

REPORT

Oakville Public Library Board

Meeting Date: November 21, 2024

FROM: Oakville Public Library

DATE: November 12, 2024

SUBJECT: 2024 Fundraising Plan Update Report – November 21, 2024

RECOMMENDATION:

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

KEY FACTS:

The following are key points for consideration with respect to this report:

- Oakville Public Library's (OPL) fundraising revenue for 2023 was approximately \$132,000.
- The 2024 year-end goal was set at \$83,000 to align with the hiring and onboarding timeline of a new Fund Development Coordinator, who has had five months to focus on fundraising objectives.
- As of October 31, OPL has raised \$44,717 in revenue, with an additional \$30,353 from Legacy Giving, positioning the library on track to meet its 2024 fundraising target.
- OPL has confirmed Amica Senior Lifestyles as our Adult Book Club Sponsor for January to April 2025 for 4 branch locations (Woodside, Glen Abbey, Central & Sixteen Mile).
- The winter mailing campaign is scheduled for December 2; however, a potential Canada Post strike could impact the timeline.
- Development of the 2025 Fundraising Plan is underway and will be finalized over the next two months.

BACKGROUND:

Oakville Public Library (OPL) is a registered charity primarily funded by public sources, with about 94% of its operational and core expenses supported by the Town of Oakville. Additional donations from individuals, corporations, foundations, and other associations allow OPL to enhance its programs, collections, and services.

For 2024, OPL's fundraising revenue to date is approximately \$44,725, from various sources: \$11,750 in donations, \$5,000 in corporate sponsorship, \$17,575 in Friends

of the Library Book Sales and Friendly Finds, \$9,750 in grants, and \$650 from workplace campaigns.

A contribution of \$30,353 was received through Legacy Giving.

A key initiative was for the Fund Development Coordinator to build community relationships, notably engaging Amica Senior Lifestyles as the Adult Book Club sponsor, ensuring continued program support and community connection.

COMMENT/OPTIONS:

OPL is carrying forward its fundraising strategies and goals into two distinct initiatives, as outlined in the early 2024 Fundraising Plan:

1) 2024 Fundraising Plan

The 2024 Fundraising Plan includes several strategic initiatives aimed at strengthening individual giving and enhancing corporate partnerships. The bi-annual direct mail appeal, re-launched for Winter 2024/25, seeks to raise \$20,000 by attracting new donors, retaining monthly supporters, and strengthening donor loyalty.

For corporate giving, OPL aims to foster partnerships with local businesses to sponsor current programming, reinforcing community connections and support. Additionally, recent donor engagement events have improved stewardship, helping build lasting support and commitment from donors. The Benevity giving platform has been revised with current OPL content to extend OPL reach for individual corporate giving.

In terms of grants, OPL secured \$5,000 to update the Book Bike collection and another \$4,750 from the Civitan Club of Oakville to support the Multi-Sensory Room at Woodside Branch.

OPL is also on track with revenue from third-party events. Four annual Friends of the Library (FOL) book sales and pop-up sales are projected to raise \$20,000, with current results supporting the achievement of this goal. Altogether, these efforts place OPL on track to meet its overall annual fundraising goal of \$83,000, which includes projected revenues from both active fundraising and legacy giving.

2) Central Branch Capital Campaign

The multi-year New Central Project Capital Campaign is designed to support the development of OPL's new Central Branch and includes a secondary focus on the Oakville Newspaper Archive digitization. In early 2024, OPL laid the groundwork for this campaign by updating fundraising policies and launching a dedicated campaign website (<https://opl.ca/About-OPL/newcentral>), which aligns with the Town's broader

Downtown Cultural Hub project. Throughout 2024, OPL has focused on effective prospect research, particularly among corporate and individual donors. The New Central launch event was well-received, and follow-up public consultations have provided valuable community insights to inform the campaign's direction.

Looking ahead, OPL's team is developing a comprehensive campaign strategy that will outline fundraising targets, audience segmentation, key messaging, and a detailed action plan.

Digitizing Oakville Newspaper Archives

In support of OPL's commitment to preserving Oakville's history, the Central Branch will continue to house the library's local historical records, including the Oakville Newspaper Archives. By incorporating the ongoing digitization project into the New Central Capital Campaign, OPL can provide donors with an opportunity to support digital preservation efforts, which are vital to making these historical resources more accessible. This initiative complements the physical enhancements planned for the new Central Branch, offering an alternative and meaningful way for donors to contribute to OPL's mission of community engagement and historical preservation.

APPENDICES:

N/A

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