

# REPORT

## Oakville Public Library Board

**Meeting Date: June 20, 2024**

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**FROM:** Oakville Public Library

**DATE:** June 11, 2024

**SUBJECT: 2024 Fundraising Plan Update Report – June 20, 2024**

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### **RECOMMENDATION:**

That the 2024 Fundraising Plan Update Report be received for feedback.

### **KEY FACTS:**

- Board participation and involvement with the Fundraising Plan is vital to its success.
- Oakville Public Library's (OPL) fundraising revenue for 2023 was roughly \$132,000.
- With a vacancy in the Fund Development Coordinator position since December 2023, OPL has recently filled the vacant position with Alison Cobban.
- Allison Cobban is leading the Q2 2024 plan to secure a target of over \$83,000 in fundraising revenue for the rest of 2024 through various grants, corporate partnerships, appeals, planned giving opportunities, and campaigns.
- OPL has set its sights on a new major capital fundraising campaign that will span multiple years; this campaign is aimed at providing the awareness and additional funds needed for our new Central Library Branch. A comprehensive plan for the capital campaign can be found in Appendix A—Central Branch Campaign Overview Plan.pdf.

### **BACKGROUND:**

OPL is a registered charity that sustains itself primarily through public funding with municipal funding from the Town of Oakville covering approx. 93% of the library's core expenses (i.e., operations, administration, infrastructure, and maintenance). However, it is through donations from individuals, corporations, foundations, and associations that the library can expand and enhance its core collections, programs, services, and spaces.

In 2023, OPL's fundraising revenue amounted to approx. \$132,000. This revenue was primarily composed of \$64,500 from donations, \$23,000 from Friends of the Library Book Sales and Friendly Finds, \$2,500 from grants, and \$1100 from workplace campaigns.

Despite being without a Fund Development Coordinator through the first 5 months of 2024, OPL has continued its grassroots fundraising tactics to replenish the development fund. In addition to the 2024 Fundraising plan, OPL is working to establish a comprehensive capital fundraising campaign to support the enhancement of its new central library branch. This initiative is crucial for improving community services, expanding our collection, and ensuring that OPL provides a modern, accessible space for all residents. The capital fundraising plan focuses on targeted marketing campaigns to attract new donors and raise awareness about the benefits and impact of the new facility within the Oakville community.

**COMMENT/OPTIONS:**

OPL is separating its fundraising tactics and targets into two separate initiatives:

**1) 2024 Fundraising Plan**

OPL will continue its multi-channel marketing approach for individual giving, including direct mail, email, social media, and best practices, with two appeals planned for the year. The goal is to increase new donors, monthly donors, and sustain donor retention, targeting \$20,000 from the campaigns. For corporate giving, OPL will update the Benevity profile and improve donor stewardship, aiming for a total of \$3,000 from Benevity and other corporate giving sources. Corporate partnerships will be prioritized to secure \$5,000 from new partners to fund programs or initiatives.

A new grant has been targeted for \$5,000 to replenish the Book Bike collection and programming tools. Foundation grants from family trusts, anticipated at \$3,000, will be received through the Oakville Community Foundation, focusing on stewardship and donor relations.

Third-party events, including four annual FOL book sales targeting \$5,000 each and popup sales, aim to raise \$20,000. Friendly Finds, leveraging TipTap devices and rebranding efforts, has a target of \$7,000. Additionally, a third-party event by Little Fish Art School is planned for October, targeting \$2,000 from art sales.

The total annual fundraising revenue before considering legacy giving is projected to be \$78,000. An estimated \$5,000 from bequests is forecasted based on industry

data and a renewed focus on the Will Power program, bringing the total annual fundraising revenue, including legacy giving, to \$83,000.

## 2) Central Branch Capital Campaign

The Central Capital Campaign is structured to support the enhancement of OPL's new central library branch. This campaign will be executed by existing OPL staff in distinct phases over a multi-year timeline, ensuring thorough planning, community engagement, and pairing key opportunities with the best partnership potential. It will also incorporate fundraising for the digitization project as a secondary option to Central. A more detailed project plan for this Capital Campaign can be found in Appendix A—Central Branch Campaign Overview Plan.pdf. OPL is targeting \$1 million for this multi-year campaign, which will be incremental to our regular fundraising intake. The key phases and their associated tasks regarding this capital campaign are outlined below:

### Phase 1: Early Engagement (February - July 2024)

During the early engagement phase, OPL has focused on laying the groundwork for the campaign. This involved updating current fundraising policies to increase threshold approval totals and launching a dedicated campaign website (<https://opl.ca/About-OPL/newcentral>). Communications have been coordinated with the town and their progress surrounding the Downtown Cultural Hub. All existing fundraising materials are being updated to highlight the new Central Library as the primary option. Additionally, a specific mailing list option has been created to keep potential donors informed and engaged on all things surrounding this new Central Branch.

### Digitizing Oakville Newspaper Archives

As part of OPL's commitment to preserving Oakville's rich history, the Central Branch will continue to house our local history collection. OPL will be incorporating the ongoing digitization project into our Central Capital Campaign. This initiative not only preserves invaluable historical records but also enhances accessibility by making these resources freely available. By integrating the digitization project into our broader campaign, we offer donors an opportunity to contribute to a meaningful digital preservation effort. This also presents an alternative donation option for those who prefer to support our digital endeavors, complementing the physical enhancements of the new Central Branch.

### Phase 2: Building (July - December 2024)

The building phase is dedicated to setting the foundation for success. The team, led by designated roles, will focus on effective prospect and donor research, particularly targeting corporate and individual donors. With the RFP process nearing completion and the architect soon to be awarded, we will then shift our attention to understanding what digital assets/renderings will be provided by the architect and what we will need to create ourselves. A central launch event will be organized, followed by public consultations to gather community input. A comprehensive fundraising strategy will be formulated, outlining targets, audience segmentation, messaging, and a detailed campaign plan. Additionally, a gift pyramid will be created to identify naming opportunities, and support cases and stories will be built to illustrate the benefits of donations.

### *Phase 3: Campaign Launch (2025)*

The official campaign launch will focus on major donors and sponsorships. Regular updates will be sent to those on the mailing list, and major donor solicitation efforts will be intensified. Another fundraising event will be hosted, and rebranding efforts will match the new DCH Hub if available. A virtual library experience will be created, showcasing 3D renderings and tours of the new Central Library, pending budget availability or the architect's provision. A recognition plan for milestone donations will be implemented, and ongoing meetings with major donors will ensure continuous engagement. All potential grants, partnerships, and corporate sponsorship opportunities will be explored and completed.

### *Phase 4: Public Donation Phase (All 2026)*

In this phase, the campaign will be relaunched to the public, focusing on securing many smaller donations. Updated marketing materials will highlight the final designs and attributes of the new Central Library. Events such as donor and central information sessions, as well as a main central event, will be organized to engage the community and provide updates. Major donor discussions will continue, layering in final designs and new opportunities.

### *Phase 5: Final Push (2027 - 2028)*

As the new Central Library nears completion, the final push will involve ongoing marketing campaigns and milestone events to keep donors engaged. Closing events for the old Central Library will be planned, potentially including fundraisers and community gatherings. This phase will ensure a smooth transition to the new facility, highlighting the journey and achievements of the campaign.

### *Phase 6: Follow-ups (New Central Open - December 2028)*

After the new Central Library opens, follow-up efforts will focus on fulfilling all promises made during the campaign. A pre-opening event will be hosted to highlight areas of need and recognize donors and staff. Final reports on the capital campaign will be prepared, and ongoing support will be set up to transition from the capital campaign to regular fundraising processes.

**APPENDICES:**

Appendix A—Central Branch Campaign Overview Plan.pdf

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