

REPORT

Oakville Public Library Board

Meeting Date: March 20, 2025

FROM: Oakville Public Library

DATE: March 11, 2025

SUBJECT: Fundraising Plan Report – March 20, 2025

RECOMMENDATION:

That the 2025 Fundraising Plan Report be received for feedback.

KEY FACTS:

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

- Oakville Public Library's (OPL) fundraising revenue for a full year in 2023 was roughly \$132,000.
- With a 2024 goal of \$83,000, Oakville Public Library achieved a total revenue of approximately \$108,467, with \$78,113 driven by strong performances in personal philanthropy, book sales, campaigns, sponsorships, and grants, and \$30,354 in Oakville Community Foundation (OCF) funds from endowments.
- OPL has set a fundraising goal of \$135,000 for 2025.
- In 2025, OPL will develop an enhanced Fundraising Strategy, building on the success of new tactics introduced in late 2024.
- These new tactics will be integrated into OPL's upcoming Central capital campaign, which is currently in development.

BACKGROUND:

The Oakville Public Library (OPL) is a registered charity that relies primarily on public funding, with approximately 94% of its operational and core expenses supported by the Town of Oakville. Contributions from individuals, corporations, foundations, and other organizations further enable OPL to enhance its programs, collections, and services.

Despite operating without a Fund Development Coordinator for the first five months of 2024, OPL successfully maintained its grassroots fundraising efforts to replenish its development fund.

Through 2025, OPL is continuing the development of a comprehensive capital fundraising campaign to support the enhancement of its new central library branch. This initiative is vital to improving community services, expanding the library's collection, and ensuring the new branch offers a modern, accessible space for all residents. The capital fundraising plan will focus on targeted marketing campaigns designed to attract new donors and raise awareness about the positive impact the new facility will have on the Oakville community.

COMMENT/OPTIONS:

2024 Fundraising Reporting

Oakville Public Library’s fundraising revenue for 2024 was roughly \$108,467, with \$78,113 in combined fundraising funds and \$30,354 in OCF funds from endowments.

Personal philanthropy performed strongly, with \$31,724 received, and the Friends of Library Book sales exceeded expectation of \$5,000 per sale, with a recognized revenue at \$24,698 from the four sales throughout the year.

Campaigns and sponsorships generated \$6,691 and \$5,000 respectively, and grants contributed \$10,000. OCF funds contributed \$30,354 from endowments.

Overall, while the organization demonstrated effective fundraising efforts across categories.

	2024 Actual Received	2024 Financial Recognized
Personal Philanthropy	\$31,724	\$34,694
OCF Funds (<i>retrieved from endowments</i>)	\$30,354	\$17,685
Book Sales	\$24,698	\$24,698
Section Total	\$86,776	\$77,076
Campaigns (<i>e.g. Give Oakville</i>)	\$6,691	\$0
Sponsorship	\$5,000	\$0
Grants	\$10,000	\$7,761
Section Total	\$21,691	\$7,761
TOTAL	\$108,467	\$84,837

The difference in received vs recognized is the difference in deferred revenue for restricted donations (received in prior years and recognized in current year when expenses are incurred). For example, the Amica Senior Lifestyles sponsorship of \$5,000 was received in 2024 for the first session of 2025 Book Clubs.

2025 Fundraising Plan

In 2025, OPL aims to update the fundraising strategy building on the success of a few strategic initiatives aimed at strengthening individual giving and enhancing corporate partnerships.

	2025 Target	2024 Actual Received
Personal Philanthropy	\$46,000	\$31,724
OCF Funds (<i>retrieved from endowments</i>)	\$35,000	\$30,354
Events	\$1,500	\$0
FOL Book Sales	\$25,000	\$24,698
Section Total	\$107,500	\$86,776
Campaigns	\$15,000	\$6,691
Sponsorship	\$10,000	\$5,000
Grants	\$5,000	\$10,000
Section Total	\$30,000	\$21,691
TOTAL	\$137,500	\$108,467

The first corporate partnership with Amica Senior Lifestyles has secured \$5,000 sponsorship of our Adult Book Clubs running from January to April 2025, at 4 branch locations (Woodside, Glen Abbey, Central & Sixteen Mile). OPL aims to create a focus area as part of 2025 Fundraising Plan aiming to increase the corporate sponsorships for OPL, to support dedicated library services like Summer Reading Program prizing.

Despite the Canada Post mail strike during OPL’s winter campaign, the Fundraising Coordinator in collaboration with OPL Marketing Department, engaged in creative ways to reach out to donors either through email and online campaigns or personal calling, resulting in \$12,578.21 (40% increase from the spring 2023 mailer campaign).

In 2025, OPL will streamline the monthly giving process by integrating all donors into one platform and eliminated the second Moneris platform. This will result in reduced data entry and monitorization by the Fundraising coordinator, reduces cost

(eliminate one platform) and increased service for donors with accurate online tax receipt process.

The Special Events will be reintroduced in 2025, with the potential of bringing back the popular event "Evening for Book Lovers" to engage with donors and customers.

The Friends of Library Book Sales will continue to be a strong contributor to OPL's fundraising efforts, with a target of \$25,000.

Central Branch Capital Campaign

The New Central Project Capital Campaign is a multi-year initiative aimed at supporting the development of Oakville Public Library's (OPL) new Central Branch.

In 2024, OPL prepared the groundwork for this campaign by revising fundraising policies and introducing a dedicated campaign website (<https://opl.ca/About-OPL/newcentral>), aligning with the Town's Downtown Cultural Hub project. The year also saw significant efforts in prospect research, particularly among corporate and individual donors, following a successful launch event and public consultations that provided valuable community feedback.

Moving into 2025, OPL's team is developing a comprehensive campaign strategy that will define fundraising goals, audience segments, key messaging, and a detailed action plan. This strategy will also focus on nurturing relationships with potential donors and corporations, further advancing the campaign's objectives.

APPENDICES:

N/A

Prepared by:
Monica Socol, Director, Innovation & Integration

Submitted by:
Tara Wong, CEO