



# OTTAWA PUBLIC LIBRARY FOUNDATION

*OLA Superconference*

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# Who We Are

- Incorporated in 2002
- Separate legal entity, with own board of directors
- Sole mission: *“To raise funds essential to the success of the Ottawa Public Library, in promoting literacy and lifelong learning”*
- OPLF takes lead from OPL which provides fundraising priorities, along with resources, including space, IT support, operating grant
- City Librarian is ex-officio member of board
- Chief Development Officer attends all OPL board, senior and L5 management meetings

# Facts and Figures

- Since inception
  - Number of donors: 2,761
  - Number of donations: 6,007
  - Total revenues: \$3,118,620
- In 2011
  - Number donors: 673
  - Number of donations: 948
  - Total revenues: \$410,451

# Breaking It Down

- Revenues in 2011
  - \$162,000 in special events (40%)
  - \$108,000 in bequests (26%)
  - \$50,000 OPL operating grant (12%)
  - \$40,000 in direct mail (10%)
  - \$25,000 in general gifts (in-mem) (6%)
  - \$20,000 in foundation grants (5%)
  - \$5,000 from United Way (1%)



# Expenses and CPDR

- OPLF policy: 15% administrative hold-back on all designated funds
- On special events
  - 3<sup>rd</sup> party fundraisers: \$0.00
  - Annual literary evening: CPDR is \$0.57
- On direct marketing
  - Varies between \$0.10 for renewals to \$1.64 for acquisition

# Where We've Been

- To date, focus has been mainly on annual giving programs e.g. special events and direct mail
- Current database has ~50K records
- Approximately 500 active donors
- Total number of OPL cardholders is ~250K
- Low ROI

# Challenges

- OPL, like most libraries, is well-known but not necessarily known well
- Persistent misconceptions:
  - Taxes pay for everything
  - Libraries are mostly books
  - We have the internet, why do we need libraries?
- Libraries are late to the fundraising table – crowded marketplace
- Need to raise awareness before we can raise funds

# Looking to the Future

- Steer organization towards major gifts and planned giving – *much* better ROI
- Recruit volunteers and board members who are persons of affluence and influence
- Develop cases for support to focus fundraising efforts
- Invest in infrastructure (staff, technology)



# On the Horizon

- West District capital campaign
  - Raise \$1 million for new 30,000 branch
  - ‘Cutting our teeth’ on major gifts fundraising
    - developing skills and contacts and prospects
- New Central Library
  - \$200 million, state-of-the-art destination place
  - Project temporarily shelved – not a priority for the City of Ottawa
  - Quietly preparing (functional study, business case)

# Questions?

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