

Momentum: 2015-2020 Strategic Plan Progress Report on Major Milestones

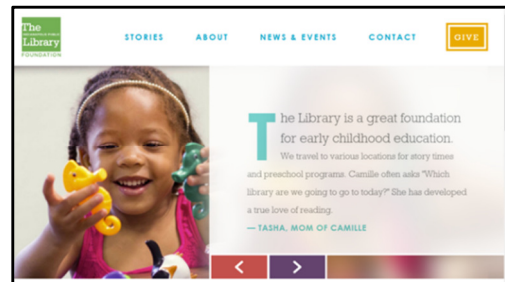
Goal 1: Advocacy

- Advocate the Library's impact on the community and the importance of public and private support for the Library's programs, services and facilities.

In 2015, the Library Foundation began preparations for an information campaign, More Than You Imagine, to increase appreciation for the Library and engagement with the Foundation. New collateral is already resulting in increased engagement:

New Website

- Hits increased 66 percent and users increased 86 percent since the new site launched in October 2015.
- Online donations (excluding memorial gifts) have been rising since 2014, up 4 percent in 2016.
- Between January and August 2016, the Foundation welcomed 22 new donors who made their first gifts online.



Social Media

- Followers of the Foundation's Facebook page have risen from 771 in 2014 to 1,470 in January 2017.
- Followers of the Eugene & Marilyn Glick Indiana Authors Award's Facebook page have increased from 318 to 518 over the last two years.

Email Engagement

- The open rate for emails sent by the Foundation is 42 percent, exceeding the national average of 21 percent.

Brand Ambassador Presentations

As of December 2016, the Foundation's staff made nine brand ambassador presentations to approximately 134 Library staff members. These employees are now better prepared to answer the public's questions about the Foundation. The Foundation's staff continues to make presentations to Library employees and community groups.

Videos

The Foundation created moving, imaginative videos to highlight the impact of major Library programs supported by private contributions. The videos will launch in 2017.

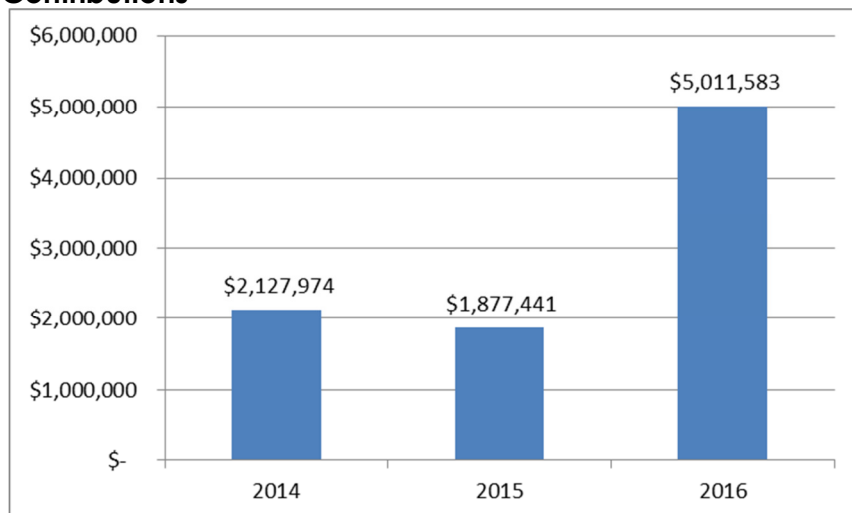
- Summer Reading Program: <https://youtu.be/SkdUZORBPLc>
- On the Road to Reading: https://youtu.be/hUQUrhB_7Sg
- Fall Fest: <https://youtu.be/PzxdTacOAhM>



Goal 2: Assets

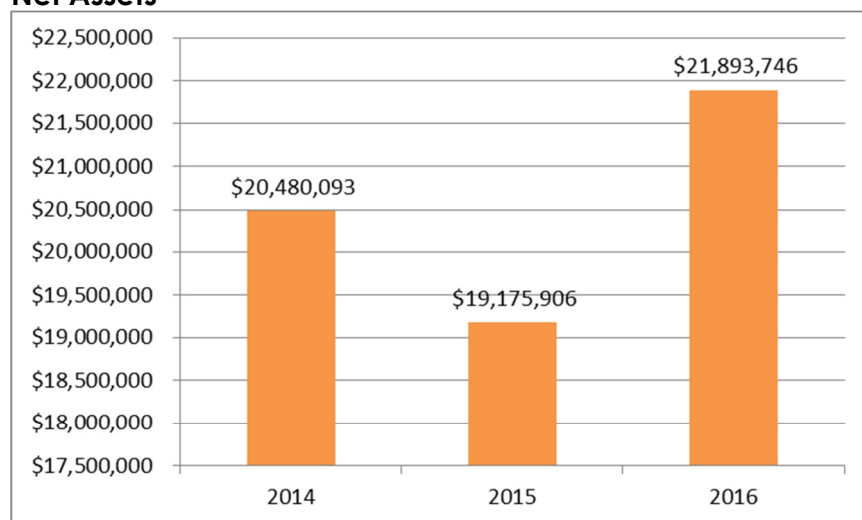
- Secure assets to grow and sustain the Library Foundation and support the Library in creating a variety of learning initiatives in the community.

Contributions



Major grant awards cause fluctuations in the Foundation's annual contributions. In 2016, the Foundation received a \$3.1 million grant from Lilly Endowment Inc. for specific Library initiatives (digitization of select City agencies' historical archives and establishment of a Center for African-American Literature at Central Library).

Net Assets



Strong investment returns and the grant from Lilly Endowment Inc. caused an increase in the Foundation's net assets. Please note approximately 75 percent of the Foundation's assets are temporarily or permanently restricted.



Goal 3: Assurance

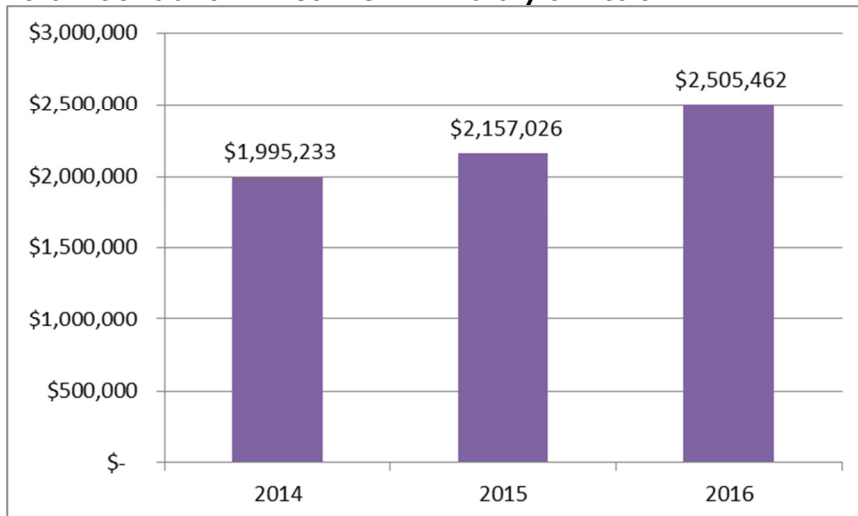
- Assure superior stewardship of assets with efficiency, effectiveness and transparency to stakeholders in responsive support of the strategic needs of the Library.

Alignment of Foundation Investments with Library's Strategic Goals



This chart is based on the Foundation's 2017 budgeted investment of \$2.8 million in Library programs, facilities and services. The Library's strategic goals are (1) enrich Indianapolis' desire for personal growth and learning, (2) strengthen Indianapolis neighborhoods and businesses, (3) act as agents of innovation in the Indianapolis community and (4) maximize accessibility to the Library and its services.

Total Foundation Investment in Library's Mission



Board Engagement

- 100 percent of Directors contribute financially.
- There was a 75 percent attendance rate at 2016 Board meetings.
- Each year, the Board oversees the audit. In 2015, the Board led a successful staff leadership transition from long-time President Danny Dean to 13-year Foundation veteran Roberta Jagers. In 2016, the Board oversaw and participated in an RFP process to review investment management services.
- Professional development presentations on fundraising and Library finance will be offered in 2017.
- Each Director is assigned a branch library to visit at least once annually.
- Foundation proactively seeks to increase diversity of Board members.

Staff Development

- In 2015, the Board began offering a voluntary mentoring program for staff. Five out of nine staff members participate.
- In 2016, the staff began holding "lunch and learns" with philanthropic leaders.
- 67 percent of staff members are involved in charitable organizations outside the Foundation.
- In 2017, the Foundation joined WorkSmart, a Professional Employer Organization, to gain increased HR support. This change also reduced the Foundation's annual staffing costs by approximately \$10,000.



Directors and staff, past and present, gathered for the Foundation's 2016 Annual Dinner.

