

Oakville Public Library Development Program

Presented by:
Eric Sutherland
Board Member and Fundraising Committee Chair

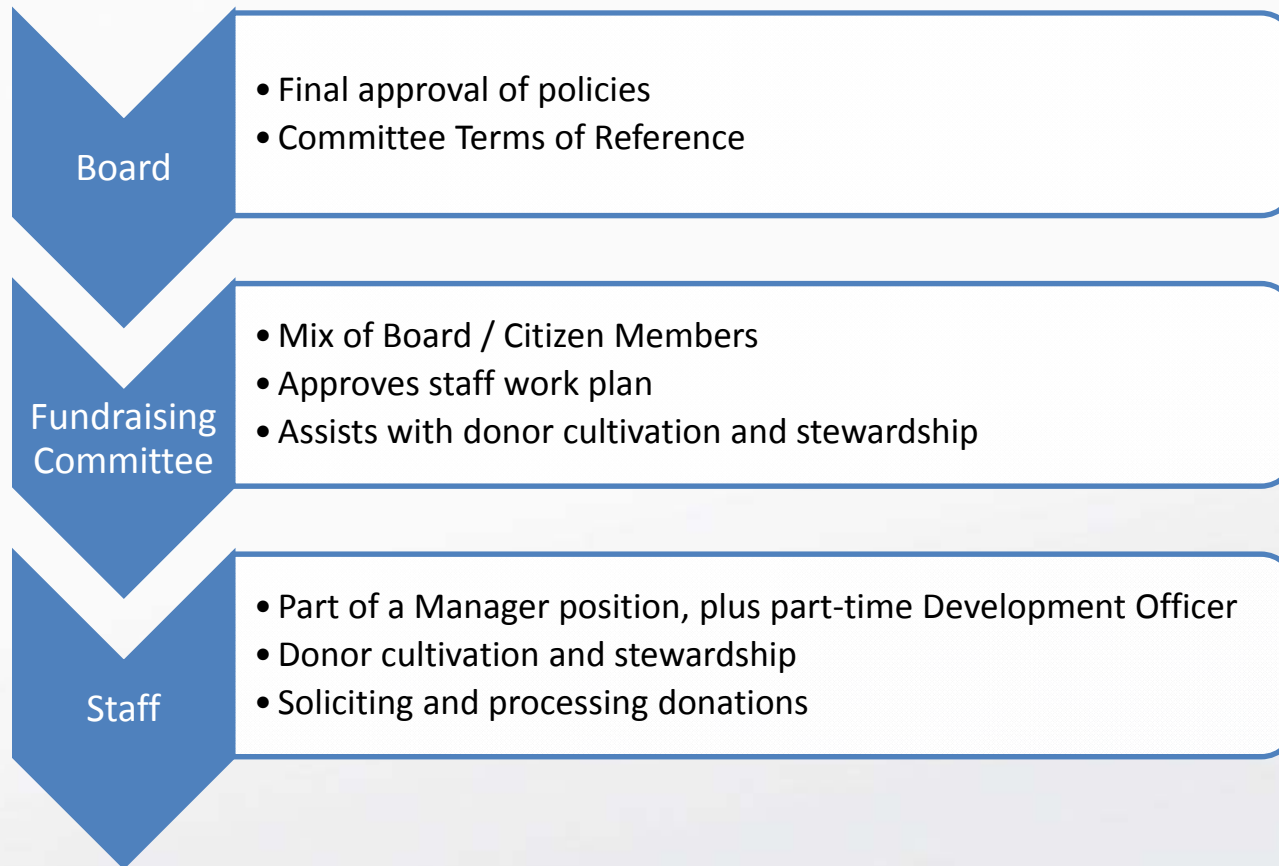
Oakville Context

- Population just under 200,000
- Competition for donors (new hospital is in capital campaign)
- Giving is stagnant¹
- Library has experienced budget cuts for the last few years
- Relatively affluent and educated community



¹ Oakville Community Foundation's *Perspectives 2011* Report

Fundraising Structure

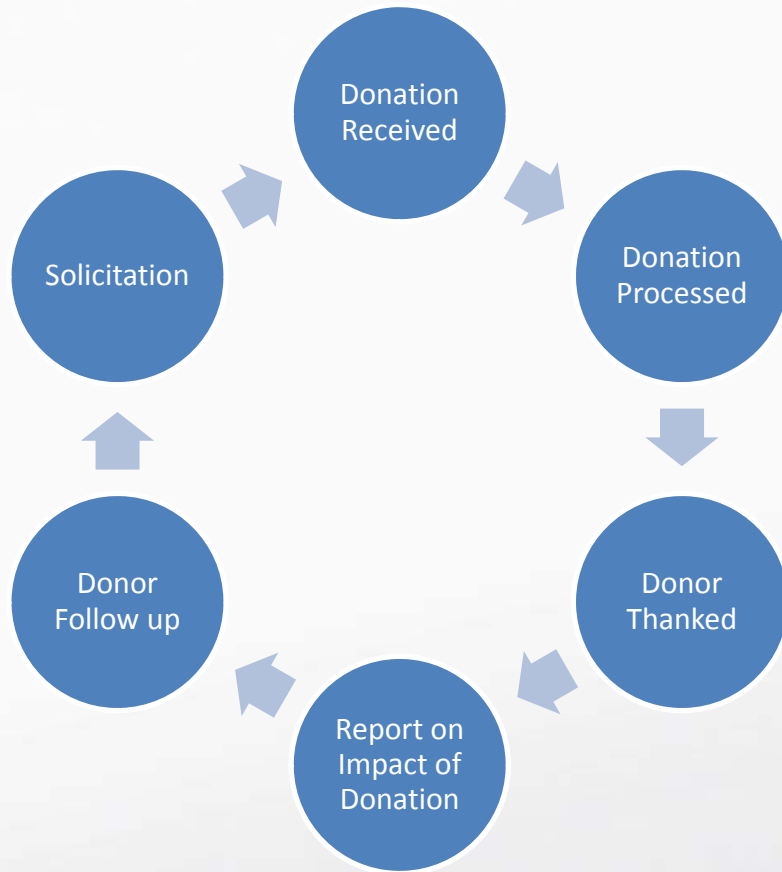


Funded Projects

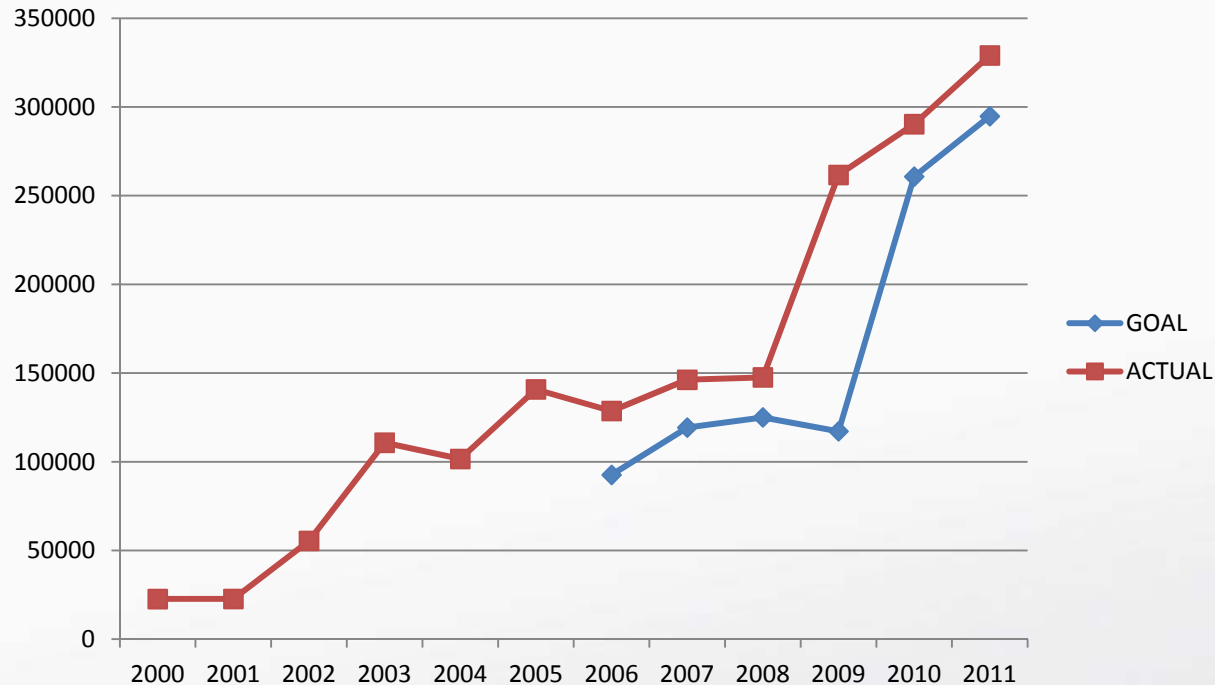
- ❑ Goal is to fund “enhancements”
- ❑ Biggest annual expense is the TD Summer Reading Program at \$45,000+
- ❑ Almost all of our teen and adult programming is funded through donations



Donor Stewardship

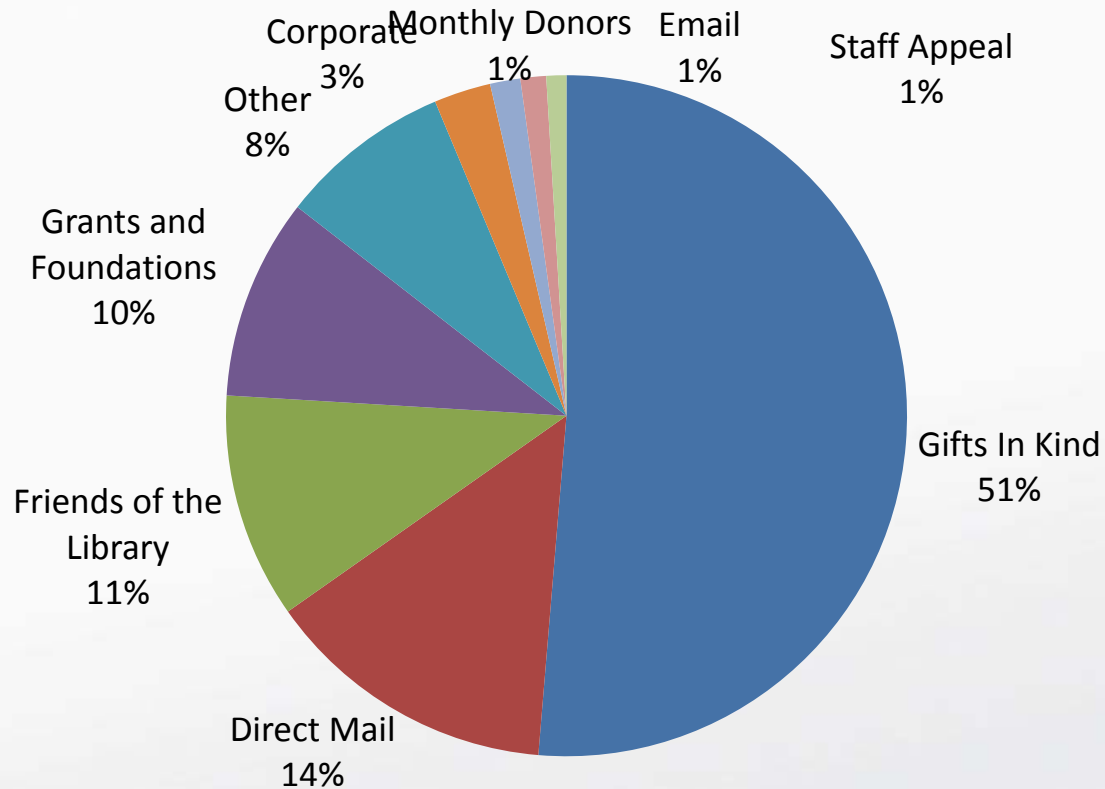


Annual Revenue from Development



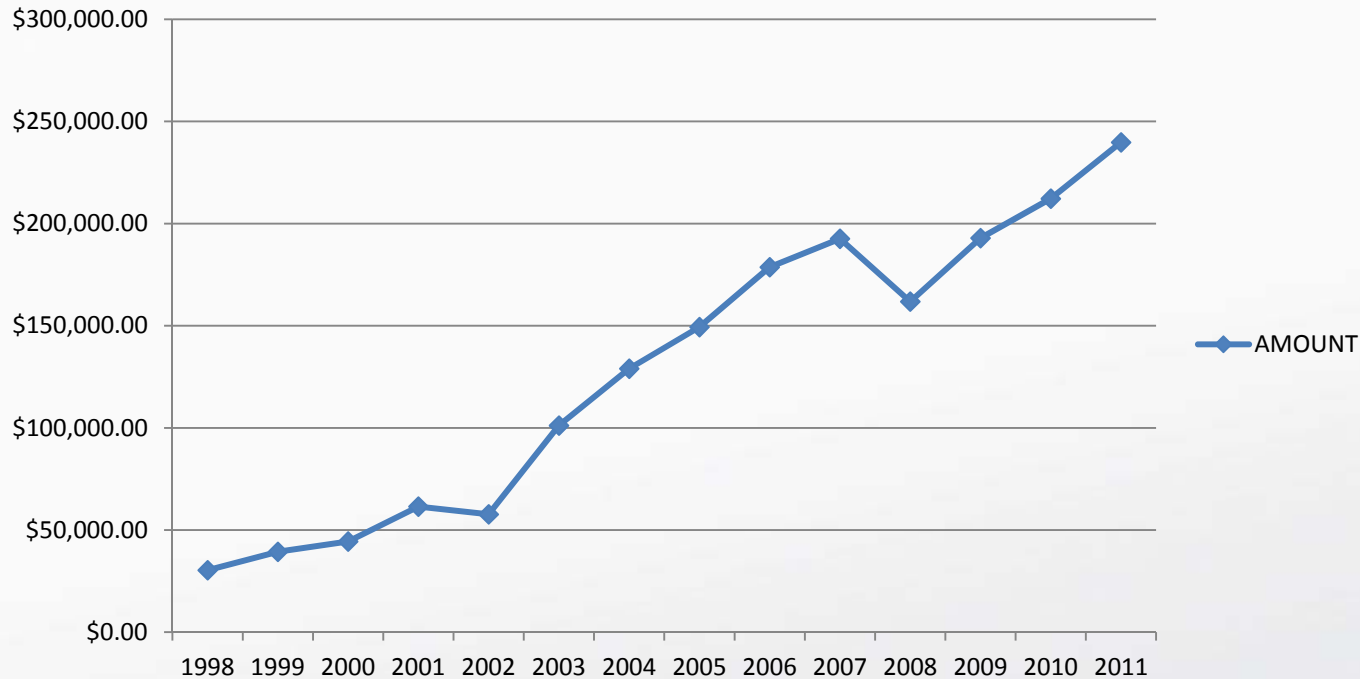
- \$329,466.44 was raised in 2011
- Exceeded goal of \$294,780 by 12%
- Most ever raised in OPL history

Revenue Streams



Endowment Fund

Year End Balance



- Current balance is \$239,755 at Sept 30, 2011
- Overall goal is balance of \$250,000

Goals for 2012

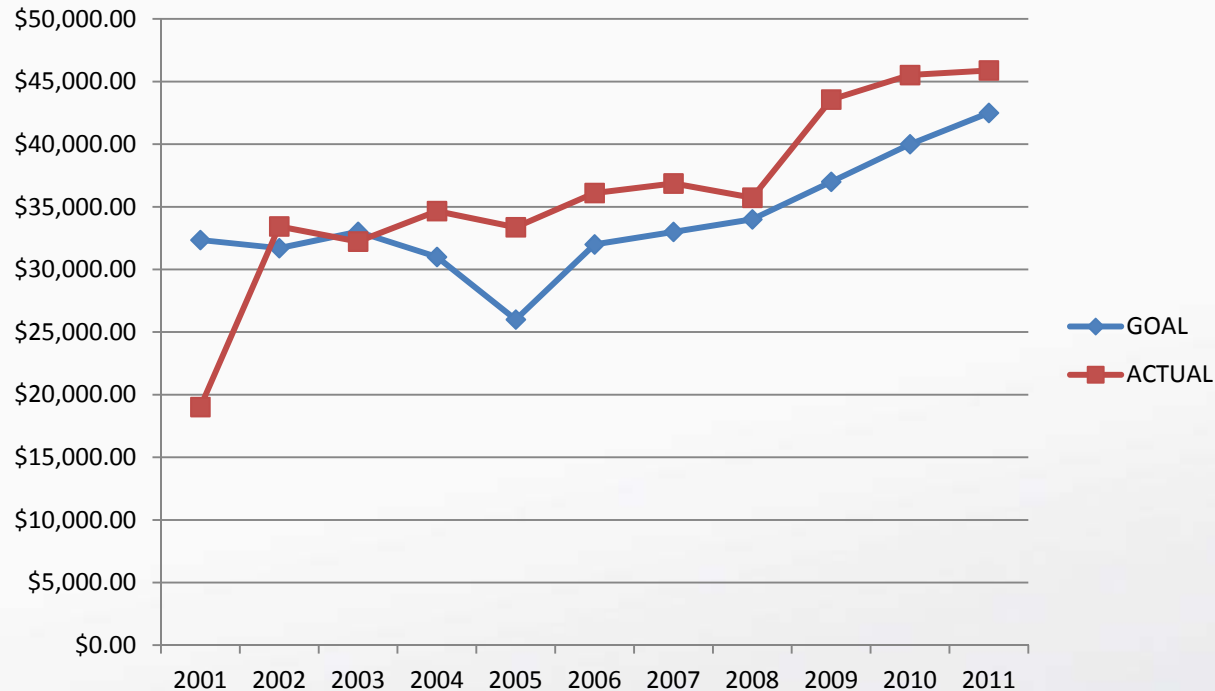
- ❑ Our fundraising web pages need work
- ❑ Corporate acquisition
- ❑ Review ideal role of Fundraising Committee and recruit accordingly

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Direct Mail Campaign

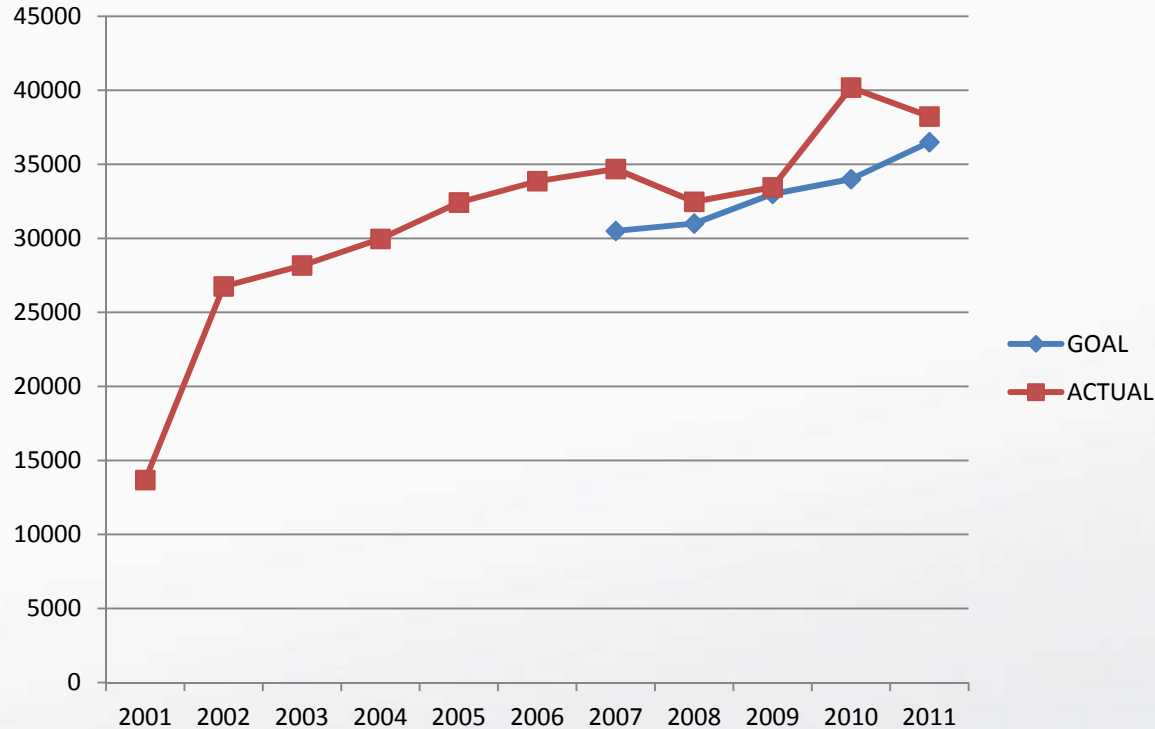
Overall Performance



- \$45,889 raised in 2011
- Exceeded goal of \$42,500 by 8%

Direct Mail Campaign

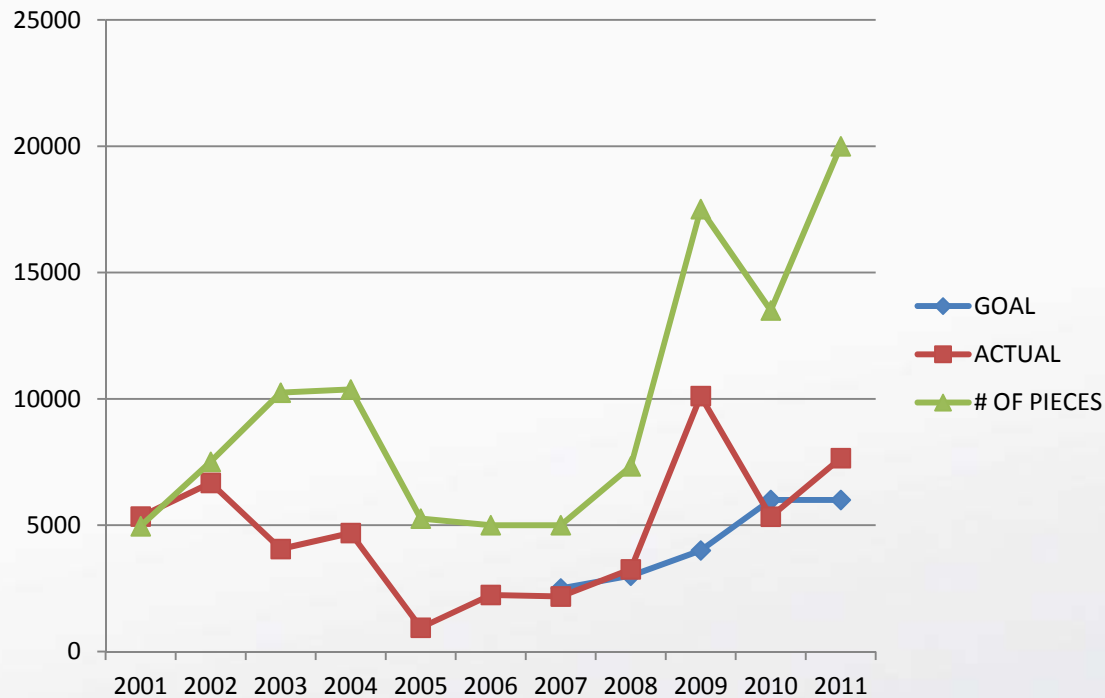
Renewal Appeals



- \$38,235 raised in 2011
- Exceeded goal of \$36,500 by 4.8%

Direct Mail Campaign

Acquisition Appeals

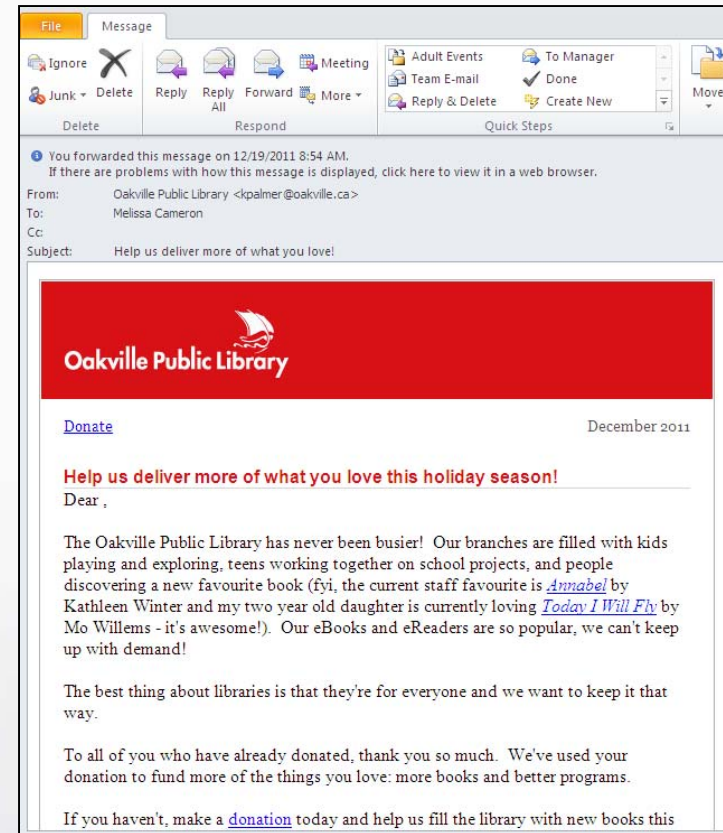


- \$7,654 raised in 2011
- Exceeded goal of \$6,000 by 28%

Direct Email Campaign

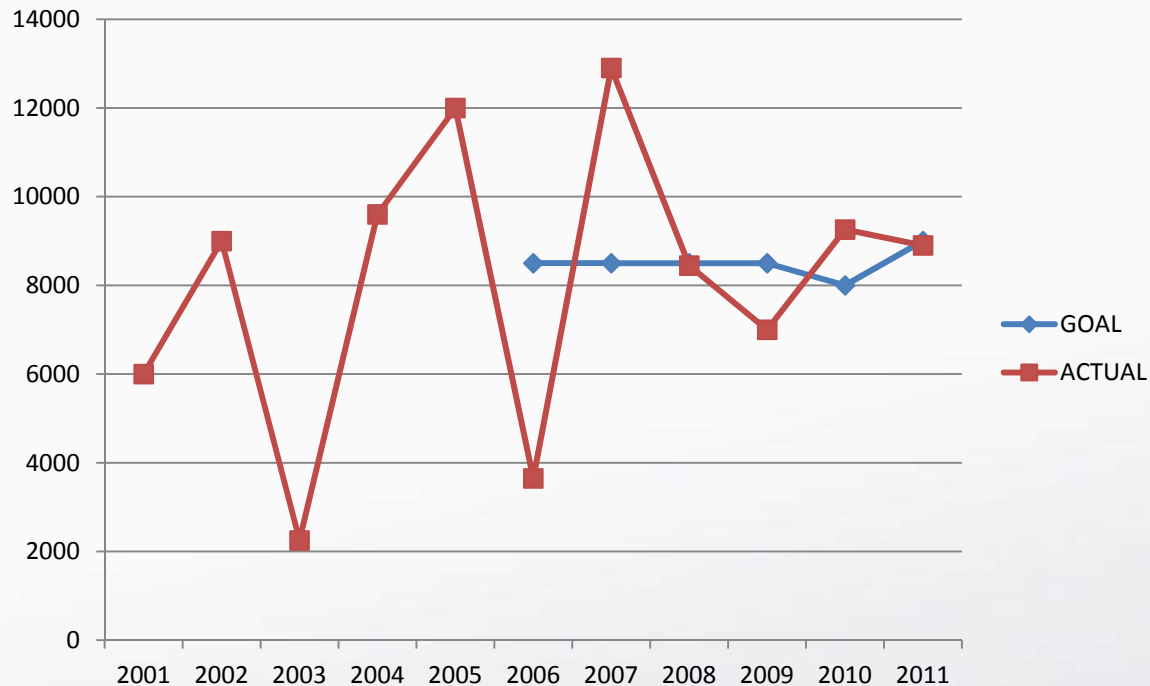
Overall Performance

- \$4,020 raised in 2011
- Missed goal of \$9,000 by 55%
- Open rates are above industry average of 22%
- Click through rates are below industry average of 18%



Corporate Campaign

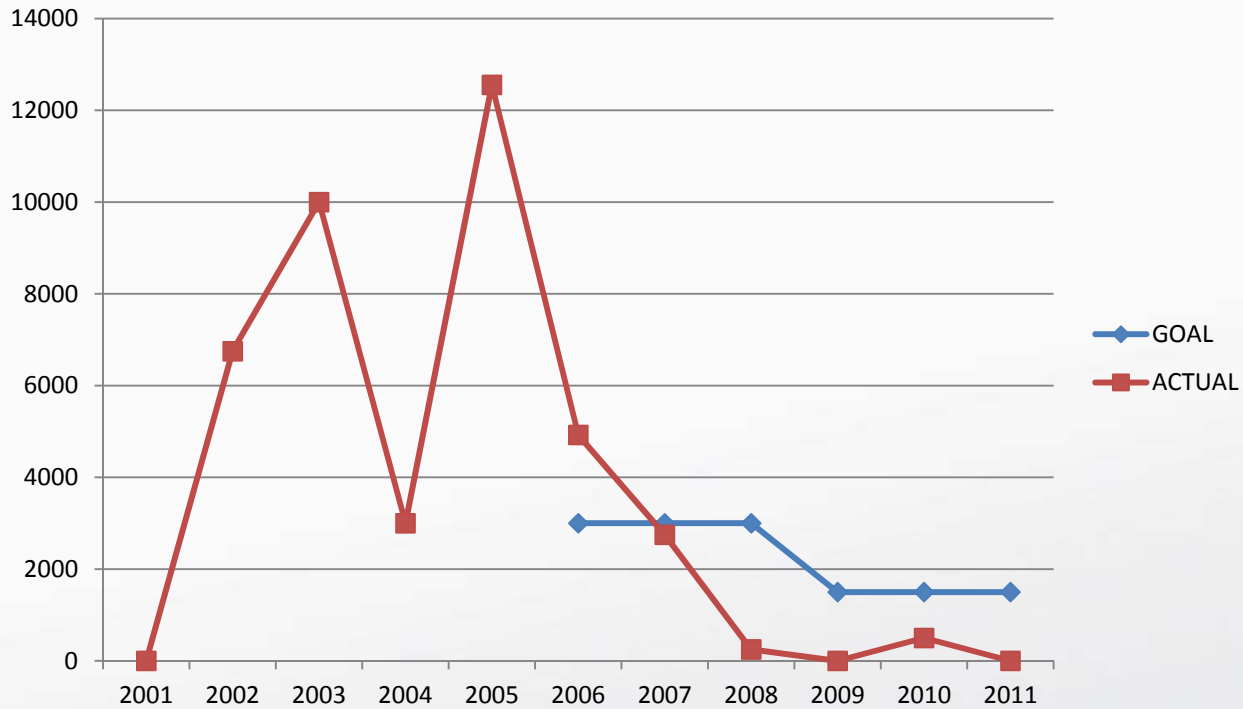
Renewal Appeal



- \$8,900 raised in 2010
- Missed goal of \$9,000 by 1%

Corporate Campaign

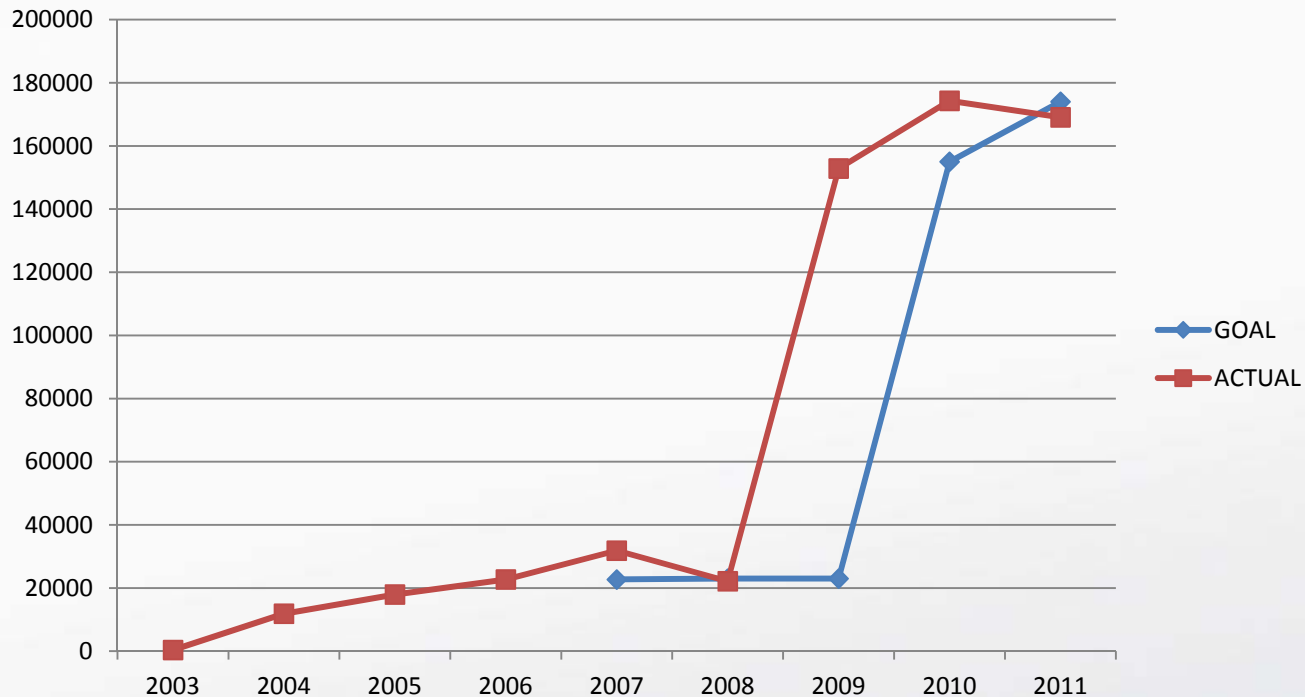
Acquisition Appeal



- \$0 raised in 2011
- Missed goal of \$1,500 by 100%

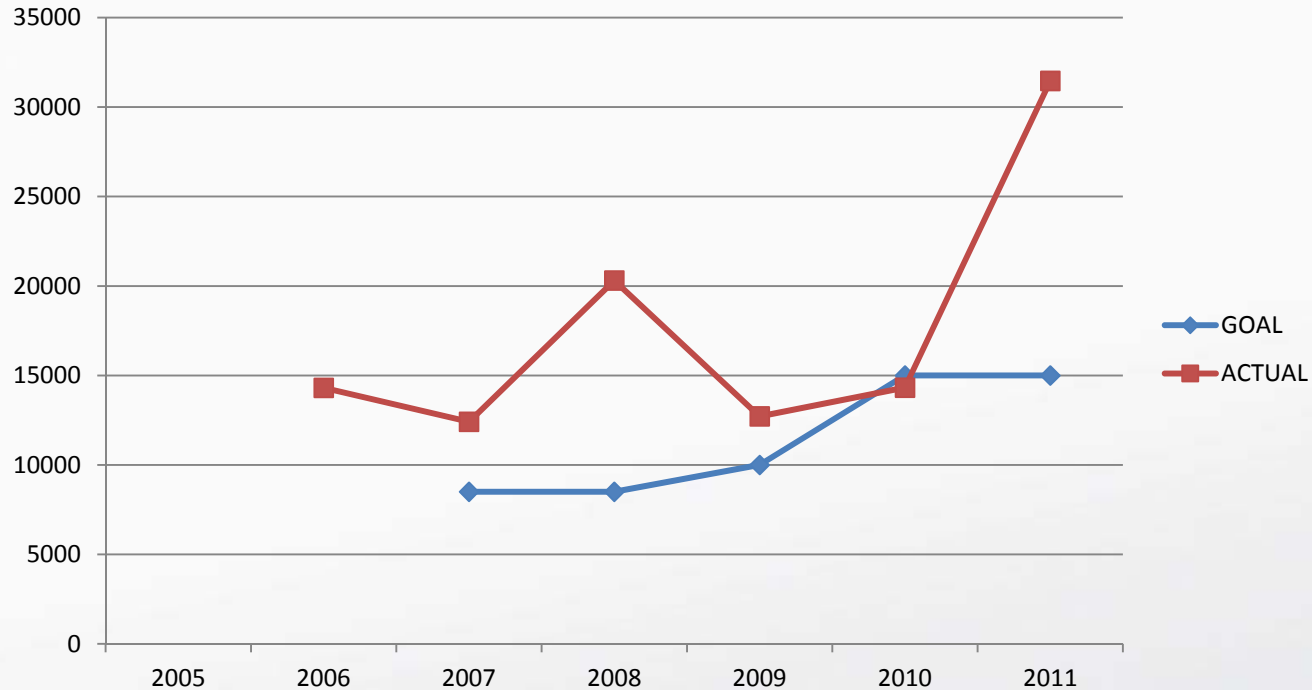
Corporate Campaign

Gifts In Kind Appeal



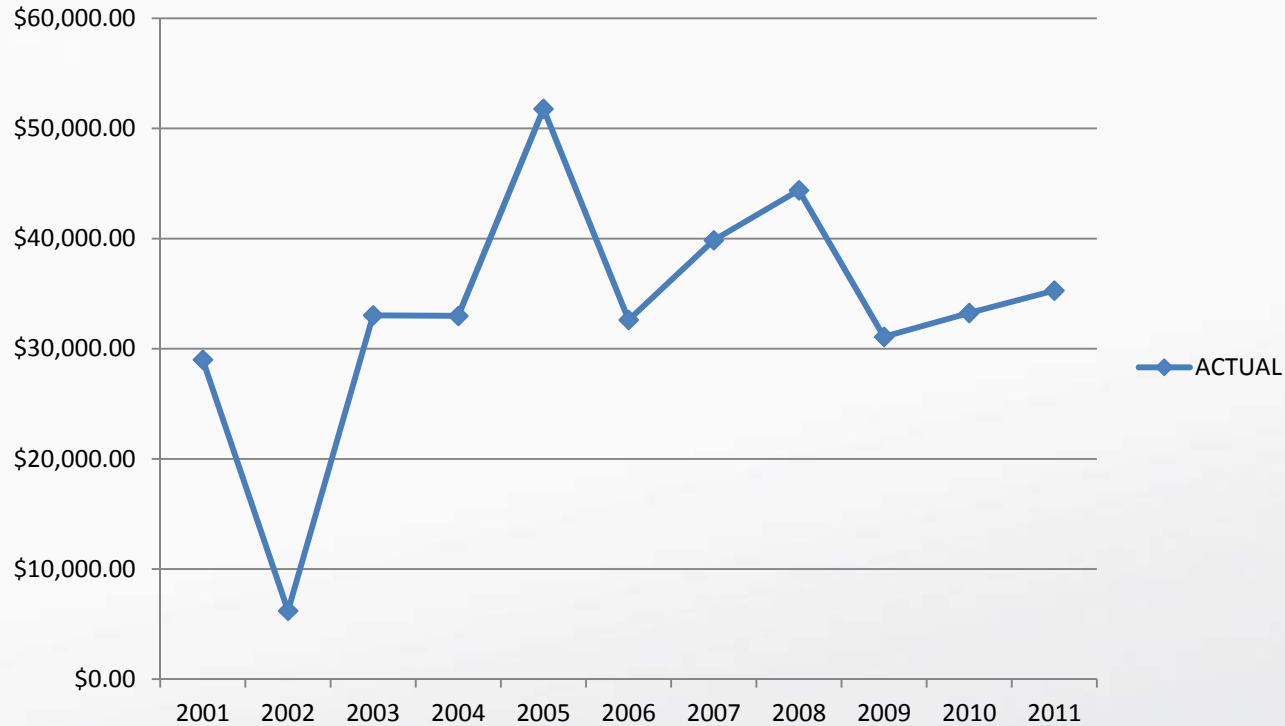
- \$169,066 raised in 2011
- Missed goal of \$174,000 by 3%

Grants and Foundations



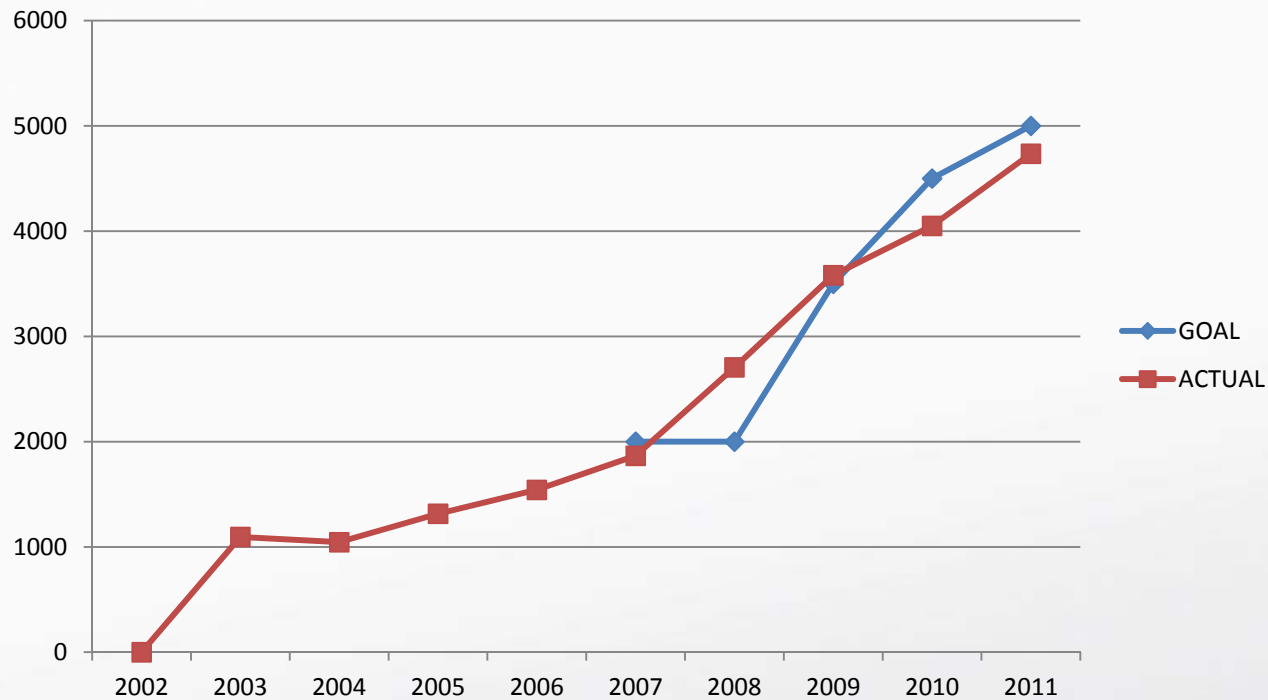
- \$31,463 raised in 2011
- Exceeded goal of \$15,000 by 109%

Friends of the Library



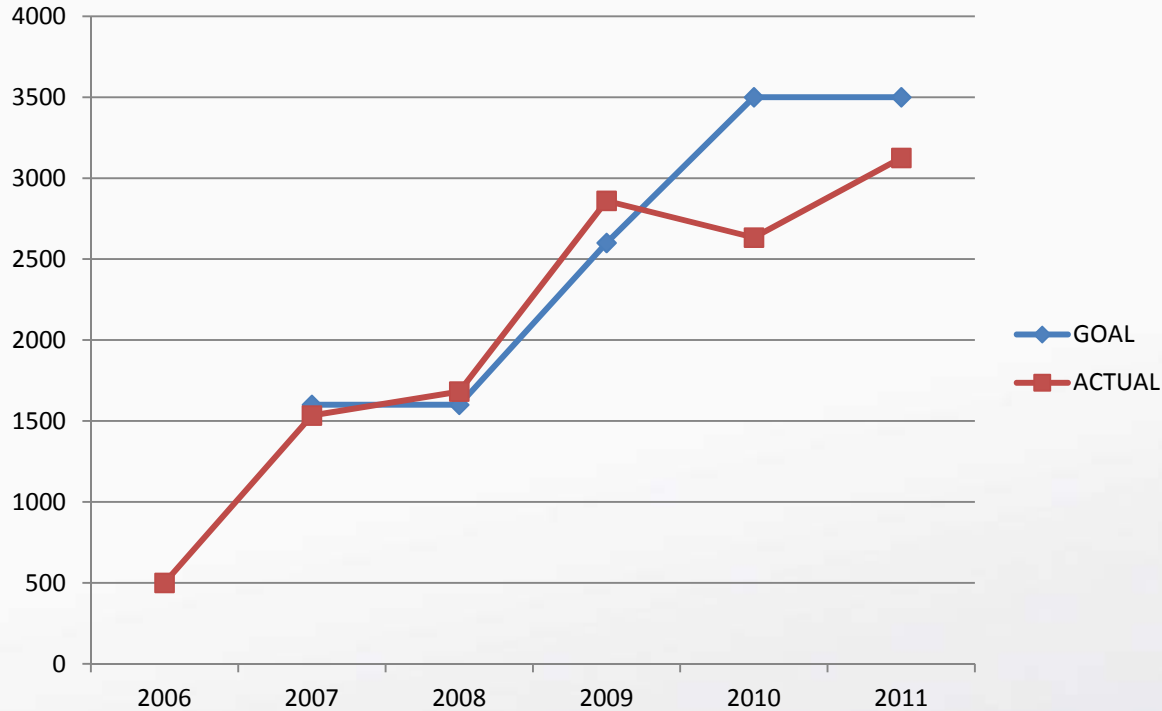
•\$35,280 raised in 2011

Monthly Donors



- \$4,735 raised in 2011
- Missed goal of \$5,000 by 5%

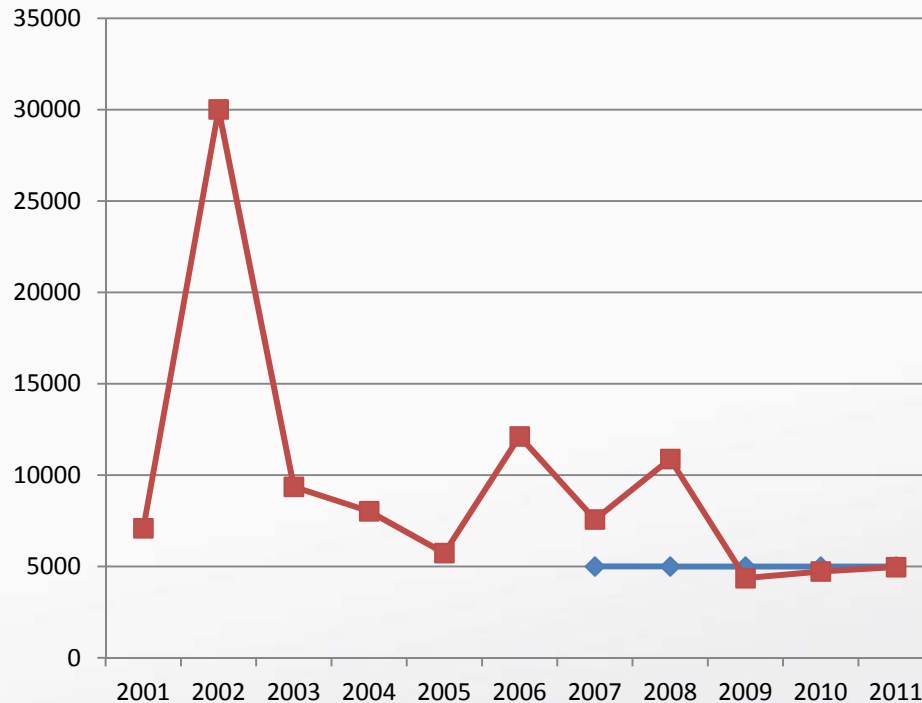
Staff Appeal



- \$3,125 raised in 2011
- Missed goal of \$3,500 by 11%

Endowment Fund

Donations



GOAL
ACTUAL

- \$4,967 added to fund in 2011
- Missed goal of \$5,000 by 0.7%