



MEMORANDUM

To: Newmarket Public Library Board

From: Todd Kyle

Date: September 16, 2015

Re: Fundraising

At the request of the Board, the Library has begun to embark on a fundraising program. As per the previous discussion, target programs for spending have been identified and a Canada Helps account has been set up.

The Library's Canada Helps page will indicate the following:

Help make a great library even better! Newmarket Public Library is seeking donations to enhance library services. Your donation will be used for one or both of the following:

- To support digital literacy programming at the library. From 3D printing to robotics, the Library brings the discovery of new technologies to people of all ages. Help us pay for new equipment, supplies, and expertise!
- To support special events at the library. Help us pay for author readings, artistic performers, and guest speakers that spark community dialogue and connections.

Funds raised will either be expended for these purposes above budgeted amounts within the year they are raised, or placed into the Fundraising Reserve at the end of the year for future transfers. It is also possible that the Board will want to set a fundraising revenue target and corresponding increase to related expenditure line(s) in future budgets; however, that is not recommended for the 2016 budget as the success of this endeavor is unknown at this time.

The Canada Helps information and "donate now" button will be placed strategically on the Library's website and promoted through the e-newsletter, social media, press releases, and alongside related programs and services. Board members will also be encouraged to help spread the message.

A formal Fundraising Policy to govern aspects of this activity will be brought forth in the near future.

The following motion is recommended:

THAT the Library Board receive the report on fundraising.