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Library Board Report

To: Newmarket Public Library Board
From: Tracy Munusami C.E.O.
Date: October 20, 2021
RE: **Information Report - GivingTuesday**

Background:

GivingTuesday is a social, global day of giving that happens every year after Black Friday and Cyber Monday. The event is widely viewed as the official start to the giving season, and will be on November 30, 2021, this year. Through the campaign, charities and not-for-profits are able to raise funds for new programs, projects or capital costs.

Newmarket Public Library (NPL), a not-for-profit and a registered charity, offers a wide range of programs and services to the community. NPL is currently listed on CanadaHelps.org, (<https://www.canadahelps.org/en/charities/the-town-of-newmarket-public-library-board/>) but does not actively campaign for donations. In keeping with the Donation Policy and the Fundraising Policy, “the purpose of donations is to increase the Library’s ability to deliver service to the public and provide enhanced levels of service beyond the core levels funded by taxes and other public monies as long as these funds are not intended to reduce operating grants.”

NPL has several programs that are not rate supported through registration fees but are highly valued by the community. As such, it is recommended that NPL participate in GivingTuesday as a means to support these programs that rely on an external presenter.

As this is the first year that NPL would be participating in this event, we believe that a realistic goal would be \$1,000.00, engaging 50 donors with an average donation of \$20.