

**MEMO / NOTE DE SERVICE**

**To / Destinataire** OPL Board Trustees

**cc:** Library Senior Management Team

**From / Expéditeur** Sonia Bebbington, CL/CEO

**Subject / Objet** Fundraising update: Clarification of *Unlock Potential* Campaign amounts **Date:** January 25, 2023

The purpose of this memo is to provide trustees with an update regarding fundraising totals for the Ottawa Central Library (OCL) *Unlock Potential* Campaign, as well as a clarification of previously reported figures.

Context

The Fundraising Framework was approved at the March 2021 OPL Board meeting, including a requirement for the CEO to report out annually on fundraising-related donations. At the November 30, 2021, Ottawa Public Library (“OPL” or “the Library”) Board meeting, the Board approved changes to OPLB Policy 010 *CEO Reporting and Monitoring*, increasing the frequency of reporting regarding fundraising from once per year to twice per year.

Fundraising updates have been provided to the Board in November 2021 (by presentation), March 2022, and September 2022 (both by report).

This memo is intended to provide trustees with advance notice of totals to 31 December, 2022, which require clarification based on previous updates to the Board.

2022 Fundraising Updates

In the Fundraising Update report provided to the Board in March 2022 (OPLB-2022-0302), the Library reported a cumulative fundraising total of \$1,166,950, representing all activity through to December 2021 specific to the OCL *Unlock Potential* Campaign.

In the subsequent Fundraising Update report in September 2022 (OPLB-2022-0913-10.5), the Library reported a total of \$165,000, representing activity from January 1 – July 31, 2022 specific to the OCL *Unlock Potential* Campaign.

Taken together, these reports would result in an understanding that OPL had secured a total of \$1,331,950 for the OCL *Unlock Potential* Campaign up until July 31, 2022.

## Corrections

In examining the fundraising function and reviewing all activities, inaccuracies were identified in the reported totals. Fundraising totals to July 31, 2022, were in fact \$1,241,950: \$90,000 less than Board members had understood.

Contributions to the OCL *Unlock Potential* Campaign received in the latter half of 2022 total \$294K, bringing the Campaign total for the year to \$414K, to be confirmed in the formal update (Q1, 2023).

Pending this confirmation, the OCL *Unlock Potential* Campaign cumulative total to 31 December 2022 is projected at \$1,535,950, also to be confirmed in the Q1 update.

Reported totals of funds generated through a separate arm of OPL's fundraising function, known as the annual campaign, are accurate and do not require correction.

## Next Steps

In order to mitigate the risk of further reporting errors, the Library has established:

- A common understanding of, and clear confirmation criteria for, what constitutes a reportable donation, dependent on the legal status of the agreement. Verbal agreements and email confirmations of intent are not considered firm or reportable;
- A requirement that, in order to report to the Board, OPL must be in possession of an actionable document which shows both the donation total and the donor's signature, such as a signed pledge form, signed cheque, or signed contribution agreement; and,
- An additional internal review function to mitigate the risk of administrative errors.

The first Fundraising Update report for 2023 will be provided to the Board in Q1. It will include corrected amounts for the OCL *Unlock Potential* Campaign, provide formal confirmation of totals to December 31, 2022, and will provide an end-of-year and cumulative update regarding annual fundraising campaign activity.