Our Dream
To transform Los Angeles and the World through the power of our Libraries

Beliefs
- A Library is bigger than a building and more than books
- Supporting equal access
- Nurturing lifelong creativity and learning
- Building from proven strengths

Our Purpose
Library Foundation of Los Angeles

Spirit
Brave Bold Leaders

Character
Empowering
Courageous
Inspiring
Welcoming
Enthusiastic
Eclectic
Curious

Focus
Unlock Potential

Greatest Imaginable Challenge
Increase philanthropy by 100% again and quadruple program impact
1. Use purpose to drive focus for activities and say no where appropriate.

2. Drive increased awareness of the Library, programs, and the purpose of the Foundation.

3. Support and extend the community center role of our libraries.

4. Increase the value and quality of the Foundation Memberships’ product offering.

5. Continue to optimize the relationship with the Library to do more faster.

6. Increase the Membership of the Foundation by double-digits each year.

7. Increase the number of strategic partners and their impact.

8. Define the measures for program participation and effectiveness

9. Drive the adoption of innovative technology in the Foundation and LA’s libraries.
**Business Model Canvas**

**Key Partners**
- LAPL
- Supporters
- Cultural Orgs
- Libraries Globally
- Creatives

**Key Activities**
- Fundraising
- Funding LAPL Programs
- LFLA Events
- Communications
- Advocacy

**Value Propositions**
- Access to a Better Life
- Give & Get

**Customer Relationship**
- Membership
- Events

**Customer Segments**
- LA
- LAPL Patrons
- LFLA Members
- LFLA Board Supporters

**Key Resources**
- LFLA Staff + Board
- LAPL
- Donors
- Relationships

**Channels**
- Libraries
- Digital + Print
- LFLA Events
- Media

**Cost Structure**
- LAPL Programs
- LFLA Events
- Communications
- LFLA Staff + Infrastructure

**Revenue Streams**
- Supporters
- Sales
- LFLA Events