



REPORT TO THE LIBRARY BOARD

MEETING DATE: SEPTEMBER 23, 2010

Session:	Public Session
Subject:	LPL 2009 Fund Development Report: IMAGINE Annual Giving, Books2Eat Event and Major Gifts
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Presented By:	Barb Jessop, Christina Nurse
Purpose of Report:	For Receipt and Information Only <input checked="" type="checkbox"/>

RECOMMENDATION

It is recommended that the Library Board receive this report.

ISSUE / OPPORTUNITY

The purpose of this report is to:

- Provide information about the London Public Library (LPL) 2009 IMAGINE Annual Giving Campaign, Books2Eat event, and major donations; and
- Announce that the 2010 LPL IMAGINE Annual Giving Campaign will be initiated with a soft launch at the beginning of October with promotion activities taking place during Ontario Public Library Week, October 17-23rd, 2010.

In 2009, donations to LPL totaled over \$332,000. A large proportion of the funds came through the 2009 IMAGINE Annual Giving Campaign, Books2Eat event, and major donations.

2009 IMAGINE CAMPAIGN

The LPL 2009 IMAGINE Annual Giving Campaign ran from January 2009 to December 2009.

The 2009 IMAGINE Campaign was a low-key campaign with limited publicity, but we did refresh the 2007 brochure for this year's campaign. We also implemented *Bells & Whistles*, a donor annual report, which was sent out with the personal appeal letter. The campaign maintained its focus on the unique, personal impact of London Public Library on people in the community.

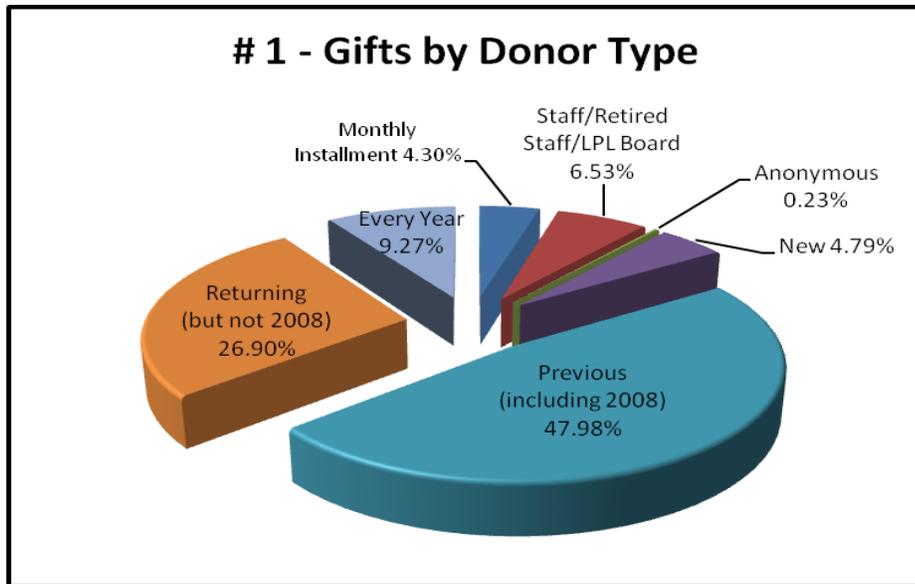
There was no formal campaign target set for the 2009 campaign, but the final campaign gross total for IMAGINE 2009 was \$56,789.25; the 2008 campaign raised \$46,482.75. Even with the additional costs of printing and mailing out the donor newsletter, the net total raised in 2009 was \$48,325.04, an increase over the 2008 net total of \$44,734.75.

Campaign Results

Highlights of the 2009 campaign results include:

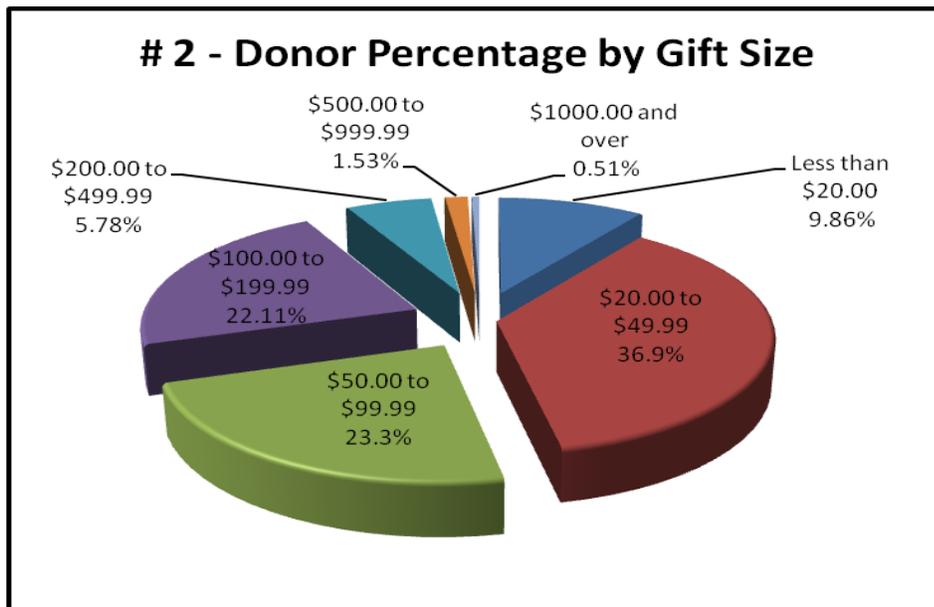
- The total revenue raised was \$56,789.25 (including Books2Eat); the 2008 campaign raised \$46,482.75;
- The net total was \$48,325.04; the 2008 net total was \$44,734.75;
- Even including the cost of printing and mailing the donor newsletter, the cost per dollar raised was less than \$0.15;
- The average donation amount was \$74.88 which is an increase of almost 16% over that of 2008 (\$64.52);
- New donors contributed almost 5% of the total campaign revenue for 2009 (consistent with 2008);
- The number of donors was 590, down from 663 in 2008;
- There were 186 returning donors (over 30% of the total donors) who had given to the annual campaign in a previous year, but had not done so in 2008;
- The return rate for the direct mail campaign was almost 26% of the total appeals mailed, slightly down from nearly 30% in 2008;
- The use of the coin maze in the lobby area of Central Library had very positive results, netting over \$1,500.00 over the year;
- Donation box totals were fairly consistent with previous year's totals; and
- Branch locations which used individual coin boxes/banks on their circulation desks continued to generate consistently more donations than do those who used the black floor model donation boxes.

Table 1: Results by Donor Type



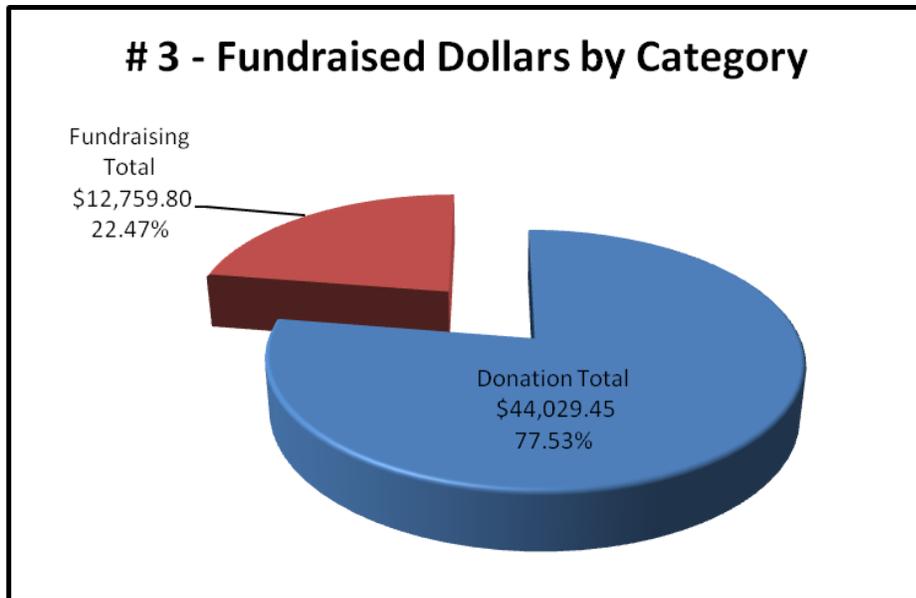
This chart depicts the percentage of donor gifts in the campaign by type of donor: New Donors to the Annual Appeal, Previous Donors to the Annual Appeal who did give in the 2008 campaign, Returning Donors who have given previously to the appeal but did not give in the last (2008) campaign, Donors who have given every year since the campaign's inception, Installment Donors who give monthly or quarterly via credit card, Staff, Retiree & Library Board Donors, and Anonymous Donors.

Table 2: Results by Size of Gifts



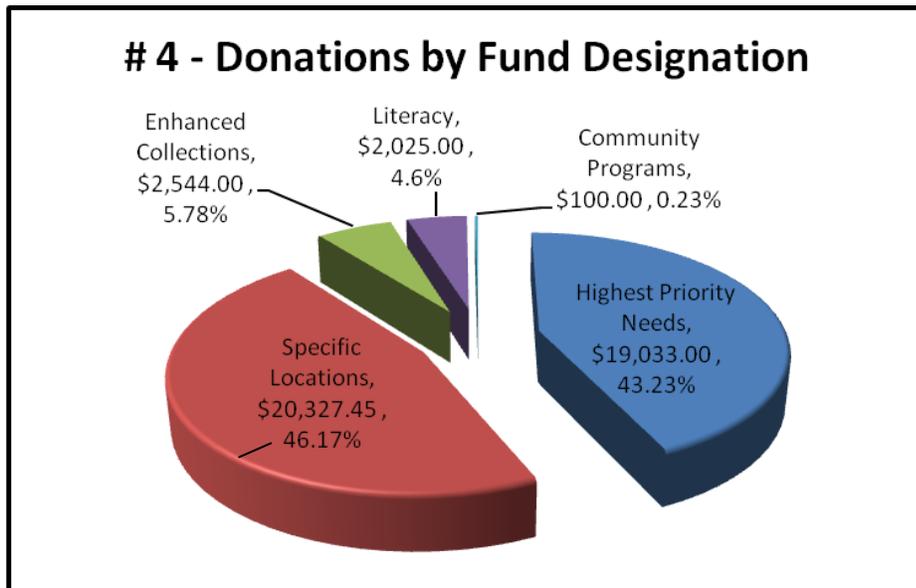
This chart depicts the percentages of donors to the annual appeal, shown by the sizes of the gifts donated.

Table 3: Results by Fundraising Activity



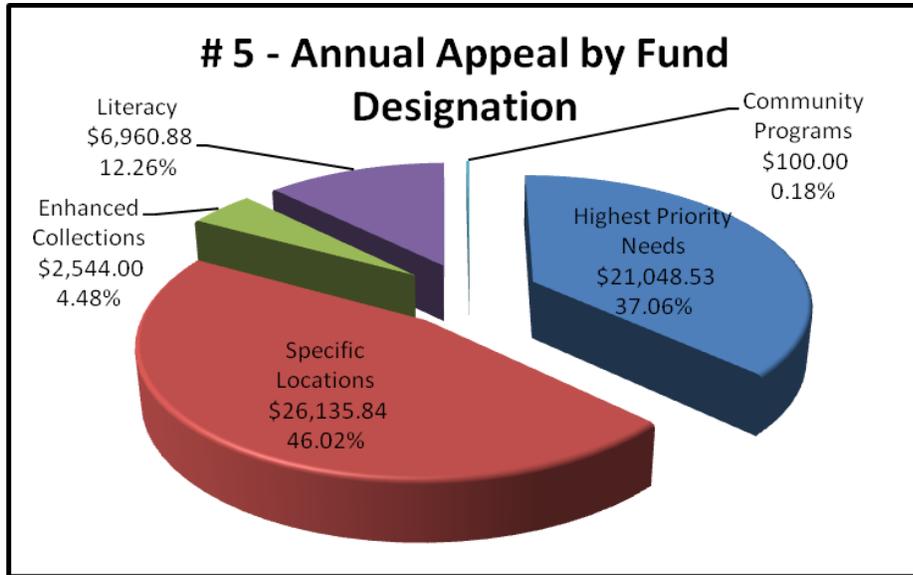
Shown in this chart is the entire amount raised by the 2009 Imagine Campaign, divided into amounts raised by donation and by fundraising events.

Table 4: Results by of Fund Designation



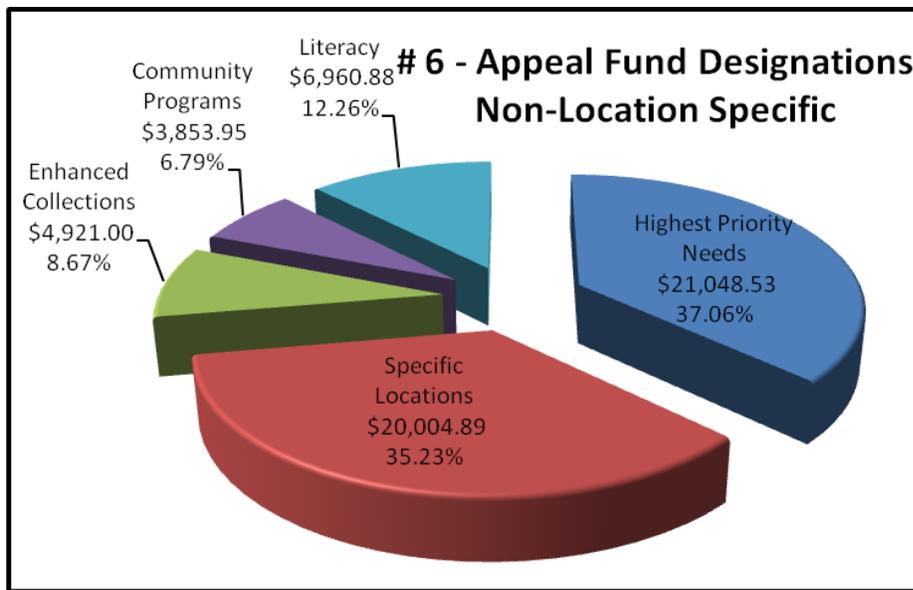
This graph illustrates the breakdown by fund designation, of the donor contributions (donations) to the 2009 Imagine Campaign. The Specific Locations section in this chart includes donations which were designated to a specific fund line at a specific location (e.g. Children's Books at Landon, Community Programs at Crouch, etc.)

Table 5: Results by of Fund Designation (Entire Campaign)



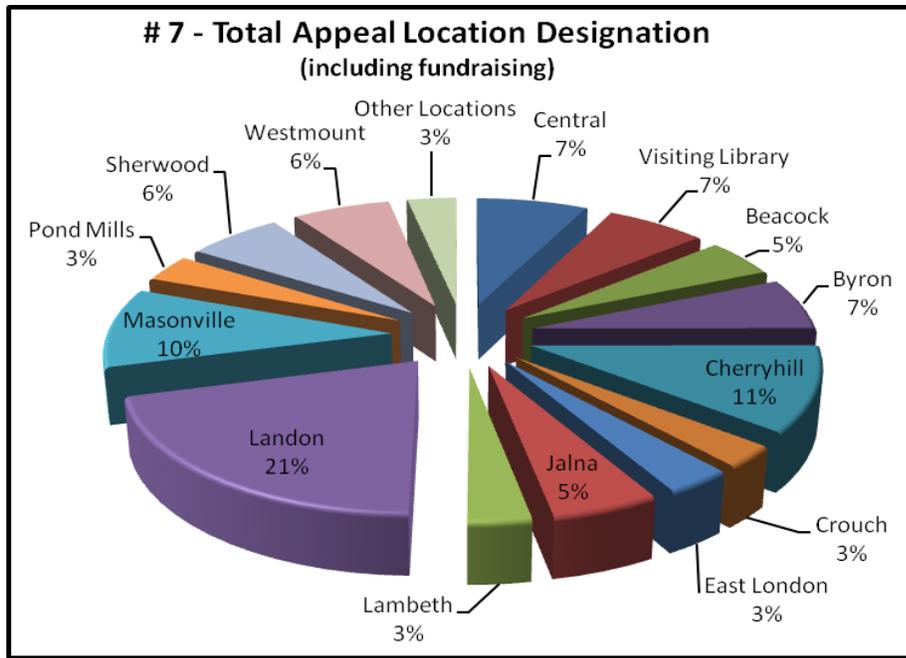
Details in this chart represent the percentage breakdown by fund designation of the entire 2009 Annual Appeal (including fundraising events). The Specific Locations section in this chart includes donations which were designated to a specific fund line at a specific location (e.g. Children's Books at Landon, Community Programs at Crouch, etc.)

Table 6: Results by of Fund Designation (Non-Location-specific)



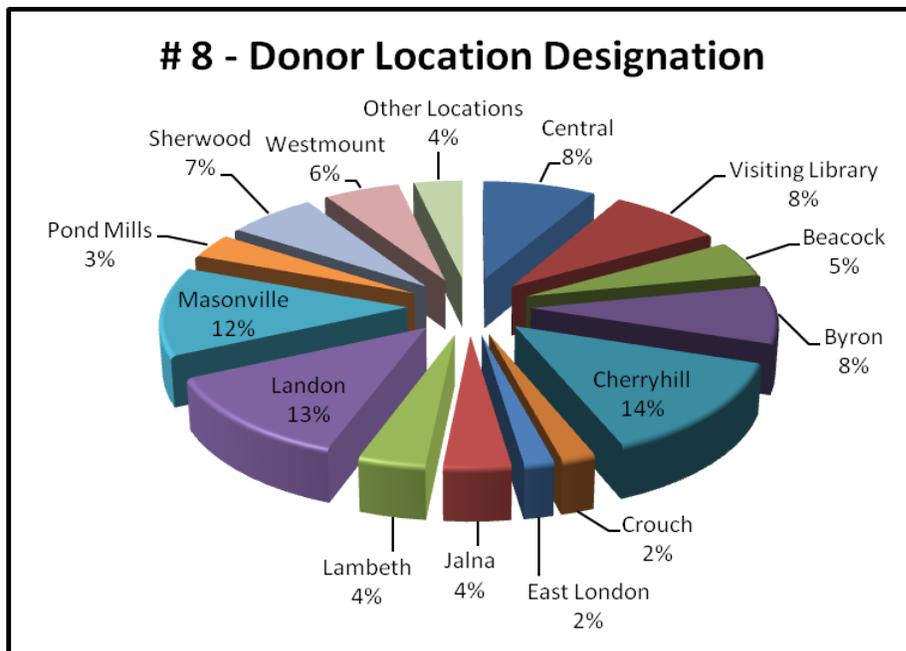
This chart once again portrays the percentage breakdown by fund designation for the entire 2009 Annual Appeal including fundraising events, but in this instance the donations are divided by specific donation type rather than by location (e.g. Children's Books at Landon are designated in the Enhanced Collections rather than the Specific Locations).

Table 7: Results by of Location-Specific Designation (Entire Campaign)



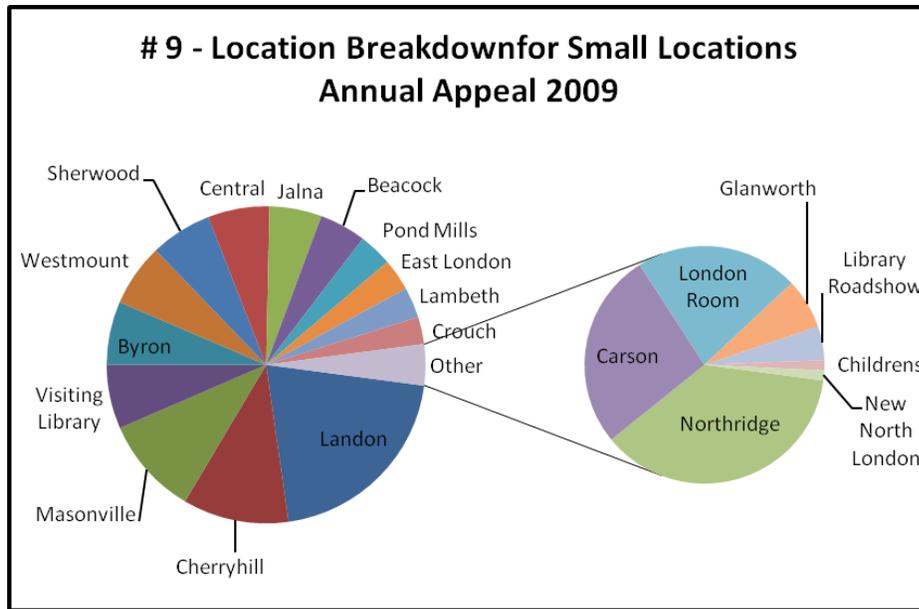
The breakdown of the Specific Locations portion of the entire Annual Appeal 2009 is portrayed in this chart.

Table 8: Results by of Location-Specific Designation (Donor Gifts Only)



The breakdown of the Specific Locations portion of the Donor designated donations are portrayed in this chart.

Table 9: Results by of Location-Specific Designation (Donor Gifts Only)



This chart represents the breakdown of the Specific Locations designation portion of the entire Annual Appeal 2009 as shown in Chart #7 above, depicting of the breakdown of the smaller locations which are grouped together under "Other". The one difference is that the Central portion is slightly smaller, as the London Room was grouped with Central in the previous chart and it is extracted as a separate location in this presentation.

Campaign Analysis

The results and expenses of the 2009 IMAGINE Annual Giving Campaign were dependent on a number of factors:

- Campaign Length - The 2009 IMAGINE Annual Campaign ran from January 2009 to December 2009. It was decided in June 2008 that on a go-forward basis the annual appeal would align with the fiscal year for accounting purposes and the calendar year for the issuing of charitable receipts.
- Special Events to Support Campaign – The percentage of revenue raised through Special Events in 2009 continues to be much smaller than in earlier years since there is no staff member filling the Fund Development role. Some branch locations continue to stage their own mini fund-raising/awareness events. Books2Eat was the only major event held to support the 2009 campaign. This event raised \$3,445 (net) for literacy initiatives at the library. While this event does not raise a large amount of revenue, it does also serve as a Library promotion/awareness event.
- Targeted Mailing List – We continue to ensure the relevancy and accuracy of the donor database.

The 2009 IMAGINE Campaign did fulfill the objectives of maintaining and building on the relationships with our current donors and generating some new Library donors. It was the first campaign to be aligned with the entire calendar year, making it much simpler for accounting purposes. It was also successful in continuing and sustaining the annual appeal in the absence of dedicated Fund Development staff,

2009 MAJOR DONATIONS (Excluding the Imagine Campaign)

As always, Friends of the London Public Library are a major donor to the Library, and in 2009 they donated an amazing total of **\$126,466.50**.

Other major donations received in 2009 totaled **\$127,958**. This is comprised of **\$81,983** in bequests; **\$20,000.00** to the Wolf Performance Hall; **\$9,900.00** to Children's Literacy; **\$4,000.00** to the Lambeth Branch; **\$4,000.00** toward the Library Terrace Project; **\$2,375.00** in memorial donations (mostly for Library collections); **\$2,000.00** toward the Summer Reading Program; **\$1,500.00** in support of work with socially vulnerable populations; **\$1,200.00** for the R.E.A.D. program; and **\$1,000.00** in support of Ontario Public Library Week.

London Public Library also received in 2009 the donation of the sculpture *Above and Below the Thames*, a half-scale replica of a one-man racing scull, which has been installed on the 3rd floor of the Central Library where both the sports and arts collections are housed.

2010 IMAGINE CAMPAIGN

The 2010 Books2Eat Event, which took place on April 9th, raised \$3,419 (net) which is comparable with money raised by the 2009 event.

The 2010 LPL IMAGINE Annual Giving Campaign will be initiated with a soft launch at the beginning of October with promotion activities taking place during Ontario Public Library Week, October 17-23rd, 2010.

The 2010 IMAGINE Annual Giving Campaign will be similar to the 2009 campaign with the focus being on the unique, personal impact of London Public Library on people in the community. We are making some changes in the campaign materials by dispensing with the campaign brochure and instead sending out a donor card and return envelope with the personal appeal letter. Other publicity and promotion initiatives will be undertaken.

Other initiatives have been deferred to become part of the implementation of the new LPL Strategic Plan. At this time we know that we do need to continue to focus our efforts on finding a means to generate a larger and younger donor database to increase the sustainability of the annual appeal, and to promote awareness among our current donors concerning the possibilities and rewards of planned giving.