RECOMMENDATIONS

1. That the Library Board approve the fund raising priorities for 2011-2012 for onward transmission to the Board of the Ottawa Public Library Foundation for review and final approval.

2. That the Library Board approve the rank order of the fundraising priorities.

Attachment
Ottawa Public Library Foundation Fundraising Priorities

Background
The Ottawa Public Library Foundation (the Foundation) has been established as the primary fundraising arm of the Ottawa Public Library. The Mission of the Foundation reads: “The Ottawa Public Library is the largest bilingual public library in Canada and a vital cultural institution in the nation’s capital. The Ottawa Public Library Foundation provides essential resources for the enrichment of this valuable community asset, therefore helping to promote literacy and life-long learning.”

In 2002, the Board of the Ottawa Public Library established the Ottawa Public Library Foundation. The Foundation received charitable status effective June 30, 2003. The Ottawa Public Library Foundation’s charitable registration number is 864511662RR0001.

As members of the Canadian Centre for Philanthropy (CCP), the Foundation adheres to the CCP Ethical Fundraising & Financial Accountability Code. Additionally, the Foundation is a member of the Association of Fundraising Professionals (AFP) and subscribes to the AFP Code of Ethical Principles and Standards of Professional Practice. The Foundation also advocates and respects the Donor Bill of Rights.
Objects of Incorporation of the Ottawa Public Library Foundation
(From: Letters Patent, OPLF, May 10, 2002)

1. To receive and maintain a fund or funds and to apply all or part of the principal and income there, from time to time, for charitable purposes carried on by, in connection with, in relation to, for the benefit of or to enhance or improve the resources and services provided by the Ottawa Public Library.

2. To facilitate and fund the provision of collections, electronic resources, technology and education programs and capital development suitable for such library.

3. To maintain and preserve the Ottawa Public Library as a major bilingual public library and as a key cultural institution for the City of Ottawa and to help ensure that the library and its resources and programs remain freely and fully accessible to the public.

The 2011 members of the Foundation Board include:

Howard Whittaker, Chair, and Partner the gordongroup
Amelita Armit, OPL Board member appointee
Lori Nash, Corporate Secretary
Mary Bishop, Foundation Treasurer
Doug McLarty, Financial Planner
Hunter McGill, Vice Chair, and International Policy Development Consultant
Cindy Streefkerk, President, Friends of the Ottawa Public Library Association
JC Sulzenko, Author
John Dennison, Government of Canada
Marc Binavince, Lawyer

Barbara Clubb, City Librarian (Ex officio)
Tony Westenbroek, OPL Branch Manager Liaison (ex officio)

The Chief Development Officer for the Foundation is Gerard Séguin.

The relationship between the Library Board and the Foundation Board is set out in the Memorandum of Understanding (MOU) Agreement between the OPL and the OPL Foundation. The MOU calls for an annual negotiation of fundraising priorities. The last fundraising priorities list was approved by the OPL Board in September of 2008 and revised in 2010.

The following funding priorities were originally developed by the OPL management and Foundation staff. They are all linked to the Board’s “Strategic Directions and Priorities, 2008-2011”. They have been designed to last at a minimum to the end of December 2012 with provision for adjustment within that time-frame. Fundraising for a New Central Library will require a completely separate capital campaign at such time as this becomes a clear priority for the City of Ottawa. However, this does not preclude preparation work for a capital campaign.

The original recommendations were approved by the Ottawa Public Library Board on October 18, 2010, Motion #072-10 for consideration by the Ottawa Public Library Foundation Board. The Foundation Board considered these recommendations on November 8, 2010 and requested a number of amendments. Following is the updated version which has been reviewed with the Foundation Executive Director on April 1, 2011.
The amendments which the Foundation Board requested extended the life of the period from the end of 2011 to the end of 2012 and shifted the RFID priority from #7 to #9. Other amendments related to minor wording changes.

In brief the fundraising priorities are:

1. Teen Resources and Support
2. Early Literacy Spaces in Branches
3. Newcomer Centres and Services in Branches
4. Business Resources and Programs
5. Collections Development
6. Places and Spaces Improvement
7. Employee Development and Training Investment
8. Specialist Residency and Visit Programs
9. RFID Implementation (Radio Frequency Identification Tagging)

See attached list for details
<table>
<thead>
<tr>
<th>Ranked Priority</th>
<th>Item</th>
<th>Detail</th>
<th>OPL Strategic Priority</th>
</tr>
</thead>
</table>
| 1.              | Teen Resources and Support                | To support the implementation of the OPL Teen Services Strategy:  
  - Youth are one of the OPL Board’s priority groups for improved service in the OPL Strategic Directions and Priorities  
  - Funding will support Teen resources in print, audio-visual, electronic; furnishing for Teen Zones; teen technology centres including digital media labs in selected branches; specialized resources including staffing; system-wide training for staff working with teens  
  - OPL-F has completed a major Case Statement for use with prospective donors  
  - Current example = Nepean Centrepinte or Carlingwood branches (both have Teen Zones and dedicated Teen Librarian resources)  
  - OPL-F has allocated $10K for this priority in 2011  
  - Estimated amount required = $120K/year | A, C |
| 2.              | Early Literacy Spaces in Branches         | To support the development of Early Literacy Spaces in all OPL branches:  
  - Recent funding has supported the development of design standards for varying sizes of branch including stand-alone workstations, specialized furnishings, etc. These are nearing completion.  
  - OPL-F has completed a major Case Statement for use with prospective donors  
  - OPL-F has committed $20K/year from the Laishley Estate for five years from 2010 to 2014  
  - Current example = Sunnyside Branch (has incorporated some elements of early literacy spaces); first branches to implement the complete guidelines will be in 2011 | A |
| 3.              | Newcomer Centres and Services in Branches | To support the development of immigrant newcomer library centres in designated OPL branches:  
  - Newcomers are one of the key target groups for improved service in the Library Board’s Strategic Directions and Priorities  
  - Funding will support collections (See also #5 Collections strengthening), PCs, furniture, creation of special spaces for library settlement workers to welcome, work with and introduce newcomers to library, literacy and language learning services in the library and community; special programs, e.g. newcomer storytelling by elders to teens, translation; special art programs/contests for newcomer teens  
  - Spaces are similar in function to OPL Teen Zones  
  - The 2010 Literacy Evening proceeds were designated to this priority  
  - The OPL-F has committed $20K to this priority in 2011 | A |
<table>
<thead>
<tr>
<th>Ranked Priority</th>
<th>Item</th>
<th>Detail</th>
<th>OPL Strategic Priority</th>
</tr>
</thead>
</table>
| 4.              | Business Resources and Programs | To support the development of resources and services for Ottawa’s entrepreneurs and owners of small businesses:  
- This is one of the OPL Board’s priority groups for improved service in the OPL Strategic Directions and Priorities  
- Funding will support strengthened print, audio-visual and electronic resources; promotional displays; strengthened communications with target group; promotional displays and materials both electronic and print; outreach programs to the business community  
- The OPL-F has completed a major Case Statement for use with prospective donors  
- Current example = OPL-F has provided support for small business week programming in 2010  
- OPL-F has committed $10K towards this priority for 2011  
- Estimated amount required: $120K/year | A |
| 5.              | Collections Development | To help strengthen and expand the collections of the Ottawa Public Library:  
- Supporting lifelong learning, literacy, and reading for all, and addressing the gap between growing demand and current supply of material are two of the major strategies of the OPL Strategic Directions and Priorities  
- Total OPL budget in 2011 is $5,132,000. The greatest need:  
  - E-books, in order to address the demand for more titles and so that the Library is the “go-to” place for e-books  
  - French as a second language material  
  - Nonfiction to better support the range of high demand subject areas  
  - Books on compact disc because of the increasing popularity and the increase in the number of titles being published.  
- The OPL-F has commissioned a major Case Statement for use with prospective donors  
- OPL-F has committed a minimum of $20K for this priority in 2011; this amount may increase as funds are raised throughout the year  
- Estimated amount needed = a minimum of $100K/year | A |
| 6.              | Places and Spaces Improvements | To support furnishings, technology, and signage for new branches in growth areas and furnishings related to the rehabilitation of existing branches:  
- The development of OPL places and spaces is one of the Library’s key Directions and Priorities.  
- Funding will support furniture, equipment and special technology; signage; displays; interior design | C |
<table>
<thead>
<tr>
<th>Ranked Priority</th>
<th>Item</th>
<th>Detail</th>
<th>OPL Strategic Priority</th>
</tr>
</thead>
</table>
| 7.             | Employee Development and Training Investment | To support training and development of OPL staff  
- FOPLA has established an endowment fund at the University of Ottawa (UO)  
- OPL has established a trust fund for small bursaries with funding based on interest accrued on $50K; approximately $2K per year  
- OPL-F has committed $10K to contribute to the FOPLA bursary at the UO in 2011, and $20K for OPL training in 2011  
- Estimated amount required = $50K/year | E |
| 8.             | Specialist Residency and Visit Programs | To support specialist residency and branch visit programs:  
- Funding will support writer, genealogist and/or business experts in residence programs  
  - Both writers and genealogists in residence have been very popular in the past  
  - Canada Council has programs to help support these activities  
- Funding will support bringing adult and children’s authors and illustrators to library branches and would include programming, author travel and payments, bussing for children in schools too far for children to walk, staff resources for coordination (based on existing Children’s programming model)  
- Estimated amount required = $75K/year  
- Funding will be allocated to this priority as it is raised | A |
| 9.             | RFID Implementation | To support the implementation of Radio Frequency Identification (RFID) technology in all branches  
- Will be informed by a business case currently under development and will include electronic tagging of all library materials, installation of readers and security gates, upgrading of self-checkout machines, installation of self-check in / sorting machines.  
- Based on experience at other large libraries, it is anticipated that RFID will provide OPL with:  
  - Inventory control and security for OPL materials  
  - Automation of labour-intensive activities  
  - Improved client convenience and confidentiality  
  - Real-time update of patron accounts upon check-in  
  - Improved customer service through redeployment of staff to value-added programs and service  
- Estimated amount required = $7.5M (subject to confirmation through Business Case) | E |