

2026-2030 Strategic Plan

Five years from now:

The Seattle Public Library (SPL) will be at the cutting edge of library work, with the Foundation funding and catalyzing innovation.

Our grassroots **army of advocates** will wield great influence and become donors and ambassadors.

Policymakers will prioritize the Library in budget decisions.

Donors will be making transformative commitments to build our endowments, support major initiatives, and shape our future.

Foundation presence in the branches and among SPL staff will be celebrated.

The public will know where to turn to support the Library.



VISION

A Library where knowledge flourishes and people find inspiration and belonging.

MISSION

To inspire the community's philanthropic support of, advocacy for, and pride in the Library.

VALUES

Integrity: We act with honesty and accountability to build trust.

Belonging: We champion diverse voices and access for all. We treat everyone with dignity, kindness, and openness.

Innovation: We embrace curiosity, learning, and bold ideas.

Intellectual freedom: We promote freedom of thought and expression. We believe everyone should have access to books and Library resources.

Partnership: We are stronger together. We collaborate with The Seattle Public Library, donors, and advocates to create lasting impact.

Gratitude: We honor and celebrate those who support the Library's mission.

FOUNDATIONAL COMMITMENTS

Equity: Continuing to instill equity values through the Foundation and support the Library's equity mission.

A vibrant organization: Building out and supporting a strong, healthy organization that can execute our strategy. We recognize that staff capacity will need to increase to keep pace with our growth.

2026-2030 Strategic Priorities and Goals

GROW AND DIVERSIFY

fundraising year over year to increase giving to SPL 50% or more by 2030.



Increased fundraising leads to greater Library impact.

- Ensure continued donor growth and stability into the future each year from 2026-2030.
- Grow fruitful giving categories such as major gifts, endowments, and planned giving.
- Ensure that the Foundation is ready to support a major capital/comprehensive campaign by 2030.
- Develop board and staff capabilities to achieve growth.
- Identify areas of Library alignment with corporate and foundation priorities to establish deeper partnerships.



BUILD ADVOCACY

capabilities to leverage public support.

SPLF organizes advocates to protect and increase the public investment that SPL relies on.

- Create resounding support for the 2026 levy and future ballot measures.
- Develop strong relationships with civic leaders and policy-makers at all levels of government.
- Position ourselves to respond rapidly to emerging challenges.
- Develop proactive strategies to ensure Library infrastructure receives public investment.
- Build a roster of influential supporters and a powerful base of grassroots advocates.

SUPPORT LIBRARY STRATEGY and transformation.



The Library is committed to organizational transformation. The Foundation's role is to support Library leadership to move boldly to create the Library of the Future.

- Strengthen trust-based philanthropy to empower SPL to achieve its strategic plan.
- Continue to strengthen the partnership with Library leaders and staff at all levels.
- Catalyze and fund bold and innovative projects envisioned alongside the Library.
- Partner with SPL to build pride and enthusiasm for Library programs, collections, and branches.



INCREASE THE VISIBILITY of the Foundation so the community understands and contributes to advancing our mission.

Broadening the support and engagement of community members as Foundation donors and advocates is the best way to ensure continued Library excellence.

- Create broad public awareness of how the Library is funded and the need for philanthropic support and advocacy.
- Increase awareness of the distinctive role of the Foundation among patrons, donors, Library staff, and other partners.
- Build a strong brand reputation and clearly demonstrate the Foundation's impact.

