



CALA - Chinese American Librarians Association 華人圖書館員協會

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Submission #2603

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Submission information

Form: [2014-2015 Mid-Year Report Form](#)

Submitted by Visitor

Monday, January 5, 2015 - 12:26

63.116.61.253

Your Name:

Maria Fung and Esther Lee, Co-Chairs

Email:

elee4cala@gmail.com

Committee Name:

Public Relations/Fund Raising Committee

Committee Roster:

Maria Fung, Co-Chair

Esther Lee, Co-Chair

Michael Cooper

Songqian Lu

Frank Xu

Shali Zhang

Committee Charge:

For the past half-a-year, the members of the Public Relations/Fund Raising Committee set our goals as below:

- Cultivate public relations with potential advertisers, donors, and vendors.
- Solicit funds from potential contributors for CALA's annual Membership Directory to be printed later in 2015, for our annual Awards Banquet to be held in San Francisco in June 2015, and for a Grant and/or Scholarships.
- Invite donors of over \$1,000.00 to our annual Banquet, give each of them a chance to speak two minutes at our Banquet, and have their contributions acknowledged on our upcoming Program flyers, Banquet flyers, CALA Newsletter and website.

Task Completed According to the Five Goals Outlined in the CALA 2015 Strategic Plan if Applicable and Please Be Specific:

The following tasks were completed in accordance to the CALA 2015 Strategic Plan.

Donations totaling \$16,250.00 were raised during the past few months:

- \$1,250.00 was received from the Ambassador Book Service, for subsidizing the upcoming Awards Banquet and the Leadership Training Series. Ambassador is "one of the largest book distributors in the nation". Many thanks go to the efforts of our CALA President Carol Gee and our Committee member Michael Cooper. (Goal 1/Organizational Excellence and Goal 4/Educational Opportunities enhanced).
- \$12,000.00 was received from Mr. John Fung of Taiwan, for adding to the Fung's Fund for the CALA Outstanding Library Leadership Award in Memory of Dr. Margaret Chang Fung (late wife of Mr. John Fung). That large sum was negotiated with the Fung family by Dr. Hwa-Wei Lee and Sally C. Tseng, both instrumental in establishing the Award in 2012. At the present, the check is not yet cashed, pending on the signing of the new Amendment among the Fung family, the CALA President and the Executive Director. (Goal 1/Organizational Excellence and Goal 3/Services to Membership enhanced)
- \$1,000.00 was received from Li Fu, CALA's Executive Director. From the donations she received in memory of her late husband, Mr. Huanqi Wang, Li wanted this sum to jumpstart the new CALA Caring and Loving Fund (CCLF), to pay for "cards, flowers, food baskets, and/or checks for CALA members when they suffer from devastating diseases, injuries, and loss". (Goal 1/Excellence and Goal 4/Membership enhanced)
- \$1,000.00 was received from Dr. Hwa-Wei Lee, who responded at Li Fu's establishment of the Caring and Loving Fund. (Goal 1 and Goal 4 enhanced).
- \$1,000.00 was received from Irene Yeh, a former CALA President, who also donated to the Caring and Loving Fund. (Goal 1 and Goal 4 enhanced).

A few members voiced that they wanted to donate to the Sally C. Tseng Professional Development Grant, but the new Agreement presented by Sally last August, replacing the 2003 Tseng-CALA Terms (as requested by the new Officers), is yet to be signed by Sally and the CALA President as well as the Executive Director.

Work in Progress & Timeline:

Meantime our Committee members are continuing our work with seeking advertisers/donors and matching supporters with letters. The work is to be completed at the end of the upcoming Banquet.

Goals and Objectives for the Second Half Year:

Our goals and objectives for the second half of the year is the same as that for the first half of the year. We will do more outreach to potential contributors so that more money will be raised, the Membership Directory will have sufficient funds for printing, and CALA's excellence or Goals for the 2015 Strategic Plan be enhanced.

Budget Requirements or Reimbursement Requests (if any):

None.

Questions/Comments/Suggestions for the Board (if any):

Please work fast on the signing of the Amendment between Mr. John Fung and the Board in addition to the Agreement to replace the Terms between Sally C. Tseng and the Board, so that money could be raised or deposited fast in order to generate more interests or dividends for the benefit of our members.

Attachment1:

Attachment2:

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Your comments and suggestions are important. Please use [Suggestion Box](#) to tell us how we can do better on CALA's business.