$5-\$50 per month.		
Blind Date with a Book	\$8,000	\$11,910 (before expenses)
March Newsletter	\$2,000	\$1,517, as of April 20
June Newsletter	\$2,000	*In progress

Toyota of Laramie Cares	\$1,500	\$0
General Sponsors	\$20,000	\$17,000 (business appeal will go out soon)
Limited Edition Library Cards, Tote Bags, T-shirts	\$500	\$46
*These items were available at the holidays. After the holidays, the items have been stored and not advertised, due to lack of space at the front desk during construction.		
Donation Boxes	N/A	\$1,064.53
Corporate/Civic Donations	\$2,000	\$1,860.31
Lapsed Donor Appeal	Re-engage 15% of donors solicited	*In FY26, the ACPL Foundation has 16 lapsed and 27 individual donors that may lapse if they do not give by the end of the fiscal year. *This is 3 more lapsed donors at this time, compared to last fiscal year
Planned Giving or Major Gifts	Engage a minimum of 2 new agreements	-A Mears' bequest \$235,000 -Campbell Trust - \$5,000 -M Burman - \$10,000 for restricted funds -Siren Trust - \$60,000+ -R&C Abernethy - \$5,000 -A Acuff - \$5,000 -Wambeam Family - \$2,000 memorial gift -Dan Nelson - awaiting amount

**Table 2: Outreach Goals and Outcomes**

<b>Outreach Event:</b>	<b>#s/Goal:</b>	<b>#s/Goal Actual:</b>	<b>Notes:</b>
Summer Reading Bash	\$750 250+ participants	\$750 280 participants	*This partnership with Smile Doctors is going well. In FY27, ACPL and Smile Doctors partnered to put on the Summer Reading program.
Appreciation Night	\$1,000	\$1,000	Scheduled for June 2026.

**Albany County Public Library Foundation**  
**Caitlin White Goals for FY27**  
**April 2026**

The goals listed below are grouped by category. For FY27, I have included a measurable goal and as needed, the reasoning behind the goal.

**Administrative**

1. Evaluate ACPL Foundation staffing to determine if 60 weekly staff hours is sufficient to complete our work or if more time is needed. Track areas that may need more attention.
2. Plan to take time off to rejuvenate and avoid burnout.

**Board of Directors**

3. Spread awareness of the ACPL Foundation's new missions, vision, and strategic plan.
4. Coordinate social time for the ACPL Foundation board and with the ACPL and Friends of the Library boards.
5. Build greater capacity for assistance with fundraising from board members and work with the board to increase general sponsorships.

**Financials**

6. Work with the board to evaluate how the ACPL Foundation can increase support to ACPL.
7. Manage Restricted Funds internally and restart up the Restricted Fund Mini-Grant program.

**Planned Giving**

8. Brainstorm and implement two semi-annual planned giving events to thank current donors and to encourage other donors to participate.
9. Highlight planned giving donors, in coordination with our Sponsor of the Month program.

**Special Projects**

10. Complete bookmobile major gift project with donor and library staff.
11. Project manage \$2.6 million infrastructure grant, with the goal of having the project completed by September 2026.

**Marketing**

12. Develop a plan to increase marketing to better educate the community about ACPL's need for funding assistance and to increase giving in FY27.

**Continuing Education**

13. Attend at least one continuing education or outreach/public education related task per month related to ACPL Foundation job duties by June 2026.

**Fundraising**

14. Maintain public support income and fundraising event income for FY27. Monetary goals related to each fundraising area and plans for outreach activities are included in the Fundraising/Outreach Plans for FY27. This has been approved by the Fundraising Committee. It is subject to change throughout the fiscal year. Board members can review this document [here](#)