



REPORT TO THE LIBRARY BOARD

MEETING DATE: February 20, 2008

Session:	Public Session
Subject:	LPL Fund Development Report
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Purpose of Report:	For Receipt and Information Only <input checked="" type="checkbox"/>

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

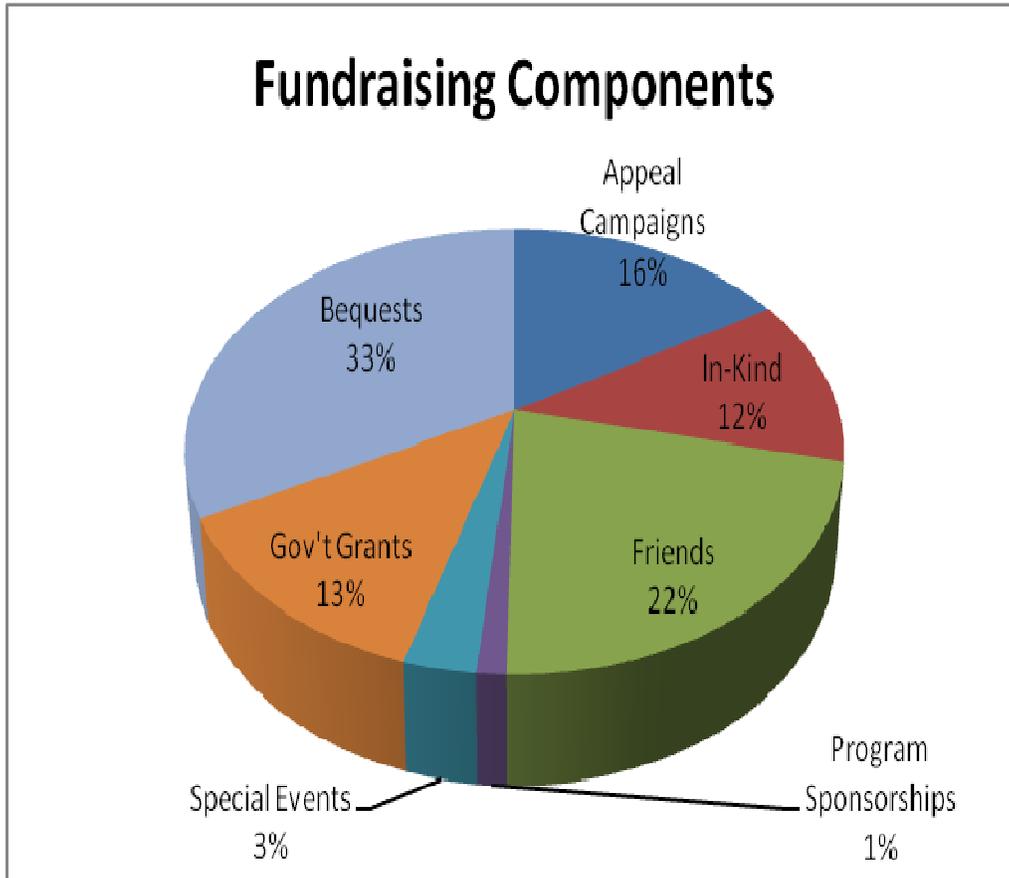
From 2007-present, LPL has experienced significant progress in a number of these key areas, with plans to build on this foundation in 2008.

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 Teasure 2006		\$80,950.55	
	Imagine 2007	to December 31, 2007	\$40,908.55	
	Imagine 2007	to February 14, 2008	\$45,513.29	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
Friends of LPL	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			\$160,996.81	
TOTAL			\$415,070.65	
IN-KIND DONATIONS				
Summer Reading Program	Partner Donations - estimate	2007	\$5,000.00	
IBM Canada	Homework and Early Literacy Wor	2006-07	\$52,800.00	
Best Buy Canada	MP3 Players for Audiobooks Progr	2007	\$2,500.00	
TOTAL			\$60,300.00	
GOVERNMENT GRANTS				
Community Care Access Cent	Caring Communication Collection	2006-07	\$5,500.00	
Library Strategic Developmen	LOLLYPOP Youth Program		\$35,000.00	
Urban Cap Grant			\$22,569.00	
TOTAL			\$63,069.00	
GRAND TOTAL			\$538,439.65	

Cash Donations

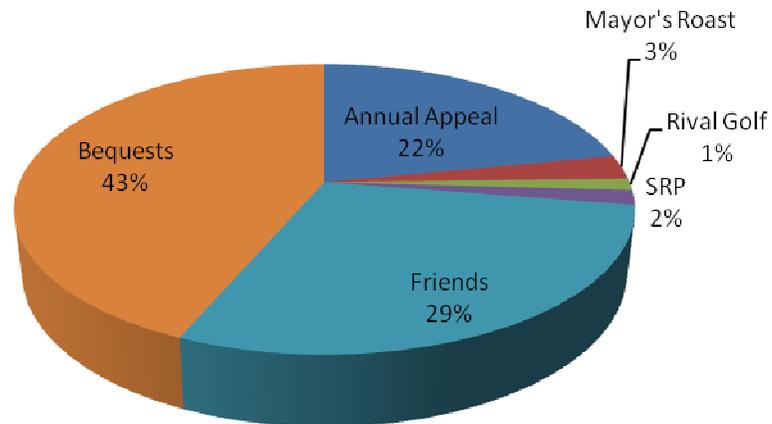
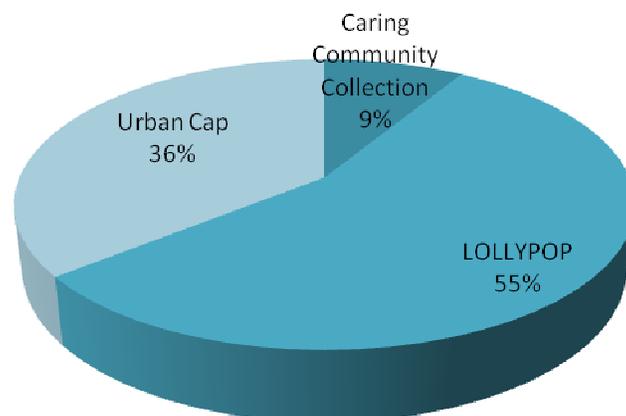


Figure 1: 2007-08 Annual Appeal = 50% to target

In-Kind Donations



Government Grants



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.