



REPORT TO THE LIBRARY BOARD

MEETING DATE: APRIL 28, 2011

Session:	Public Session
Subject:	LPL 2010 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 <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) 2010 IMAGINE Annual Giving Campaign, Books2Eat event, and major donations; and
- Announce that the 2011 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 16-22nd, 2011.

In 2010, donations to LPL totaled \$290,243.00. A large proportion of the funds came through the 2010 IMAGINE Annual Giving Campaign, Books2Eat event, and major donations.

2010 IMAGINE CAMPAIGN

The London Public Library 2010 IMAGINE Annual Giving Campaign ran from January 2010 to December 2010.

The 2010 IMAGINE Campaign was a low-key campaign with limited publicity, but we did vary the approach this year by using a low-cost card instead of the traditional brochure. The outcome was both increased revenue and lower costs per dollar raised. We also produced our second edition of *Bells & Whistles*, the LPL annual donor newsletter, and sent it 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, stressing the preservation of past wisdom and the investment for an even stronger future.

There was no formal campaign target set for the 2010 campaign (except for a fervent hope to exceed both the gross and net totals for 2009). The final campaign gross total for IMAGINE 2010 was \$66,527.51; the 2009 campaign raised 56,789.25. The use of the donor card (versus a brochure) decreased campaign costs considerably, making a 2010 net profit of \$61,314.59, an almost 27% increase over the net profit of \$48,325.04 in 2009.

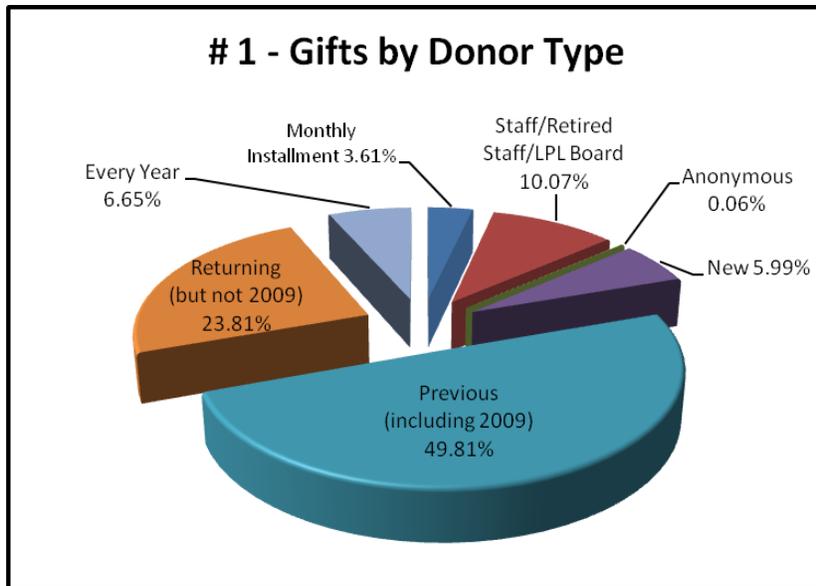
Campaign Results

Highlights of the 2010 campaign results include:

- The total revenue raised was \$66,527.51; the 2009 campaign raised \$56,789.25;
- The net total was \$61,314.59; the 2009 net total was \$48,325.04;
- The cost per dollar raised was approximately \$0.08 (just over half of last year's cost per dollar of \$0.15);
- The return on investment per dollar spent was \$12.76, an increase of over 90% over the 2009 return of \$6.71;
- The average donation amount was \$70.98, a decrease of 5% over that of 2009 (\$74.88), but at the same time the number of 2010 donors totaled 873, an increase of 47.9% over the 2009 count of 590 donors;
- New donors contributed almost 6% of the total donor gifts for 2010 (a slight increase over 2009);
- There were 310 returning donors (over 35% of the total donors) who had given to the annual campaign in a previous year, but had not done so in 2009;
- The return rate for the direct mail campaign was almost 38% of the total appeals sent out, an increase of over 10% from 2009 (26%);
- The use of the coin maze in the lobby area of Central Library continued to have positive results, netting over \$1,300.00 in the eleven months it was in operation (before being sent out for refurbishing);
- Donation box totals were consistent with previous year's totals (although they appear much higher on the comparison chart, because the coin maze donations have been re-allocated to that account);
- The fundraising amount appears much lower in 2010 than it was in 2009, but that is because Books2Eat revenue, which constituted the largest portion of the fundraising, while still an annual LPL event, has been removed from the Imagine Campaign.

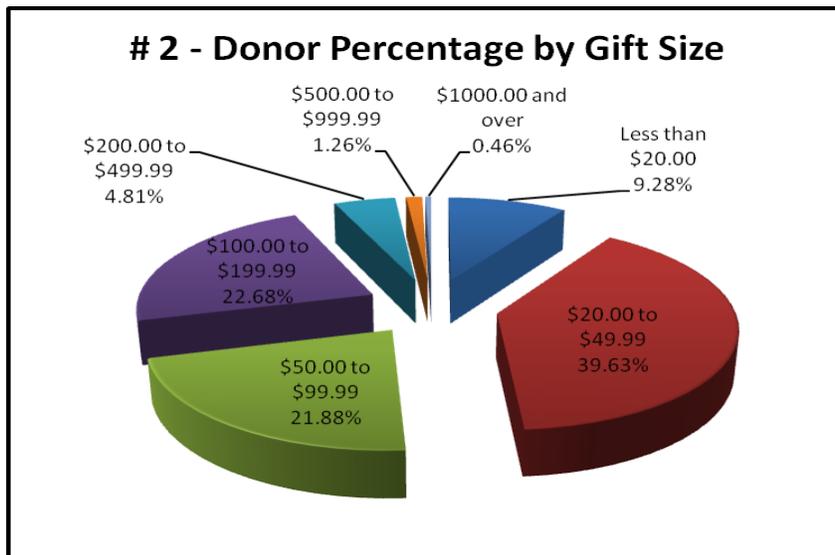
See Appendix A for the 2009-2010 Annual Appeal Comparison.

Table 1: Results by Donor Type



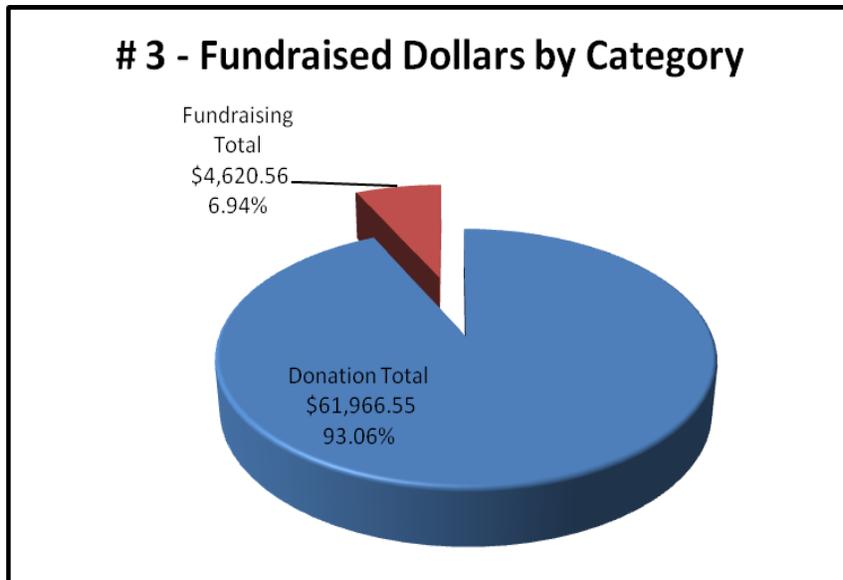
This chart depicts the percentage of donor gifts in the 2010 Imagine campaign by the type of donor: New Donors to the Annual Appeal, Previous Donors to the Annual Appeal who did give in the 2009 campaign, Returning Donors who have given previously to the appeal but did not give in the last (2009) campaign, 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



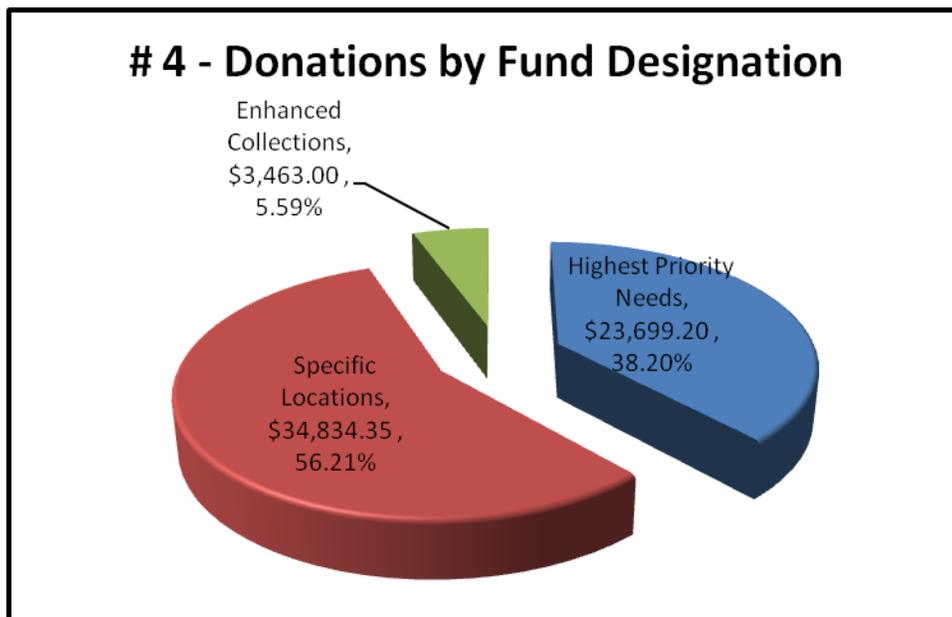
This chart depicts the percentage of donors, shown by the sizes of the gifts donated.

Table 3: Results by Fundraising Activity



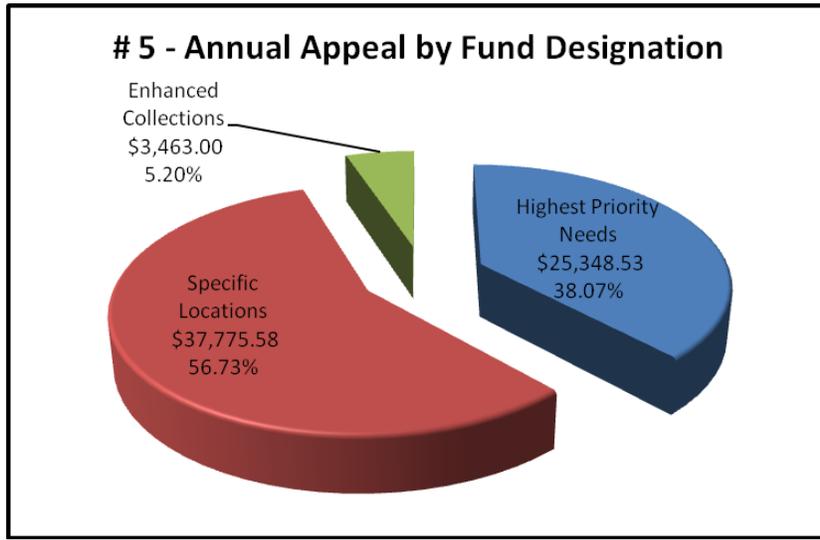
Shown in this chart is the entire amount raised by the 2010 Imagine Campaign, divided into amounts raised by donation and by fundraising events.

Table 4: Results by of Fund Designation



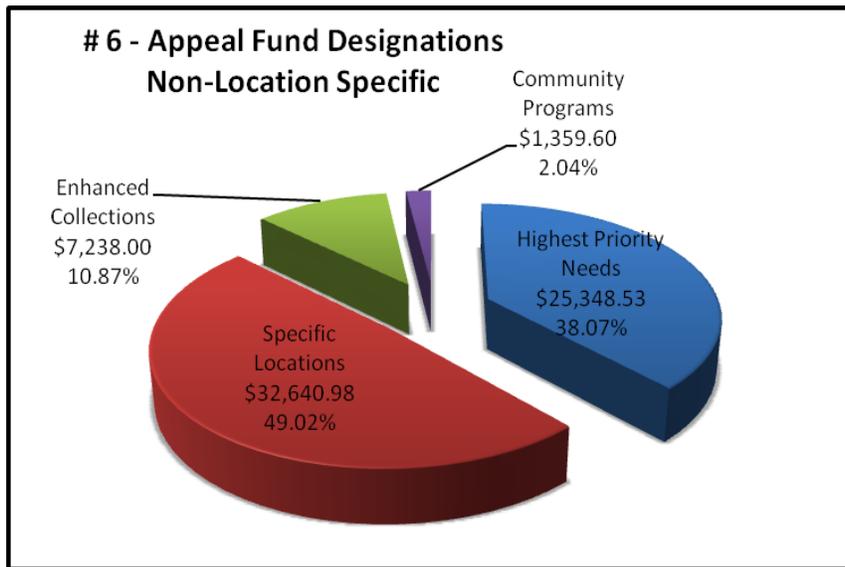
This graph illustrates the breakdown by fund designation, of the donations to the 2010 Imagine Campaign. The Specific Locations section in this chart includes donations designated to a specific fund line at a specific location (i.e. Children's Books at Landon, Community Programs at Crouch, etc.)

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



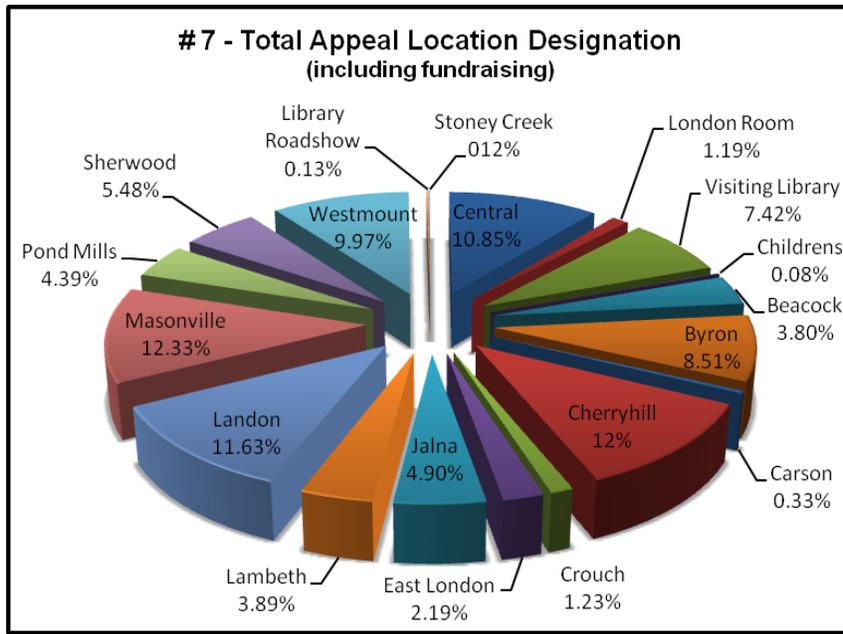
Details in this chart represent the percentage breakdown by fund designation of the entire 2010 Annual Appeal (including fundraising events). The Specific Locations section in this chart includes donations which were designated to a specific fund line at a specific location (i.e. Children's Books at Landon, Community Programs at Crouch, etc.)

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



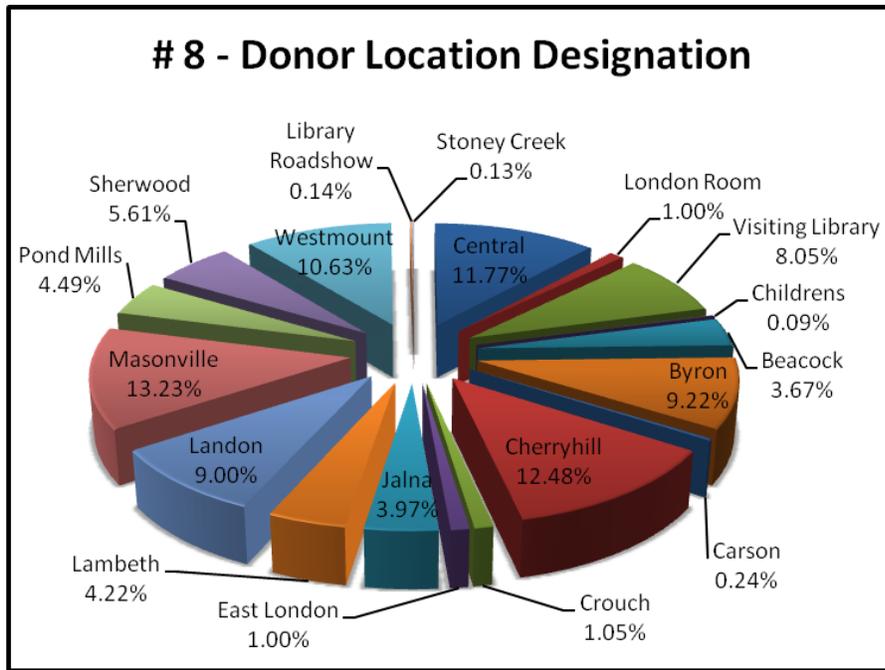
This chart once again portrays the percentage breakdown by fund designation for the entire 2010 Annual Appeal including fundraising events, but in this instance the donations are divided by specific donation type rather than by location (i.e. Children's Books at Landon are designated in the Enhanced Collections rather than the Specific Locations).

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



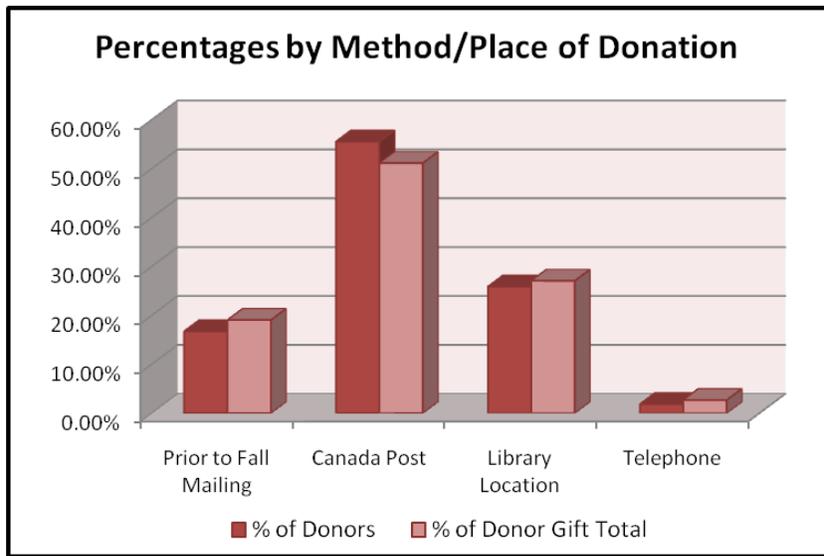
The breakdown of the Specific Locations portion of the entire Annual Appeal 2010 is portrayed in this chart.

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



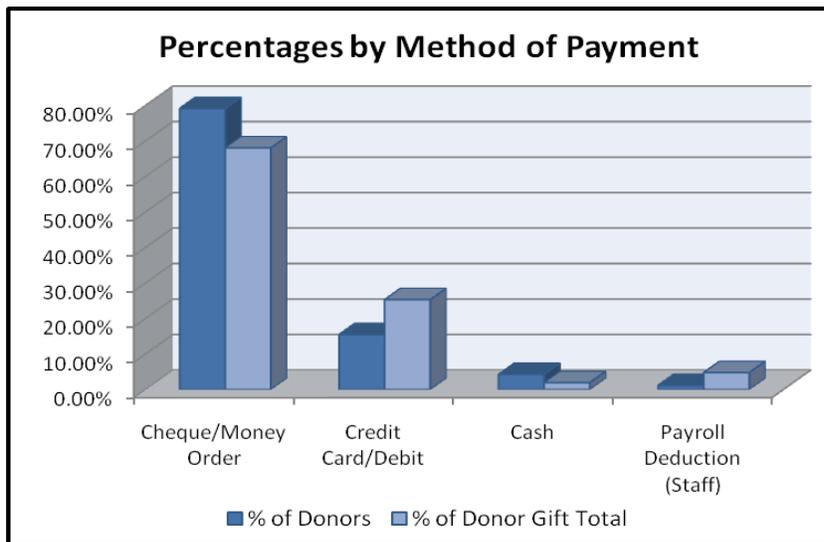
The breakdown of the Specific Locations portion of the Donor designated donations are portrayed in this chart.

Table 9: Results by Place/Method of Donating



This chart represents the means by which the donation was made (either mailing in via Canada Post, delivering the donation to a Library location or by telephone). Included also are those donations which were received prior to the fall 2011 mailing (some as a late result of the 2009 mailing and others which were made through-out the year). The first column depicts the percentage of donors by each method, and the second column portrays the percentage of the total gifts by the same criteria.

Table 10: Results by Method of Payment



This chart represents the method of payment by which the donation was made (either cheque, credit card, cash or staff payroll deduction). Included also are those donations which were received prior to the fall 2011 mailing (some as a late result of the 2009 mailing and others which were made through-out the year). The first column depicts the percentage of donors by each method, and the second column portrays the percentage of the total gifts by the same criteria.

Campaign Analysis

The results and expenses of the 2010 IMAGINE Campaign were dependent on a number of factors:

- Campaign Length - The 2010 IMAGINE Campaign ran from January 2010 to December 2010. This was a continuation of the June 2008 decision that the annual appeal would align with the fiscal year for accounting purposes and the calendar year for the issuing of charitable receipts.
- Timing of Direct Mail Campaign – The timing of the mailing continues to have a direct impact on the campaign results. The direct mail appeal must go out early enough in the fall to capture the donations of those people who traditionally decide their annual charitable allocations in the latter part of the calendar year (before they have been allocated to other charities). The general perception is that the campaign should be mailed out in late September or early October. In both 2009 and 2010 the appeal letter was sent out at this time and the Library attracted donations from many returning donors who hadn't given during the previous campaign(s) which had been mailed out later in the year.
- Special Events to Support Campaign – The percentage of revenue raised through Special Events in 2010 continues to be much smaller than in earlier years (the decision to remove Books2Eat from the Imagine Campaign has made a definite impact on this portion of the campaign). Some branch locations continue to stage their own mini fund-raising/awareness events.
- Targeted Mailing List – We continue to cross-reference our campaign mailing list with LPL's Millennium patron database to ensure its relevancy and accuracy. As a result of this continual cross-referencing we had only 51 (or 2.4%) of the 2096 appeal letters returned to the Library.
- Personalized Acknowledgement Letters – We continue to strive to make our acknowledgement letters very personal, noting to which fund the donation was designated, whether the donor is a new or returning donor, how many years the donor has given to LPL, etc. and this relationship building appears to be having a positive outcome. Many phone calls are received from donors giving thanks for such a personal letter, and/or stating pleasure that the Library is aware of his/her commitment and dedication as a donor.

2011 IMAGINE Campaign

The 2010 IMAGINE Campaign did fulfill the objectives of continuing and sustaining the annual appeal in the absence of dedicated Fund Development Staff, maintaining and building on the relationships with our current donors and generating some new Library donors. The continuation of alignment with the calendar year has made it much simpler for accounting purposes.

The 2011 IMAGINE Campaign will be similar to the 2010 campaign, continuing to use the donor card (which proved to be both popular and cost effective) and return envelope with the personal appeal letter. 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.

In 2011, as part of the implementation of its Strategic Plan, LPL will be introducing e-commerce options for payment of fines, fees and other monetary charges. It is anticipated that e-commerce solutions will also be provided for Imagine Campaign donations and other fund development initiatives.

Major Donations in 2010 (excluding the Imagine Campaign)

As always, Friends of the London Public Library are a major donor to the Library, and in 2010 they donated an amazing total of **\$130,255.00**.

Other major donations received in 2010 included **\$15,000.00** to the Wolf Performance Hall, **\$7,150.00** to Children's Literacy, a total of **\$7,884.57** in memorial donations (\$4,4745.00 mainly for Library collections and \$3,139.57 to the *A Book for Every Child* ® program), **\$2,700.00** for Children's and Youth activities/programs at the Lambeth Branch, **\$1,500.00** toward the Summer Reading Program, **\$8,545.86** toward Literacy (including Books2Eat sponsorships and income), **\$1,200.00** for the R.E.A.D. program, **\$2,500.00** in support of Kidney Health Collection and an additional **\$5,000.00** for the Caring Community Collection.

Next Steps

In accordance with the **LPL Strategic Plan**, work is underway to create a new "Fund Development Strategy and Plan". As a first step, recruitment is underway for the temporary position of Manager, Fund Development. The first thing that the person hired will do it to undertake a review of our current status, conduct best practices research, and work with the CEO and Senior Team in the development of the new strategy and plan to be brought to the Library Board. As well, the person who has been the LPL Stewardship and Annual Giving Officer will be retiring this year. The incumbent, Wendy Dennis, has undertaken a number of initiatives to get us in readiness for our next steps by undertaking such projects as cleaning up the donor database to ensure that all information is current. Kudos to Wendy for a job well done! We are currently recruiting to fill her position on a temporary basis. The final scope of work and position description will be in accordance with the new strategy and plan.