

VPL FOUNDATION MANAGEMENT REPORT

Date: September 21, 2023
Vandocs #: DOC/2023/217560
Meeting Date: September 27, 2023
TO: Library Board
FROM: Karen Spears, Chair, CRPD Committee
SUBJECT: VPL Foundation Fundraising Summary

SUMMARY

Each year the VPL Board determines fundraising priorities for the VPL Foundation, guided by the 2020-2025 Strategic Plan. The VPL Foundation is providing the below summary of funds raised towards VPL priority needs since 2018, to provide an overview of how the Foundation supports VPL. VPL Foundation staff will attend the CRPD meeting to provide an overview of the report and answer any questions.

PURPOSE

This report is for information.

RECOMMENDATIONS

That the Board receive the report for information.

BACKGROUND

As the capacity of the VPL Foundation to fundraise has grown, the VPL Foundation staff and Board identified a need for clear fundraising priorities from VPL. The Chief Librarian & CEO agreed with this need and recommended a process to the VPL Community Relations, Planning & Development Committee in June 2019. The Committee recommended that the Chief Librarian & CEO should review the list and discuss donor appeal with the VPL Foundation Executive Director before bringing the report to the VPL Board, and that the VPL Board receive the list as a decision item for approval or amendment. The new process was approved by the VPL Board on June 26, 2019.

The funding request process and estimated annual timeline is as follows:

1. VPL Work Units submit detailed lists of funding needs and opportunities (January).
2. VPL Directors Group reviews and prioritizes items based on VPL Board-approved strategic priorities, including identifying themes and operating impacts. (February).
3. Chief Librarian & CEO and VPL Foundation Executive Director review VPL list to discuss donor appeal (March).
4. VPL Board receives prioritized list for approval (March/April).
5. Chief Librarian & CEO and VPL Foundation Executive Director present VPL Board list to VPL Foundation Board as recommendation to Foundation Board for approval. (May).
6. Process is repeated on an annual basis, with some items, especially major gifts projects, recurring for the duration of the strategic planning cycle.

DISCUSSION

At the Community Relations, Planning and Development meeting in March 2023, Committee members expressed interest in receiving an update from the VPL Foundation on their success in raising funds for the priorities identified by the VPL Board. The funds raised by priority since 2018 are provided below.

APPENDIX A - 2023 Fundraising Priorities with Summary of Funds Confirmed since 2018

Item	Description	Amount Required	Cumulative Funds since 2018
Central Library Renewal	Expansion & renewal of Children’s Library, redesign and renewal of Levels 2-3 & atrium.	\$10M	\$5M
Early Literacy programs	Programs to support families and childcare providers (eg Mother Goose, Man in the Moon, Alligator Pie, virtual storytime delivery, Storytime conference)	\$6k-\$55k/year	\$270,000
Digital Library	Purchase of digital collections and increased support for equitable digital library access	\$10k-\$100k+/year	\$200,000
Middle Years and Teen programs	These popular annual projects are well established and operate at full capacity (eg Book Camp, ink magazine, Teen Summer Challenge, STEAM buddies, Reading Buddies)	\$5k-\$50k/year	\$180,000
Indigenous Art Commissions	Commission works of art from Musqueam, Squamish, and Tsleil-Waututh Nations for Central Library	\$15k-115k - one time investment	\$115,000*
STEM kits for children	Develop STEM kits for children to support in-house lending, programming, and community partnerships along with a centralized CTS programming and staff training	\$95k purchase; 10k/yr maintenance	\$50,000*
Public awareness research and campaigns	Research to measure progress of strategic plan; match need and awareness, further belonging and connection goals. Every 2 or 3 years.	\$50K for the next research campaign	\$50,000*
Reconciliation, Inclusion and Anti-Racism programs for Adults	Programs to support inclusion, combat racism, and build understanding of Indigenous cultures and Reconciliation (eg Indigenous Authors, Uplift Asian series) Includes amplifying reach through hybrid delivery	\$10k-30k/year	\$30,000*
Closing Time Concert Series	Activate the CEN atrium by presenting 20 live concerts/year in partnership with local music organizations (eg VSO, Coastal Jazz). Concerts would be Fridays 5-6pm to attract after work crowd.	\$26k	\$25,000*

Item	Description	Amount Required	Cumulative Funds since 2018
Bibliobike Staffing	Hire a temporary part-time staff person to lead BiblioBike work (May-Sept.) Increase BiblioBike visits to public events, underserved community organizations, and lead special BiblioBike programming in public parks such as pop-up library services and Storywalk Storytimes.	\$22.5k/year	\$22,500*
Brittania & Renfrew Early Literacy Spaces	Build early literacy playgrounds for 0-5yrs	\$200,000	\$200,000*
Additional Branch Early Literacy Spaces	Build early literacy playgrounds for 0-5yrs (likely Mt. Pleasant, Champlain)	\$300K per playground	\$5,000
Meeting pods	Free standing pods to provide privacy for small group meetings and video conferencing in library spaces for those who depend on library spaces for wifi and meeting space	\$15k/pod	\$15,000*
Reconciliation, Inclusion and Anti-Racism programs for Children	Programs for children to support inclusion, combat racism, and build understanding of Indigenous cultures and Reconciliation (eg. After school, reading buddies, early years inclusive programs, Reconciliation Picturebook Clubs)	\$7k-60k+/year	\$0
Meeting room A/V upgrades	Approx. \$10k/branch required to update technology at REN, TSN,WPG	\$10k/branch x 3	\$0
Co-working spaces	Furnishing meeting rooms at Central to become collaborative co-working spaces	\$15k-45k	\$0
Popular Authors series	Deliver large scale in person events featuring best-selling authors	\$10k+/year	\$0

*Indicates funds which have already been disbursed. All of these disbursements were made from undesignated donations (general fund).