


To Merge or
Not to Merge...


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THAT IS OUR
QUESTION....

2

We
asked?



What is the best organization
to serve the Alameda Free
Library & our community?

June 14, 2015

Committee

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Purpose: To explore the possibility of merging the Friends & the Foundation to form one non-profit organization to support the immediate & long term needs of the Alameda Free Library.

Friends	Foundation
• Bill Gibbs	• Eileen Bitten
• Adair Jorgensen	• Luzanne Engh
• Kris Matarrese	• Karen Manuel
• Cindy Silva	

June 14, 2015

The committee met with...

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- **Deborah Doyle**, SF Friends Development Manager, California Library Assn., Past President
- **Lars Hansson**, CPA
- **Ben Reyes**, attorney, Principal, Meyers Nave
- Programs: **Ann North** (Café), **Adair Jorgensen** (Book Sale), **Eileen Savel** (Concerts), **Luzanne Engh** (Annual campaign, Campaign 2015)
- Finance: **Bill Gibbs**, Friends Treasurer; **Peggy Rasch**, Foundation Treasurer; **Seamus Wilmot**, Foundation Finance Com.
- Governance: Merge Committee

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The committee identified benefits....

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- Single vision to support the Alameda Free Library
- Single identity in our community
- Simplification for the library staff
- Shared resources: larger volunteer pool
- Cost savings: insurance, PO Box, web site, bulk mail permit, tax preparation, etc.

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and challenges:

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- Building a new identity
- Developing a governance structure, finance structure and finance policy
- Branding & marketing a new organization
- Resolving concerns that accompany change
- Possible loss of membership

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Friends & Foundation share...

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- Common missions
- Common goal: raising money for the Library
- Non-profit, 501 (c)(3) organizations
- All fundraising activities show profitability
- Large number of volunteer hours expended
- No overlap or duplication of activities
- Need for leadership and volunteers
- Need to increase awareness in the community

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Successful Programs

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Book Sales

Dewey's Friends
Café

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Successful Programs

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Live @ the Library
ConcertsCampaign
2,015 by 2015

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Governance

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Friends	Foundation
<ul style="list-style-type: none"> • Member organization • Monthly meetings • Committees meet separately • Officers elected yearly • All members are eligible to vote • By-laws, very general • No finance policy 	<ul style="list-style-type: none"> • Board structure • 7-8 meetings yearly • Committees meet separately • Officers elected yearly • Board votes on policies, fundraising efforts, etc. • By-laws, traditional board structure • Finance policy

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The committee unanimously proposes

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A MERGED ORGANIZATION

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The committee recommends:

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- Keeping the name

Friends of the Alameda Free Library

- Dissolving the Foundation and merging it into the Friends 501 (c)(3) non-profit organization
- Members and donors will be called "Friends"

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Proposed Board Structure

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- 16 members, 8 from Friends and 8 from Foundation
- Proposed committees to include:
 - Executive Committee: President, Vice President, Secretary, Treasurer
 - Governance/Board Development
 - Finance
 - Marketing/Public Relations
 - Development
 - Fundraising Activities: Book Sales, Café, Concerts, Annual Solicitation
 - Advocacy

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Sample Mission Statement

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- To provide the public with a variety of ways to contribute to the ongoing services and growth of the Alameda Free Library for the enjoyment and benefit of the entire community. To be the stewards of the library and its many services and programs through volunteerism, fundraising and advocacy.

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Finance

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A finance policy that:

- Provides for the short and long term needs of the Alameda Free Library
- Establishes one operating budget with separate line items for each fundraising activity
- Merges checking accounts to one bank
- Maintains invested funds with current institutions: Edward Jones, Schwab

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New Friends board will...

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- Develop the mission and goals of the Friends
- Adopt a new set of by-laws that will include number of directors, length of terms for directors and officers, meeting schedule, fiscal year
- Adopt a finance policy
- Explore a fresh look for logo, website, newsletter

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Why Merge Now?

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- We know there is confusion in the public about our two organizations.
- Both Friends & Foundation have experienced challenges in filling officer/board seats.
- The committee has worked diligently and we have the momentum to move forward.
- There are active members within both organizations that are familiar with the concerns of a merge and can help us move ahead.

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Next steps

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- June-July: Reflection, questions, suggestions
- August: Each group will vote at their respective August meetings.

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