

MANAGEMENT REPORT

Date: September 17, 2024

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Meeting Date: September 25, 2024

TO: Library Board

FROM: Raji Mangat, Chair, CRPD Committee

SUBJECT: Philanthropic Recognition Opportunities for Children’s Library

SUMMARY

This report recommends an update of philanthropic recognition opportunities at the \$10,000 level for the Children’s Library, replacing the previously approved recognition on the central tree with recognition on the stairs.

PURPOSE

This report is for decision.

RECOMMENDATION

THAT the Board approve development of a fundraising program with recognition on the stair risers of the staircase to/from the Children’s Library for donations at the \$10,000 level, to replace the previously approved fundraising program at this level.

COMMITTEE DISCUSSION

The Committee considered that the previously approved fundraising program was no longer possible for practical reasons, and recommended that the Board approve the replacement program.

POLICY

The [VPL Donor Recognition Policy](#), revised September 28, 2022, applies to recognizing donations that do not involve naming library spaces. It includes that fundraising programs designed to offer

opportunities for naming Library assets other than physical spaces will be approved by the VPL Board, and that the Chief Librarian & CEO may approve recognition of donations which are valued at \$50K or less per year, subject to the naming policy; and have a total multi-year value of \$150K or less.

STRATEGIC IMPLICATIONS

The Children's Library Revitalization campaign is the first phase of the renovation of the lower three levels of Central Library. Gifts that offer the opportunity for donor recognition are critical for the VPL Foundation if it is to reach its goal for both the Children's Library Revitalization and other, future capital fundraising projects.

INDIGENOUS CONSIDERATIONS

When identifying options for recognition, VPL will consider the history of the donor's Indigenous relations, and how public association with a donor may impact the reputation of VPL in the eyes of Indigenous patrons, communities, and local Nations. VPL will consider recognition for Indigenous donors that is culturally relevant and respectful of the traditions and protocols of local Nations and Indigenous partners. This could include traditional means of expressing gratitude.

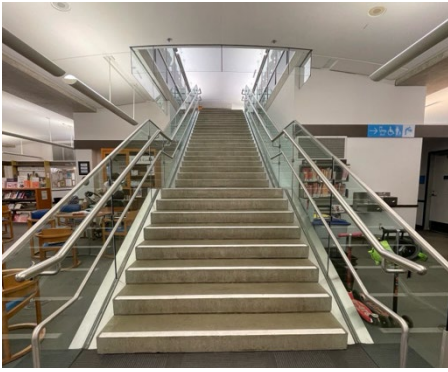
DISCUSSION

In the VPL Management Report titled *Naming Opportunities for Children's Library and Oakridge*, presented at the March 13, 2024 CRPD Committee meeting, the Committee, and subsequently the Board, approved:

THAT a fundraising program be developed that will include recognition on a number of boughs/branches on the elevated tree structure in the Children's Library.

This program was meant to recognize donors at the \$10,000 level, in addition to the other approved recognition opportunities in the \$50,000-\$2M range.

As the project has progressed, VPL staff informed the VPL Foundation that the boughs/branches on the elevated tree structure will not be suitable for donor recognition, as they will be too high to be visible. Subsequently, VPL and VPL Foundation staff identified that, as an appropriate alternative, \$10K-level donations be recognized on the stair risers of the staircase to/from the Children's Library. There are a total of 30 risers where names could be placed:



Current staircase in Children’s Library

Some examples of how other organizations have implemented this includes:



Wing Luke Museum, Seattle



Chesapeake Shakespeare Company

NEXT STEPS

Following approval by the VPL Board, the VPL Foundation would begin to offer opportunities for philanthropic naming of the stair risers, alongside previously-approved philanthropic naming opportunities.

FINANCIAL IMPLICATIONS

These additional naming opportunities will create the potential for up to \$300,000 to be raised. Currently the VPL Foundation has raised \$2.9M towards the Children’s Library Revitalization project, with plans to raise an additional \$2.6M in the next 15 months.

FINAL REMARKS

The updated recognition options above create an opportunity for more library supporters to publicly celebrate their participation in the Children’s Library Revitalization project. Foundation staff anticipate that these donor recognitions opportunities will inspire more donations to the campaign.