RESOURCES DEVELOPMENT COMMITTEE

2009 ANNUAL REPORT

Submitted by Louise Lamphere
March 2010

Members

Louise Lamphere (Chair 2007-2010)
Linda Basch (Vice-Chair)
Linda Bennett
Geoff Clark
Cathleen Crain (resigned February 2010)
Paul Doughty (resigned December 2009)
Catherine Emihovich
Mark Goodale
Sally Merry
Gwendolyn Mikell
Mary Moran
Yolanda Moses
J. Anthony Paredes (resigned January 2010)
Jim Peacock
Paula Sabloff

Ex-Officio
Virginia Dominguez
Setha Low (2008 – 2009)

Staff
Elaine Lynch
Shanda Estwick (August 2009-February 2010)
William Davis

Overview
This year (2009) was the second year of our effort to create a culture of
giving through an active Resource Development Committee (RDC) and an Annual
Campaign Committee (ACC) initiating phone calls to potential donors. We
continued to send two giving letters to members and to emphasize the
Leadership Circle as a group of AAA supporters who share our vision of
anthropology and help fund our initiatives. Given the recession and everyone’s
losses of retirement and investment funds, the Annual Campaign did very well
raising almost $70,000 (only slightly less than in 2008) though personal phone
calls and mail campaigns.
In addition to the $70,000 contributed by members in 2009 Catherine Bateson closed the Institute for Intercultural Studies (IIS) and donated $50,000 in funds to the Minority Fellowship Program. This brought the total raised for the Annual Campaign in 2009 to $119,573. The $50,000 from the IIS along with $20,828 designated to the Minority Fellowship Program from 216 individual donors meant that we had increased the total endowment for the Minority Dissertation Fellowship Fund to $254,790 by December 31, 2009. This program is now fully funded, and will provide a $10,000 annual award, using a payout schedule of 4% of the fund’s value. We celebrated the full funding of this endowment at our Donors’ Reception at the Annual Meetings in Philadelphia.

We also were able to fund the Syllabus Project which will provide an on-line syllabus exchange for our members. We anticipate launching this project later this year.

Our Annual Campaign continues to emphasize the Leadership Circle, composed of Donors who give $500 or more in any given year. This year we had 41 members of the Leadership Circle (up from 36 in 2008). These members are honored at the Donors’ Reception and each received a flash drive/pen as a gift of appreciation.

We continue to send out two giving letters, although we have moved them to earlier in each semester (September rather than December and March rather than May). We also altered our calendar this year so that RDC and ACC members make calls to potential donors and Leadership Circle members in October (following up on the September letter) rather than after the Annual Meetings. In the Spring, calls are made in April, (following the March letter) rather than in May. In this way the RDC and ACC are calling members in the middle of the term rather than during the busy finals/grading period (and the run-up to Christmas or Graduation). Our end of year campaign is now done by e-mail and notices on the AAA website homepage.

With the completion of two of our three projects, we added a Race Project Educational Outreach initiative (development of K-12 and work place materials to complement the museum exhibit) and revamped our Gray Matter Repository so that it would be a portal on the AAA Web-site. We also added a program to bring summer interns to DC to work with the AAA staff and other agencies or universities on outreach projects (see below for more details on these initiatives).

**Continuing and Strengthening Our Campaign infrastructure**

We continued the same Annual Campaign strategy begun in 2008 with an emphasis on each RDC member contacting 10 potential donors in the Spring and
10 in the fall. We also strengthened the ACC by adding new members and
initiating phone call meetings with the ACC during our spring and fall calling
periods. It has been particularly hard to energize this group since we are only
able to meet with them at the Annual Meetings and since it has been hard to
develop the sense of vision and planning that the RDC has. We initially had two
RDC members mentor the ACC recruits, but both found it difficult to contact and
energize them. Shanda Estwick who was hired as Elaine’s assistant in August of
2009 took over the job of mentoring the ACC members at the Philadelphia
meetings and afterwards. Members from 2008 include Maria Achino-Loeb, Bill
Beeman, Elizabeth Chin, Melissa Checker, El Liebow, Jeff Maskovsky and Maria
Vesperi. We have recently recruited Caroline Brettell, Bob Hahn, Judy Goode and
Catherine Anderson-Leavitt. Since Shanda resigned in late February, this leaves
the ACC temporarily in limbo, but hopefully, the groundwork as been done so
that they can be more effective during 2010.

New Initiatives

We spend a good part of the year deciding on what new projects would
replace those that were projected to be fully funded by the end of 2009. During
Spring 2009, on the advise of Bill Davis and Oona Schmid, we decided to omit the
Gray Matter Repository from our Spring Fundraising campaign. On the basis of a
visit to the Mellon Foundation, Bill and Oona discovered that Mellon was not
interested in funding repository projects since there were already a great
number through university libraries and some were not being used. Oona did a
survey of other potential funders and could not identify other sources to fund
repositories. (Our plan had been to raise seed money to fund a study that would
assess member’s interest in a repository and prepare the groundwork for a larger
grant). Some RDC members, particularly those who were practicing/applied
anthropologists, were disappointed and still wanted a way for members to make
unpublished reports more widely available. The RDC worked with the Committee
on Practicing Applied and Public Interest anthropology (CoPAPIA) and Kathleen
Tery-Sharp to craft an alternative that would use the AAA website.

Other project possibilities were elicited from AAA staff members. During
the summer the committee reviewed a listing of six potential projects and
selected a short list of four options. There was extensive support for the RACE
educational Outreach initiative and we agreed to place it on the Fall Newsletter to
fill in for the Gray Matter Repository while we were exploring other possibilities
for it. The RACE initiative would raise funds for new educational resources to be
used in K-12 classrooms, workplaces, and NGO sites to assist students and adults
in learning about race and valuing human variation from an anthropological
perspective. In just three months, we have raised $1,826 for this effort. The
remaining giving options were sent in a short survey to RDC and ACC members
and to all other members of the Leadership Circle. On the basis of this feed back
and our discussion at the Annual Meeting conference meeting we have chosen to add two new projects to the 2010 Annual Campaign giving options.

The first project is an internship program. A small sub group of Linda Basch, Linda Bennett, Gwen Mikell and staff members Elaine Lynch and Damon Dozier crafted a program that would solicit candidates on a national level and include an outreach component. The objective of the program is to provide anthropology students with an opportunity to work with AAA staff and other agencies within the DC metropolitan area on projects that are aligned with their areas of interest within anthropology. The internship will be based in the AAA offices but offer the possibility of working with a participating governmental office, local university or other organization. Target groups will be anthropology majors in their junior or senior undergraduate years or graduate students.

The new Gray Literature and Technical Report Portal is our second project. The AAA will develop an on-line portal to provide access to gray literature and technical reports. This portal will link to information and reports stored on a combination of AAA, government, NGO, and other websites to provide great access to anthropological reports and other material that do not have an ISBN number and which are commonly not sold in conventional commercial publishing venues. This portal will increase access to archaeological site reports, governmental technical reviews, social impact studies, grant reports, data sets, text collections, and similar products that are useful in the research and professional work of many anthropologists and graduate students.

The Annual Donors’ Reception

Our second annual donor’s reception was a celebration of our success in fully funding the Minority Dissertation Fellowship Fund and launching the Syllabus Project. We toasted these projects and heard from Rocío Magaña and Sherina Feliciano-Santos, two former Minority Fellowships, who told us how important the fellowship had been in their professional lives. Beverly Chiarulli, outgoing chair of the Anthropology Education Committee and Syllabus project workgroup member explained the syllabus project and how it would work, while Faye Harrison filled us in on the importance of the RACE Project and how new workshop and curricular material would enhance its impact. The Leadership Circle members were introduced and thanked for their support. The reception was well attended, and everyone enjoyed the food.

Changes in Membership

During 2009 we added Gwen Mikell, Sally Merry, Cheryl Mwaria, Paula Sabloff, Catherine Emihovich and Mark Goodale to the committee to replace the three resignations from 2008 and 2009 resignations by Sydel Silverman, Paul Doughty, and Bill Heaney and bring our membership up to fifteen. Cathleen Crain and Tony Paredes resigned in early 2010 and the committee will be looking for
replacements. This is a hard working committee and it is difficult to find members who have the time, energy and “knack” for making fund-raising calls to members. Some members really are good at fund raising, but find that they have too many commitments and decide not to continue, while others are uncomfortable with the fund-raising role. However, the RDC continues to believe that personal contacts are the heart of a successful resource development strategy and that we are slowly building a loyal donor base.

Relevance of RDC Activities to the Long Range Plan

The RDC has contributed to the objectives of the Long Range Plan in a number of specific ways. First, as part of Objective XII, the RDC is part of the AAA’s development of long-term financial plans and goals. We have continued to target a goal of about $70,000 for the Annual Campaign and have chosen three new projects for the next year. Large gifts (like this year’s Bateson donation) or a bequest can often bring this number higher.

The RDC also helped contribute to Objective V, increasing the presence of minoritized anthropologists, by fully funding the Minority Dissertation Fellowship Fund. And finally, by initiating the Gray Literature and Technical Report Portal, the RDC hopes to support practicing anthropologists and foster their integration into the AAA. The portal will be particularly useful for applied/practicing anthropologists and archaeologists who often produce “gray literature” or professional reports but have few resources to make them widely available.

Activities for 2010

The RDC looks forward to the 2010 Annual Campaign with three relatively new projects on our list and the success of the Minority Dissertation Fellowship Fund and the Syllabus Project to build upon. With the economy slowly improving and with three attractive projects we are hoping to increase both the number of Leadership Circle members and the amount raised through the donor letters and RDC/AAC calls. Our success will be partly dependent on staff support. Elaine has been wonderful in terms of her organizational skills, her energy, and her ability to encourage members. However, a staff assistant is an absolute necessity, particularly in helping us pull together a successful ACC. Shanda, before she left was taking over the administration of this committee, keeping in contact with members, and providing them with lists of potential donors. She was also taking minutes of RDC phone call meetings and tracking donations for both RDC and ACC. Without a staff assistant during 2011, it will be difficult to maintain a cohesive and productive ACC.
January 25, 2010

To: Resource Development Committee

From: Elaine Lynch

Subject: Annual Campaign Status Report

I am pleased to present a report of the annual campaign funds raised to date. The following information is as of the above date.

Total campaign goal for 2009: $TBD
Total funds raised to date: $119,573

Funds were raised for the following activities

<table>
<thead>
<tr>
<th>Fund</th>
<th>Amount</th>
<th># of Donors</th>
</tr>
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<tbody>
<tr>
<td>AAA Endowment</td>
<td>7,244</td>
<td>68</td>
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<tr>
<td>Current Operations-Unrestricted</td>
<td>30,563</td>
<td>201</td>
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<td>Minority Dissertation Fellowship Fund*</td>
<td>70,828</td>
<td>217</td>
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<td>Race Project</td>
<td>1,826</td>
<td>9</td>
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<td>Syllabus Project</td>
<td>1,888</td>
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<td>Repository Project</td>
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<td>AAA Award</td>
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<tr>
<td>Moses Award</td>
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* The final balance as of 12/31/2009 is $254,790 which includes a grant of $50,000 from the Institute for Intercultural Studies. Goal is $250,000 which at 4% earnings would support a $10,000 award.
**Leadership Circle** – We have 41 Leadership Circle donors for 2009

**Resource Development Committee (RDC) Activity Report for 2009**

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td># of donations received (all)</td>
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</tr>
<tr>
<td># of Leadership Circle donations pledged</td>
<td>10</td>
</tr>
<tr>
<td># of Leadership Circle donations received</td>
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<tr>
<td>Total donation generated</td>
<td>$10,102</td>
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<td>Total RDC Member Donations</td>
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**Annual Campaign Committee (ACC) Activity Report for 2009**

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<th>Value</th>
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<td># of donations received (all)</td>
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<tr>
<td># of Leadership Circle donations pledged</td>
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<tr>
<td>Total donation generated</td>
<td>$2,785</td>
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<tr>
<td>Total ACC Member Donations</td>
<td>$2,235</td>
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</table>

**Total number of donors** 406

**Average Gift Amount** $225

**Number of $100 Gifts** 71