



Ottawa Bibliothèque
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Library d'Ottawa

10.7

Report to / Rapport au:

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

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Submitted by / Soumis par:

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SUBJECT: 2025 Fund Development Update

OBJET: Mise à jour 2025 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 PLA”), 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 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 9, 2025, meeting (OPLB-2025-0909-10.7) and covered the period of January through June 2025.

The purpose of this report is to provide the Board with a summary of fund development activities in 2025.

DISCUSSION

OPL has two fund development streams: Annual giving and the *Unlock Potential* campaign for the Central branch at Ādisōke.

Annual giving

Annual giving is an ongoing process at OPL, with email appeals to cardholders who agree to receive information regarding fund development at OPL as its primary tactic. Annual giving also includes estate gifts and unsolicited donations, which can be made online, by mail (cheque), or in person at a branch. Donations at branches are typically directed to a specific branch, or to library materials purchases.

Staff are pleased to report that activities for the 2025 calendar year have resulted in \$224,594 in donations, including \$179,409 via online donations and \$45,185 via in-person and mailed cheques. This represents a marginal increase over the 2024 total of \$204,082. As in 2024, online donations from email appeals account for more than half of online donations, suggesting that OPL's active solicitation for annual giving is an effective tactic.

***Unlock Potential* campaign**

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

As noted in previous reports to the Board, the current focus of the *Unlock Potential* campaign is on major gifts, primarily cultivating and soliciting prospects with significant philanthropic capacity, including individuals, corporations, and charitable foundations.

Campaign donations in 2025 total \$1,983,068 and include major gifts from the Josette Robertson and Joan Johnston Family Foundation Fund (a donor-advised fund of the Ottawa Community Foundation) (\$500,000), the Dream Community Foundation (\$250,000), the Vibrant and Sustainable Fund (\$250,000), and additional significant donations totaling over \$900,000, to be announced in the first quarter of 2026.

Donations in 2025 bring the cumulative campaign total to \$6,414,562, as of December 31, 2025.

The next fund development update will be presented in Q3 2026.

CONSULTATION

Consultations regarding the overall fund development plan and support for campaigns have been conducted with members of the OPLB Facilities, Finance, and Risk Standing Committee, as well as with key Board members, OPL Senior Management and key staff on an as-needed basis.

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 2023-2028, specifically 1.3 and 3.2:

“To create the destination experience for the Central branch at Ādisōke;” and;
“Enhance Fund Development.”

BUSINESS ANALYSIS IMPLICATIONS

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

FINANCIAL IMPLICATIONS

Funds raised through the *Unlock Potential* Campaign will serve to support the enhancement of technology, programming, and the visitor experience in the Central branch, aligned with donor intentions, and will be used to offset increasing costs of furniture, fixtures, and equipment due to inflation. The campaign total reflects the dollar value of gifts both received and pledged; staff will continue to monitor monies received against projections, and account for any discrepancy in the annual financial planning via the budget process.

LEGAL IMPLICATIONS

There are no legal impediments to receiving this report.

INDIGENOUS AND GENDER EQUITY IMPLICATIONS

There are no specific Indigenous, gender or race equity implications associated with this report, but due to the nature of *Ādisōke*, *Unlock Potential* Campaign activities inherently have implications for First Nations, Inuit, and Métis peoples related to spaces that have received names. 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 includes discussion of spaces and services at the Central branch, supported by fund development activities.

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 2026.