

**Society of American Archivists Foundation
Board of Directors Meeting
March 13 – 14, 2015
Chicago, Illinois**

**Executive Director's Report
(Prepared by Nancy Beaumont)**

Since the Foundation Board's August 2014 meeting, the staff's support efforts have focused on four areas: creation of a marketing piece that was inserted into the November/December issue of *Archival Outlook*, development and implementation of the Annual Appeal communication plan, developing an understanding of the Foundation's accounting and investment management and reporting systems, and preparation for this Board meeting, including supporting Board members in their research.

MARKETING MATERIALS

Based on work done by the Development Committee in June 2014 and the flyer that was distributed at the 2014 Joint Annual Meeting, the staff developed a four-page "2014 Foundation Annual Report" that was inserted into the November/December issue of *Archival Outlook*. (See attachment.)

The purpose of the piece was to raise SAA members' awareness of the Foundation. The content included 1) the SAAF's recently adopted mission and vision statements; 2) a summary of the Foundation's work in 2014; 3) a reminder of the types of activities that the Foundation supports (i.e., services to archivists and the archives profession, student scholarships and travel assistance, and awards honoring special achievements in the archival enterprise; 3) testimonials from a Ham Scholarship recipient, a Mosaic Scholarship recipient, and a National Disaster Recovery Fund for Archives grant recipient; 4) a testimonial from Larry Hackman regarding his decision to make a significant gift to the Foundation in 2014; 5) a FY 2014 financial summary, including balance sheet and income statement; 6) a list of FY 2014 donors; and 7) a roster of Board, Development Committee, and Finance Committee members.

Many thanks to Brenda Gunn for her work to obtain the testimonials.

In another "marketing" effort, my column in the January/February issue of *Archival Outlook* highlighted the CY 2014 Foundation donors. Traditionally we have honored the Foundation donors in the July/August issue of the newsletter following the close of our fiscal year. I chose to thank them in January/February because I think it is more logical to do so immediately following both the year-end Annual Appeal and the close of the tax year. I welcome Board members' comments on this approach.

THE 2014 ANNUAL APPEAL

In support of the 2014 Annual Appeal, staff developed and implemented the following communication plan:

Communication Plan for 2014-2015 SAA Foundation Annual Appeal

Audience	Message	Medium	Timing	Notes
SAA Past Presidents (personalized salutation)	Appreciate commitment; importance of strengthening SAAF; Strat Growth Fund.	[A] USPS letter signed and notated by SAA President (SAA letterhead).	Mailed by HQ on Monday, December 1.	Q = 39
SAA Fellows ("Dear SAA Fellow," de-duped for SAA Past Presidents and 2014 donors)	Exciting year for SAAF; 100% participation of Fellows; Strat Growth Fund.	[B] USPS letter signed by SAAF President, personalized by NPB (SAAF letterhead).	Mailed by HQ on Tuesday, December 2.	Q = 125
2013 donors of \$100 or more ("Dear Colleague," de-duped for previous)	Demonstrated interest with previous donation; exciting year for SAAF; Strat Growth Fund; \$25-\$100.	[C] USPS letter signed by SAAF President, personalized by NPB (SAAF letterhead).	Mailed by HQ on Tuesday, December 2.	Q = 24
Current or recent SAA leaders (Leader List +) (personalized salutation, de-duped for previous)	Demonstrated loyalty as leader; exciting year for SAAF; Strategic Growth; \$25-\$100.	[D] USPS letter signed by SAAF President (SAAF letterhead).	Mailed by HQ on Wednesday, December 3.	Q = 484
Members in ID6 or ID7 who have not given to SAAF in 2012, 2013, 2014 (personalized; de-duped)	Long-time member loyalty; exciting year for SAAF; Strat Growth Fund; \$25-\$100.	[E] USPS letter signed by SAAF President (SAAF letterhead).	Mailed by HQ on Wednesday, December 3.	Q = 687
All remaining SAA members (de-duped for previous)	Member loyalty; exciting year for SAAF; Strat Growth Fund; \$25-\$100.	[F] Email message from SAA and SAAF Presidents.	Emailed on morning of Thursday, December 4.	

As noted in the Treasurer's report (Agenda Item IV.B.5.) the 2014 Annual Appeal yielded \$29,009 in donations, comparing very favorably with our 2013 total of \$24,994 (if we back out the \$10,000 Ham contribution, which should not have been attributed to the Annual Appeal in 2013).

Many thanks to Fynnette Eaton and Kathleen Roe for their work on the draft letters, to Kathleen for hand-signing and notating the letters to SAA past presidents, and to Carlos Salgado for pulling and de-duping the appropriate lists.

ACCOUNTING AND FINANCIAL MANAGEMENT

Since the Board's meeting in Washington D.C., in August, Peter Carlson and I have been working to develop a clearer understanding of the Fund's assets and to consider ways in which we might improve the effectiveness of Foundation financial reporting. The historical commingling of what are now the Foundation's funds with those of the Society's operational funds has presented a challenge for considering how to simplify both our administrative processes and our reporting. We have successfully identified the reasoning behind the current account structure and have begun to develop plans for simplifying our structure of accounts. We have also confirmed our audit partner's and our banker's agreement that separating the funds is the best practice and that we can leverage investment returns just as we do today (or better), even if we separate the Foundation's from the Society's funds under investment.

We hope to begin this process during the next fiscal year. Going forward we will solicit advice and input from the Board regarding improved reporting.

BOARD MEETING PREPARATION

Web and Information Systems Administrator Matt Black met with Waverly Lowell via phone to discuss Foundation website development (Agenda Item III.E.) and Matt and Peter met with Carla Summers via phone to discuss tools for donor tracking (Agenda Item III.D.). René Craig handled all logistics for the Board meeting.

As always, I welcome your comments, questions, and suggestions.

The SAA Foundation

is the nation's leading source of nonprofit funding dedicated solely to the interests of archives and archivists.

As a 501(c)(3) organization, its mission is to provide resources to enhance the work of the archival community. To that end, the Foundation will support:

- Research and reporting about the profession, its practice, and its practitioners;
- Development of professional growth opportunities;
- Recognition of archivists via scholarships, travel assistance, and awards;
- Programs to enhance the performance of repositories; and
- Efforts to persuade influential external organizations to create or promote archives.

In addition, the Foundation will seek to strengthen itself by enhancing its accountability, development, and governance.

The SAA Foundation Is...

... Official!

In just three years, the SAA Foundation has evolved from the "SAA Special Funds" to a separately incorporated 501(c)(3) organization whose purpose is to promote and support the charitable and educational initiatives of the Society of American Archivists. The Board includes SAA's officers as well as other individuals who bring special expertise to the table. To read more about the Foundation and its Board of Directors: <http://www2.archivists.org/groups/saa-foundation-board-of-directors>

... Engaged!

- **Accelerating** our knowledge by providing seed money for such innovative education programing as SAA's highly successful Digital Archives Specialist curriculum.
- **Working** to ensure that the Foundation – through our Strategic Growth Fund – can provide support as SAA takes on its visionary new Strategic Plan.
- **Investing** in the profession's future via scholarship opportunities for budding archivists who bring talent and diversity to our profession. (2014 scholarship awards totaled more than \$17,500!)
- **Supporting** archives recovering from disaster through the National Disaster Recovery Fund for Archives. (Since its establishment in 2005, the NDRFA has awarded \$56,500 in disaster recovery grants!)
- **Honoring** special achievements in the archival enterprise via SAA's active awards program.

... Growing!

The 2013-2014 Annual Appeal was our most successful ever, thanks to the 202 individuals and organizations that donated more than \$55,000.

Our new Finance Committee is focused on creating a process for grant-making and ensuring that our financial reporting is transparent for donors and friends.

And our new Development Committee is working on developing resources, introducing new ways of giving, and enhancing SAA's culture of giving.

SAA Foundation BOARD OF DIRECTORS, FY 2013-2014*

Fynnette L. Eaton, 2013-2014 President,
Eaton Consulting

Carla M. Summers, 2013-2014 Vice President,
Archives Consulting

Mark Duffy, 2013-2014 Treasurer,
The Archives of the Episcopal Church

Danna Bell, The Library of Congress

Jackie Dooley, OCLC

Larry Gates, Hollinger Metal Edge

Brenda Gunn, University of Texas at Austin

William Landis, Yale University

Waverly Lowell, University of California, Berkeley

Charles L. Martin, Retired

Ben Primer, Princeton University

Kathleen Roe, New York State Archives

Ann Russell, Former Executive Director, NEDCC

Becky Haglund Tousey, Mondelez International

Nancy Beaumont, SAA Executive Director
(ex officio)

SAA Foundation DEVELOPMENT COMMITTEE

Carla Summers, Chair

Nancy Beaumont

James Fogerty

Brenda Gunn

Larry Hackman

SAA Foundation FINANCE COMMITTEE

Mark Duffy, Chair

Nancy Beaumont

Peter Carlson

Waverly Lowell

Ben Primer

*For the 2014-2015 Board roster, see
<http://www2.archivists.org/groups/saa-foundation-board-of-directors>.

The SAA Foundation Supports...

Services to archivists and the archives profession

Unrestricted funds established by Margaret Cross Norton and Linda J. Henry further the educational objectives and other activities of the Foundation.

Strategic Growth: Established in honor of SAA's 75th Anniversary, this development area supports the strategic priorities of the Foundation and SAA, including professional and public education, publications, and research.

National Disaster Recovery Fund for Archives: Established by the Society of Southwest Archivists and SAA to address archival repositories' stabilization and recovery needs in the wake of Hurricanes Katrina and Rita, support has been broadened to provide grants for recovery of archival collections from major disasters, regardless of region or repository type.

Student scholarships and travel assistance

F. Gerald and Elsie Ham Scholarship: Established by long-time SAA member and leader F. Gerald Ham and his wife Elsie, this scholarship provides graduate archival students with support in their second year of study.

Mosaic Scholarship: Promotes diversification of the American archives profession by providing financial and mentoring support to minority students pursuing graduate education in archival science.

Donald Peterson Student Scholarship Award: Provides financial assistance to students and recent graduates of archival education programs to attend SAA's Annual Meeting.

Harold T. Pinkett Minority Student Award: Promotes increased minority participation in SAA by exposing minority students to the experience of attending national meetings and encouraging them to join SAA.

Oliver Wendell Holmes Travel Award: Enables overseas archivists who are already in the United States or Canada for training to travel to the SAA Annual Meeting.

Awards honoring special achievements in the archival enterprise

... including the C.F.W. Coker Award, the Philip Hamer and Elizabeth Hamer-Kegan Award, the Waldo Gifford Leland Award, the Theodore Calvin Pease Award, the Fellows' Ernst Posner Award, and the Spotlight Award.

Read more about Foundation-supported awards at
<http://www2.archivists.org/foundation>.

To make a donation online: <http://www2.archivists.org/foundation>.

In many ways the F. Gerald and Elsie Ham Scholarship was my first exposure to archivists as a group on a national level. Receiving the scholarship strengthened my resolve that this was a profession and group of people that I very much wanted to be a part of, and reminded me that my predecessors and future colleagues had set very high standards of public



service for those who followed them. I was and continue to be honored to have received the Ham scholarship, and will do my absolute best to live up to those ideals.

Eric Willey
2011 Ham Scholarship
Awardee

... [T]he Mosaic Scholarship enabled me to become a member of SAA an entire year before I had originally thought myself able to. It provided me with considerable financial assistance. It allowed me to attend my first archival conference. But more than anything else, it helped me feel a little more confident of myself. Of my decision to enter this profession. Of the goals I have set for the future. And of my ability to meet those goals.

Aditi Sharma Worcester
2012 Mosaic Scholarship
Awardee



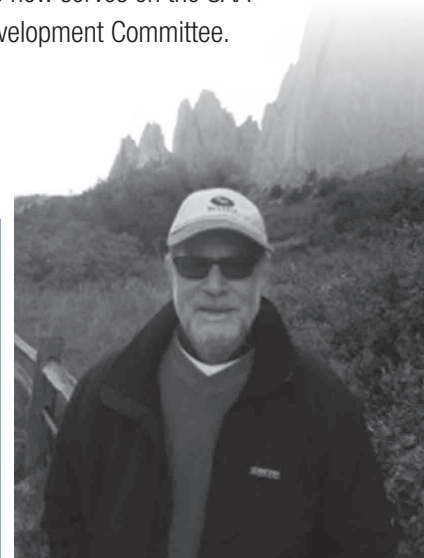
I'd like to thank the SAA Foundation for its very generous support of our organization. The grant award of \$2,000 went toward our conservation efforts following the extensive damage caused to Printed Matter's Archive by Hurricane Sandy. While Sandy has been quite a blow to our small organization, we remain optimistic and determined that we will rally as strong as ever. Your generous contribution will help ensure that Printed Matter's history is preserved, a history that is critical to the field of artist books as a whole. If you or any of the Society's members are ever in town and would like to visit our organization to view our post-Sandy progress, we would be delighted to show you around! ... Please do not underestimate the impact your donation has had.

James Jenkin, Executive Director
Printed Matter, Inc. • New York, NY
2013 NDRFA Grant Recipient

I recently made a gift of more than \$5,000 to the SAA Foundation. For me this was a real stretch gift – I have never given more than this to any other organization of any kind. Although I was intensely active in SAA and the profession from 1975 to 1995, I have not been engaged other than writing for several publications during the nearly twenty years since I resigned as State Archivist of New York. So why did I make this gift, and why now?

The main impetus for my gift – and I hope to make a similar one next year if all goes well – is perhaps the most obvious. At age 71, I have been looking back at a career in archives and public history and considering what I might do now that will have a positive future impact. A Foundation gift seems to me the best way at this stage of my life. It is a good way to give back to a profession that gave me satisfaction and recognition during my active years. I believe that as the Foundation grows and matures it will support initiatives vital to the success of archivists and archives far into the future....

Larry Hackman, an SAA Fellow, was a member of SAA's Council and Executive Committee and an Annual Meeting program chair. Most recently he was editor of *Many Happy Returns: Advocacy and the Development of Archives* (SAA, 2011). He now serves on the SAA Foundation's Development Committee.



Society of American Archivists Foundation

BALANCE SHEET

For The Years Ending June 30

Assets	2013	2014
Cash & Investments	\$1,272,293	\$1,477,414
Receivables	727	—
SAA/Foundation Inter-Company Funds	772,490	849,903
Total Assets	\$2,045,509	\$2,327,317

Liabilities & Net Assets

SAA/Foundation Inter-Company Funds	\$1,127,297	\$1,224,128
Total Liabilities	1,127,297	1,224,128
Net Assets	918,212	1,103,189
Total Liabilities & Net Assets	\$2,045,509	\$2,327,317

Society of American Archivists Foundation

INCOME STATEMENT

For The Years Ending June 30

Income	2013	2014
Investments	\$125,413	\$187,234
Miscellaneous & Donations ¹	58,246	92,512
Total Income	\$183,659	\$279,746

Expenses

General & Administrative	86,247	95,815
Total Expenses	\$86,247	\$95,815
Net Gain / (Loss)	\$97,412	\$183,931

¹ Foundation donation revenues consist of cash donations from members and in-kind donations from SAA.

FY 2014 FINANCIAL SUMMARY

Notes to Financial Statements

Overview: For Fiscal Year 2014 (July 1, 2013 – June 30, 2014), the SAA Foundation posted a net gain of \$183,931.40. With unrealized gains on investments amounting to \$69,725.59, the operational net gain for the twelve months ending June 30, 2014, was \$114,205.81.

Balance Sheet: Cash and Investments balances have grown by 16.12% since June 30, 2013.

Income Statement: The Foundation's net gain of \$183,931.40 during FY 2014 is due to the following:

- Net unrealized investment gains exceeded \$69,000.
- Contribution revenues exceeded \$92,000. Notably, donations from individuals (contributions not including SAA in-kind donations) increased by 53.6% over FY 2013.
- Interest, dividends, and realized gains revenues amounted to nearly \$113,000.
- Quarterly investment management fees totaled more than \$15,000.
- Various travel awards and prizes totaling \$29,301.50 were awarded.
- The National Disaster Recovery Fund for Archives awarded a grant of \$2,000 to the Zadock Pratt Museum for recovery from Hurricane Sandy.
- Scholarship disbursements for the Ham Graduate Student Scholarship and the Mosaic Scholarship amounted to \$17,789.
- Administrative expenses related to SAA operations amounted to more than \$36,000. These expenses were offset by in-kind donations from SAA.

The SAA Foundation Salutes Its 2013 – 2014 Donors

The SAA Foundation thanks the 202 individuals and organizations that donated to the Foundation in Fiscal Year 2014 (July 1, 2013 – June 30, 2014). The \$55,464.87 in donations will be used to support initiatives, scholarships, and awards that will make a difference for archives and archivists. Thank you for your generosity!

President's Circle (More than \$5,000)

F. Gerald Ham
Fynnette L. Eaton
Larry J. Hackman

Philanthropist (\$1,001 - \$2,500)

Bruce H. Bruemmer
Richard A. Cameron
Maarja Krusten
Helen R. Tibbo
Becky Haglund
Tousey

Founder (\$501 - \$1,000)

Jackie M. Dooley
Linda Edgerly
Peter B. Hirtle
Wilda D. Logan
Brian Martin
Dennis E. Meissner
Kathleen D. Roe
James M. Roth
Margery N. Sly

Patron (\$251 - \$500)

Elizabeth W. Adkins
Nancy Perkin
Beaumont
Kim L. Bishop
Mary Caldera
Maygene Daniels
Mark J. Duffy
David S. Ferriero
James E. Fogerty
William E. Landis
Michelle Light

Trudy Huskamp
Peterson
Ben Primer
Ann Russell
Deborah S. Skaggs
Megan Sniffin-
Marinoff
Gregor Trinkaus-
Randall
Lisa Weber

Friend (\$101 - \$250)

George W. Bain
Brenda S. Banks
Danna C. Bell
Richard J. Cox
Daria D'Arienzo
Susan E. Davis
Elaine Engst
Max J. Evans
John A. Fleckner
David B. Gracy
Jennie Diaz Guilbaud
Brenda S. Gunn
Robert Horton
Geoffrey A. Huth
Randall C. Jimerson
Elizabeth Ferguson
Keathley
Jessica L. Klein
Jeannine T. Levesque
Waverly B. Lowell
William J. Maher
Jennifer Marshall
Barbara L. Narendra
Michele F. Pacifico
Danielle Cuniff
Plumer
Shelby Sanett
Amy C. Schindler

Simmons College
Virginia H. Smith
Sharon Gibbs
Thibodeau
John J. Treanor
Diane L. Vogt-
O'Connor
Christine Ward
Bradley D. Westbrook
Christa J. Williford
Elizabeth Yakel

Donor (Up to \$100)

Margaret O. Adams
Maija Anderson
Michael Arbagi
Barbara E. Austen
Maurita E. Baldock
Elizabeth S. Banks
Nancy Bartlett
Virginia L. Beatty
Lewis J. Bellardo
Rebecca Bizonet
Frank Boles
Lorene Broersma
Valerie G. Browne
Sarah Buchanan
Stuart Campbell
Julie Carlsen
William C. Carpenter
Marietta R. Carr
Elizabeth Carroll-
Horrocks
James F. Cartwright
Andrew Cassidy-
Amstutz
Erika B. Castaño
Courtney E. Chartier
Jennifer Coggins
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Thomas Connors
Margaret M. Cornell
Elizabeth Cousins
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Beth Dalton
Kate Deviny
Mimi Dionne
Anita Taylor Doering
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Judie D. Moses
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Sue R. Topp
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Susan Tucker
Bruce Turner
Joan Van Albada
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Angleton
Justine Wagner-
Mackow
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Edward Weldon
Valerie Wingfield
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archivists.org/
foundation](http://www2.archivists.org/foundation)