

MONITORING REPORT

Subject: Board Policy A.19.1 Fundraising: Acceptance of Donations

Prepared by: Danielle McDonald, Chief Executive Officer

Prepared for: Ottawa Public Library Board

Meeting of: September 10, 2012

Date of preparation: August 20, 2012

Executive Limitations policy A.19.1 Acceptance of Donations was approved by the Library Board on April 14, 2003 and last reviewed on September 22, 2011. It states:

A donation shall be defined as a gift of money, real or personal property and personal services provided without consideration. Gifts from organizations, community groups and/or individuals which will benefit the Library shall be encouraged by the OPL. Individuals or groups contemplating presenting a gift to the Library shall be encouraged to discuss in advance with the CEO or designate and the OPL Foundation what gifts are appropriate and needed.

The Library reserves the right to accept or decline any proposed gifts or establish a donations moratorium from time to time. In determining whether a gift will be accepted, consideration shall be given to Library policies, goals and objectives. The OPL Foundation does not normally accept donations of books except those of extreme value.

The OPL Foundation (OPL-F) is the principal fundraising vehicle for the OPL. The OPL encourages individuals or groups wishing to make contributions to the Library to do so through the OPL-F wherever possible and appropriate.

Community groups or individuals may donate books or book collections, or other goods or services to the Library. Book donations shall be added to the Library's collections provided they meet the needs of the Library. Surplus books may be given from the OPL to the Friends of the Ottawa Public Library for their book sales.

Policy A.19.1 is not applicable to naming rights for library facilities. This is governed separately by policy A.19.6.

To facilitate the efficient operation of the donations policy, the CEO shall:

1. Clearly state and disseminate library policies regarding donations,

As per OPL's website "the Library welcomes donations of material from individuals or groups. It is understood that donations are permanent and freely given without conditions attached, and that all donations will be used or disposed of as the Library deems appropriate. They will either be added to the collection or given to the Friends of the OPL to sell. No tax receipts for donated materials will be issued." Procedures dealing with the receipt of donated materials have been clearly communicated to OPL employees and are documented in procedural binders at all work locations and on the Library's intranet.

Further, staff has been directed to forward monetary donations to the Library's Financial Services Unit, when the gifts are given directly to the Library. The Financial Services Unit provides tax receipts for such gifts. Acknowledgement letters are provided to all donors. To date, eight (8) tax receipts have been issued in the past 12 months.

I report compliance.

2. Ensure sufficient staff, communications and procedures are in place to, receive and process donations made directly to the library,

Foundation: The Library continues to work with the Foundation to ensure ongoing communications to employees about the Foundation. OPL has appointed a manager to act as a liaison to the Foundation. Both he and the Chief Executive Officer attend regular foundation meetings. By ensuring ongoing communications between both institutions, employees are empowered to answer questions from the public regarding how to make monetary donations to the Library. Flyers describing the Foundation and its raison d'être are available in all library locations.

Friends: Both the Chief Executive Officer and a library manager act as liaisons to the FOPLA Board and regularly attend FOPLA meetings to ensure two-way communications between both organizations. The FOPLA Board has representation from areas across the city and acts as each sector's representative. Staff re-directs donations of materials not kept for the Library's collection to the Friends of the Ottawa Public Library for sale in one of the many Friends operated bookstores.

Collection Management: Procedures on how to handle donations have been developed by Collection Management Services and are available to all employees on the Library intranet.

I report compliance.

3. *Ensure staff are sufficiently trained to direct offers of donations to the OPL Foundation or Friends of the Ottawa Public Library Association as appropriate.*

Training is provided by Borrower Services with respect to the receipt of book donations. OPL's website includes a link to both the Friends of the OPL Association and the OPL Foundation websites that includes details about donations. Furthermore, donation forms are available on the staff intranet under "Policies, Procedures, Guidelines and Forms". These forms are designed to provide further direction to staff when accepting donations.

I report compliance.

4. *Ensure that the Library has a detailed list of funding priorities.*

Foundation: The Board approved the prioritized needs list shared with the Foundation at its meeting of October 18, 2010. The list was revised in 2011 and subsequently approved by the OPL Board. The Friends of the Ottawa Public Library Executive approves a needs list on an annual basis with input from employees across all locations.

Friends: In Q1 of every year, the Library Senior Management Team receives a needs list developed by library managers. The list is reviewed to ensure it aligns with the Board's strategic plan and forwarded to FOPLA for consideration.

I report compliance.

5. *Ensure the Library maintains a close working relationship with the OPLF to avoid confusion, duplication of effort, or miscommunication with regard to donations.*

The Chief Executive Officer sits as an ex-officio member of the OPLF Board and has been working closely with the OPLF as it restructures and reviews its governance model. The Memorandum of Understanding dated May 10, 2010, defines the relationship between the OPL Board and the OPL Foundation Board. This MoU will be revised given the recent change in leadership with both organizations. The

Library has also appointed a Manager to serve as a staff liaison, replicating the successful practice established with the Friends.

I report compliance.

It should be noted that the full suite of fundraising policies is being reviewed to eliminate inconsistencies, clarify policy from procedure and streamline practices and language for ease of interpretation. These will be brought forward to the Governance and Audit Committee for consideration, prior to bringing them to the Board for final approval.

I hereby present my monitoring report on Executive Limitations Policy A.19.1, Fundraising: Acceptance of Donations to the Board. I certify that the information contained in this report is true.

Signed: _____ Date: _____

Danielle McDonald, Chief Executive Officer