Recommendation

It is recommended that this report be received by the Board.

Issue / Opportunity

In our increasingly fast-paced and complex world of information and communication, London Public Library faces new opportunities and challenges to meet the demands and expectations of our customers and to fulfill our vision and value promise as a relevant and valuable community hub. This new and diversified service requires new and higher levels of financial resources, making fund development a critical core strategy for LPL.

In 2007, we completed and began to work with a new Fund Development Strategy for LPL with the following objectives:

1. To renew our fund development philosophy and approach aligned with our mission, vision and value promise;
2. To enhance current development programs and introduce new development strategies;
3. To increase LPL’s funding base related to value-added Library programs and services;
4. To develop new and untapped sources of funding and increase unrestricted funding; and,
5. To institutionalize fund development as a key function and expertise in our organization.

LPL’s fund development efforts encompass the following:

- Grant proposals
- Annual campaigns
- Special events
- Major gifts
- Sponsorships
- Capital campaigns
- Relationship-focused development

From 2007-present, LPL has experienced significant progress in a number of these key areas, with plans to build on this foundation in 2008.
Background & Review

A key factor in favour of LPL’s fund development efforts is the fact that, as research suggests, the Library is a very well-respected institution that both users and non-users value and view as critical in the community. Although non-users do not take advantage of Library services, they would consider supporting the Library as a fundamental community institution. Conversely, a key challenge to LPL’s fundraising efforts is the sheer volume of competition in the community and at federal and provincial levels. Research suggests that the Library is competing with all other charity organizations, both literacy and learning focused and otherwise, necessitating a strong case for need and an emotional connection and relevancy that will resonate with a wide audience. An understanding of the true business of the Library, its innovative nature and its relevant, modern offerings is absolutely critical to the success of LPL’s fundraising efforts, necessitating a large focus on marketing the Library in 2007-08.

2006-07 Fund Development Highlights

LPL’s fundraised dollars come from a variety of sources as follows:
## 2006-07 Actual Results

### CAMPAIGN/DONOR DETAILS | DATE | AMOUNT | NOTES
--- | --- | --- | ---
Annual Appeal | Lasting Treasure 2006 | | 
Imagine 2007 | to December 31, 2007 | $80,950.55 | 
Imagine 2007 | to February 14, 2008 | $40,908.55 | Entire campaign from March 1, 2007 to date (includes amount to Dec. 31, 2007)
| | | | 
Annual Appeal Subtotal | | $126,463.84 | 
Mayor’s Roast | 2007 | $10,000.00 | Income only (expenses not taken into account)
Rival | Golf Tournament | 2007 | $4,760.00 | 
Summer Reading Program | 2007 | $6,000.00 | Includes $5,000.00 from Friends - also listed below in Friend’s donations
| Teen Annex | April-07 | $7,000.00 | 
| Children’s Literacy | April-07 | $5,000.00 | 
| Summer Literacy | April-07 | $12,000.00 | 
| Summer Reading Program | April-07 | $5,000.00 | 
| Central Library Service | April-07 | $20,000.00 | 
| Rotary Reading Garden | April-07 | $7,000.00 | 
| Independent Users | November-07 | $5,000.00 | 
| R.E.A.D. | November-07 | $5,000.00 | 
| Newcomer’s Project | November-07 | $20,000.00 | 
| Masonville Refurbishment | November-07 | $20,000.00 | 
| R.E.A.D. (Speaking with Friends) | November-07 | $850.00 | 
Friends Subtotal | | $106,850.00 | $5,000.00 from Friends included only once in total
Bequests to LPL | | | 
TOTAL | | $415,070.65 | 
### IN-KIND DONATIONS

| DONOR | DETAILS | DATE | AMOUNT |
--- | --- | --- | ---
Summer Reading Program | Partner Donations - estimate | 2007 | $5,000.00 |
IBM Canada | Homework and Early Literacy Workstations | 2006-07 | $52,800.00 |
Best Buy Canada | MP3 Players for Audiobooks Program | 2007 | $2,500.00 |
TOTAL | | | $60,300.00 |
### GOVERNMENT GRANTS

| DONOR | DETAILS | DATE | AMOUNT |
--- | --- | --- | ---
Community Care Access Centre | Caring Communication Collection | 2006-07 | $5,500.00 |
Library Strategic Development | LOLLYPOP Youth Program | | $35,000.00 |
Urban Cap Grant | | | $22,569.00 |
TOTAL | | | $63,069.00 |
### GRAND TOTAL | | | $538,439.65 |
Figure 1: 2007-08 Annual Appeal = 50% to target

In-Kind Donations
- IBM Canada: 88%
- Best Buy Canada: 4%
- SRP: 8%

Government Grants
- LOLLYPOP: 55%
- Urban Cap: 36%
- Caring Community Collection: 9%
2008 Fundraising Objectives

In 2008-09, LPL will seek to strengthen and expand its fund development efforts in the following ways:

- Expand the annual IMAGINE Campaign Appeal;
- Introduce a minimum of one new fundraising event in 2008 (e.g. Edible Book Day Celebration, April 2008);
- Expand our efforts to secure local, provincial and federal grants in support of special programs and services;
- Develop and implement a strategy to increase planned giving;
- Identify and pursue additional corporate sponsorship opportunities for Library programming;
- Implement a formal donor relations strategy aimed at institutionalizing our stewardship efforts and expanding our capacity for relationship-focused development (moving our donors through an escalating donor pyramid);
- Develop and execute capital campaign plans where appropriate (e.g. New North London Branch Library); and,
- Continue to enhance our strong relationship with the Friends of the Library.