



**FOR OUR LIBRARIES.
FOR 150 YEARS MORE.**

THE CAMPAIGN FOR THE AMERICAN LIBRARY ASSOCIATION

ALA American
Library
Association

What if we could seize the moment...

sustain, strengthen, and evolve all that libraries already do so well in addressing our nation's most pressing information and literacy challenges, while building community, supporting creativity, and fostering resilience for the next 150 years?

Together, we will.

As ALA marks its 150th anniversary, we have an opportunity to honor all that libraries and library workers make possible while opening new pathways for members and strengthening the work ahead. This milestone invites us not only to celebrate a remarkable legacy, but to ensure the future.

How can we do this even better? By building on the extraordinary work libraries already do every day and, together, strengthening the support, leadership, and capacity needed to evolve for the future. Working together, ALA, its members, and its supporters will strengthen libraries and library workers to help carry this work forward for the next 150 years.

BUILT FOR THIS MOMENT

From its early days, ALA has championed libraries as free public institutions.

ALA has long been recognized as a socially responsive force, with its members committed to mobilizing - developing creative, practical solutions to the challenges throughout the decades.

Why does this matter now? Libraries remain among our nation's most trusted and essential civic institutions, helping people build literacy skills, access information, exercise the freedom to read, and stay connected. In this time of widening inequities, rising censorship, and growing demands for digital fluency, supporting libraries and library workers is one of the most powerful ways to bolster communities.

Your gift will make a difference.

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MAKING AN IMPACT

ADVANCING THE LIBRARY PROFESSION

Built by and for libraries, ALA serves as a vital connector and advocate for the profession, uniting academic, public, school, government, and special libraries to address national issues and support local communities. With tens of thousands of members, ALA brings library workers together to share diverse perspectives, strengthen practice, and shape the future of the field. ALA advances learning, leadership, and innovation across the profession by pursuing better ways to serve libraries and their communities.

ADVOCACY FOR LIBRARIES

ALA's advocacy, on behalf of libraries and the communities they serve, has a profound impact on social advancement via library services, information access, and digital inclusion nationwide. ALA is a persistent and tenacious presence in Washington, DC, serving as the unifying voice of libraries and advocating for libraries large and small at the national level. ALA's leadership in this area has been foundational to landmark federal legislation for libraries, providing critical funding for innovation and technology access.

Library advocacy helps ensure:

- The First Amendment is defended
- We can read what we want, freely
- We all have internet access
- E-books and audio books are available for all
- Local library branches to stay open
- College libraries can purchase content on reasonable terms
- School libraries provide books to students without politicized censure

EQUITABLE ACCESS TO INFORMATION

Libraries empower communities by providing access to knowledge, and ALA supports libraries in that core mission. Despite the vast amount of information available today, the digital divide, economic hardship, and systemic and geographic barriers leave millions in the United States without the information they need. The consequences are dire. Limited access to information means students fall behind, economic and health disparities widen, and voices go unheard. Access to information is widely recognized as a bedrock of democracy. ALA works to ensure equitable access to information, protect intellectual freedom, and give people the tools and skills needed use information effectively.



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INTELLECTUAL FREEDOM

Libraries in the United States have a long history of protecting the freedom to read, challenging censorship, and guarding privacy. However, since 2021, domestic censorship attempts have risen to previously undocumented levels, with groups attacking not only library materials and services, but also library workers and public trust in U.S. libraries and schools. For more than 50 years ALA's Office for Intellectual Freedom (OIF) has been at the forefront of protecting the American right to read freely and widely, a basic right in a democratic society.

LITERACY OF ALL KINDS

Libraries unlock literacy. Yet we face a future of deepening divides between those who can navigate a complex information environment and those who may fall behind, but libraries stand ready to bolster literacy. Library workers inspire millions to read and teach essential digital skills every day. They also help people – from students to seniors – navigate health, financial, and other information critically. As work and school become ever more digitalized, with AI more prominent, we need both foundational and advanced literacy skills.

Customize Your Gift – Whether selecting an action area, making an unrestricted gift, or directing your giving toward a specific ALA Division, Office, Roundtable or initiative, your contribution will count toward the Campaign. Gifts of any size will help us honor ALA's 150th Anniversary.

***YOUR SUPPORT WILL STRENGTHEN LIBRARIES
TODAY AND HELP ENSURE THEIR FUTURE.***

Make your anniversary gift today. Select your area of impact and give online at www.ALA150.org. Donations may also be mailed to American Library Association, 225 N. Michigan Avenue, Suite 1300, Chicago, IL 60601.

Your gift will go twice as far. For a limited time, through the generosity of Steve and Loree Potash, your gift, up to \$10,000, will be matched 1:1. The Steve and Loree Potash Family Foundation committed \$500,000 in matching fund to honor ALA's 150th Anniversary.

Whether you are considering a gift pledge, a planned gift, corporate sponsorship opportunities, making grants to ALA, or learning more about ALA's initiatives, **we encourage you to reach out to the ALA Development Team.** For general support, contact development@ala.org.

We are here for what matters to you.