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Report to / Rapport au:

**Ottawa Public Library Board
Conseil d'administration de la Bibliothèque publique d'Ottawa**

February 11, 2025 / 11 février 2025

Submitted by / Soumis par:

**Sonia Bebbington, Chief Librarian and Chief Executive Officer / Bibliothécaire en
chef et Directrice générale**

Contact Person / Personne ressource:

*Craig Ginther, Division Manager, Facility and Technology Services/ Directeur, Services
des installations et des technologies
(613) 580-2424 x41490, Craig.Ginther@BiblioOttawaLibrary.ca*

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SUBJECT: 2024 Fund Development Update

OBJET: Mise à jour 2024 sur le développement de fonds

REPORT RECOMMENDATION

That the Ottawa Public Library Board receive this report for information.

RECOMMANDATION DU RAPPORT

**Que le Conseil d'administration de la Bibliothèque publique d'Ottawa prenne
connaissance du présent rapport à titre d'information.**

BACKGROUND

As per the *Public Libraries Act, RSO 1990, c.P.44* (“the Act”), the Ottawa Public Library (“OPL” or “the Library”) Board (“the Board”) retains accountability for the full range of decisions affecting the organization. The Board has decided, however, to use a model of governance that focuses trustee attention on setting strategic direction and objectives, making decisions on major projects, and monitoring performance. As noted in OPLB-Policy 002 Delegation of Authority (“the DOA”), the Board retains authority to approve key strategic components of frameworks, as well as to approve Board policies

(including OPLB Policy 008, Fund Development, and OPLB Policy 22, Sponsorship, last revised in June 2024 (OPLB-2024-0611-11.1)). The Board further delegates to the CEO authority for the implementation and management of Board-approved policies and frameworks, noting that implementation must be in keeping with the overall principles of the DOA Policy.

As per Board direction at the November 30, 2021, Board meeting, and subsequent changes to the OPLB Policy 010 CEO Reporting and Monitoring, staff provide the Board with fund development update reports twice a year. The most recent update to the Board was provided at the September 10, 2024, meeting (OPLB-2024-0910-11.14) and covered the period of January through June 2024.

The purpose of this report is to provide the Board with a summary of fund development activities in 2024.

DISCUSSION

OPL has two fund development streams: Annual giving and the Ottawa Central Library *Unlock Potential* campaign.

Annual giving

Annual giving is an ongoing process that currently uses, as its primary tactic, email appeals to cardholders who agree to receive information regarding fund development at OPL. It also includes unsolicited donations. Donations can be made online, via cheques mailed to OPL, estate gifts, or in a branch (by cash, cheques, debit, or credit card). Walk-in donations at branches are typically directed to a specific branch, or to library materials purchases.

Staff are pleased to report that activities in 2024 (January through December) have resulted in \$204,082 in donations, including \$170,059 via online donations and \$34,023 via in-person and mailed cheques. This represents a decrease from the 2023 total of \$241,749, mainly due to the higher amount from planned giving (bequests and estate gifts) received in 2023. However, online donations from email appeals more than doubled in 2024 compared to 2023, suggesting that OPL's active solicitation for annual giving is gaining momentum. Further, planned giving is a strategy OPL will focus on more actively in the future.

***Unlock Potential* campaign**

The *Unlock Potential* campaign raises funds specifically for the Central branch at Ādisōke.

Fund development for the *Unlock Potential* campaign consists of developing and executing a major gifts program in support of the Central branch at Ādisōke. As noted in previous reports to the Board, the campaign is currently focused on cultivating and soliciting major gift prospects, including individuals, corporations, and charitable foundations.

Campaign donations in 2024 total \$2,681,018 and include a \$1,500,000 pledge from the RBC Community Infrastructure Fund, a major cumulative gift of \$750,000 from the Friends of the Ottawa Public Library Association (FOPLA), an additional \$300,000 donation from the Crabtree Foundation, and an anonymous gift of \$100,000.

Campaign donations in 2024 represent a 53% increase over the previous three years combined, bringing the cumulative campaign total to \$4,431,494, as of December 31, 2024.

Other Funds

As noted in previous Board updates regarding fund development, there are two additional sources of funds to support the Central Library project; these were created prior to the development of the *Unlock Potential* Campaign.

- The Friends of the Ottawa Public Library (FOPLA) have set aside \$100,000 in the FOPLA New Central Library Charity Trust.
 - This fund is valued at \$114,493 as of December 31, 2024. Note that this forms a portion of the total of FOPLA's \$750,000 campaign gift.
- Former Ottawa City Councillor Jan Harder donated proceeds from the Jan Harder Charity Golf Classic to the Ottawa Central Library (OPLF Jan Harder Main Charity Library Fund).
 - This fund is valued at \$114,903 as of December 31, 2024.

The next fund development update will be presented in Q3 2025.

CONSULTATION

Consultations regarding the overall fund development strategy and support for campaigns have been conducted regularly with members of the 2023-2026 OPL Board Ad hoc Committee on Fund Development, as well as with OPL Senior Management and key staff on an as-needed basis. With the upcoming transition to standing committees, future consultations will occur through the Standing Committee for Finance, Facilities and Risk, and through individual trustees as required.

ACCESSIBILITY IMPACTS

Ottawa Public Library supports and considers the *Accessibility for Ontarians with Disabilities Act, (2005)* in its operations. There are no immediate accessibility impacts associated with this report.

BOARD PRIORITIES

This report supports the OPL Strategic Directions and Priorities 2020-2023, specifically 1.3 and 3.2:

“To create the destination experience for the Ottawa Central Library;” and;
“To develop and implement a fundraising plan.”

BUSINESS ANALYSIS IMPLICATIONS

There are no direct business analysis implications of this report. Staff will continue to require data analysis as part of the process of segmenting donors to maximize fund development potential, as described in this report.

FINANCIAL IMPLICATIONS

Funds raised through the *Unlock Potential* Campaign will serve to offset increasing costs of furniture, fixtures, and equipment due to inflation, and to support enhancing technology, programming, and the visitor experience in the Central branch, aligned with donor intentions. Staff will continue to monitor actuals against projections, and account for any discrepancy in the annual financial planning via the budget process.

LEGAL IMPLICATIONS

There are no legal implications associated with this report.

INDIGENOUS AND GENDER EQUITY IMPLICATIONS

There are no specific Indigenous, gender or race equity implications associated with the report recommendation, but due to the nature of *Ādisōke*, *Unlock Potential* Campaign activities inherently have implications for First Nations, Inuit, and Métis peoples. The name *Ādisōke* was given to the facility by the Anishinābe Algonquin Host Nation, reflecting the depth and sincerity of the partner institutions' appreciation for the ongoing engagement with Kitigan Zibi Anishinābeg and the Algonquins of Pikwakanagan First Nation. This ongoing engagement will include discussion of spaces and services at the Central branch.

RISK MANAGEMENT IMPLICATIONS

There are no risk management implications associated with this report.

TECHNOLOGY IMPLICATIONS

There are no technology implications associated with this report.

DISPOSITION

Staff will share information regarding secured gifts (i.e., those with an actionable signed agreement document) with the Board in a timely manner and continue to provide summary reports to the Board twice annually regarding both annual giving and the *Unlock Potential* campaign. The next fund development update will be presented in Q3 2025.