



MEMORANDUM

To: Newmarket Public Library Board

From: Todd Kyle

Date: December 14, 2016

Re: Fundraising Reserve

The Library has a fundraising reserve, into which we transfer at the end of every year any unspent funds raised. Typically, this consists only of revenue collected through our Canada Helps account, or any donations specifically targeted to that account, which is targeted at expenses for digital literacy and special event programming.

However, the Library also has a general revenue line for donations. The revenue that goes into this line consists of unsolicited/undirected donations (often just a “keep the change” request from a patron) as well as revenue for the Adopt-a-Magazine program, whereby a patron pays for a yearly subscription to an identified magazine already provided for by the collections budget. This revenue is not put into a reserve, nor is it spent on anything over and above the base budget; instead, it simply helps balance the bottom line. As a revenue line budgeted at \$3000, however, the Library’s year-end operating surplus generally means it is not needed to balance the operating fund at the end of the year.

In order to contribute to fundraising goals, which for 2017 include helping to pay for the Lawrence Hill author event, it is proposed that the year-end Donations revenue be transferred into the Fundraising Reserve, unless otherwise needed in order to balance the operating accounts. This would also allow for easier in-person solicitation of donations from Library users. As it stands, there is no easy way to direct small solicited donations to the fundraising goals unless they are paid through Canada Helps online. This change would make it easy for the Library to solicit in-person donations, for example, in its Maker Hub, where patrons would be told that the funds will help pay for related equipment and programs. Whether raised funds are directed to the general operating fund, which already pays for base services in this area, or whether they are directed to the fundraising reserve to pay for special projects, the donors’ wishes would always be respected.

The following motion is recommended:

THAT the Library Board approve the transfer of unspent Donations revenue at the end of each fiscal year to the Fundraising reserve.