



REPORT TO THE LIBRARY BOARD

MEETING DATE: Wednesday, April 16, 2008

Session:	Public Session
Subject:	Fund Development Update – Reading Garden
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Presented By:	Lindsay Sage
Purpose of Report:	For Receipt and Update Only <input checked="" type="checkbox"/>

Recommendation

It is recommended that the Library Board review and receive this report.

Issue / Opportunity

As of February 28th, 2008, the outstanding deficit on the Rotary Reading Garden is \$251,490.77. The financial statement is as follows:

**ROTARY READING GARDEN
Statement of Revenues and Expenses
As of February 29th, 2008**

Donations	
Total Donations	\$ 787,005.20
Accumulated Interest on Deficit	\$ (40,765.17)
Total Revenues	\$ 746,240.03
Expenses	
Architect Fees	\$ 53,353.18
Consulting	\$ 3,840.46
Construction	\$ 866,059.98
Promotion/Fundraising	\$ 24,855.52
Other	\$ 49,621.66
Total Expenses	\$ 997,730.80
Deficit	\$ (251,490.77)

According to a board report, dated *September 19th, 2003*, the expected contractual obligations for the garden were \$920,000 however the final construction obligation exceeded this by \$78,000. (See Appendix One for copy of board report)

Based on the same report, it was estimated that there would be funds raised in the amount of \$965,000, however it was understood that \$275,000 of that money was being borrowed from an estate fund and would have to be repaid with accruing interest. In addition to the capital funds, they also expected to raise an additional \$200,000 for a Maintenance Reserve. That money was not raised.

At this time, it is necessary to develop an action plan to ensure the deficit is retired in a timely fashion.

Recommended Solution

In order to reduce and eventually eliminate the Rotary Reading Garden debt, the following strategy will be implemented, beginning May 2008.

- I. Develop and launch the "HOW DOES YOUR GARDEN GROW?" campaign in support of the Rotary Reading Garden.

Campaign Design

The campaign's call to action to the community would be to help London Public Library keep the Garden growing. For a donation, individuals would be given items, inexpensively plaqued where feasible, in the Garden corresponding with their donation amounts. For example:

- \$20 - perennial bulb
- \$30 - plant
- \$50 - shrub
- \$100 - tree
- \$500 and up - garden fixtures

We would also develop a children's rock garden, \$20 per stone, as a unique public art installation.

Target Audience

The campaign would be targeted at:

- Organizations that use the garden for staff or customer functions.
- Individuals who spend time in the garden.
- Families who spend time in the garden.
- Large Donors, who care about nature and literacy.
- Local garden clubs.
- Corporate donors who have an interest in the environment.

The campaign would run annually from April until October, as those are the months that the garden is open.

Promotion

The following marketing tools will be utilized to raise awareness of the campaign and to encourage donations. In the interest of transparency, all appeal materials would state the explicit use of the funds toward the deficit situation.

- Garden and Central Branch signage and tent cards on tables in garden
- Summer bookmark at point of lending
- Website promotion
- Access promotion
- Media relations
- Targeted one-on-one dialogue with potential individual philanthropists or corporate donors

- II. Actively promote the Rotary Reading Garden as a unique and creative space for events, such as meetings, parties, barbeques, shows and more. All net rental proceeds from each event will be allocated to the Rotary Reading Garden fund.
- III. Host one annual event in the Garden in each July, to showcase the space and promote the campaign, with all net event revenue directed to the Rotary Reading Garden deficit.
- IV. Allocate 10% (not to exceed \$20,000 in one year) of the Imagine Campaign and bequeathed non-designated funds (towards highest priority needs), towards the deficit on an annual basis.

Debt Retirement Forecast

Actions	Annual Deficit Balance
Annual "How Does Your Garden Grow" Campaign Proceeds	\$5,000
Annual Net Rental Income, Garden Events	\$2,500
Annual Event proceeds for Reading Garden event	\$2,500
Annual estimated contribution from the Imagine Campaign and bequests.	\$15,000
Annual Total	\$25,000

The estimated timeframe to retire the Rotary Reading Garden deficit is 10 years.