Advocacy and Fundraising Committee
Monday, December 8, 2025
6:00 PM

AGENDA

This meeting will be hosted electronically.

Members of the public may attend by
calling 1.647.558.0588 and entering meeting ID 879 6481 0109 followed by #.

Please note: Recording of this meeting by anyone in attendance,
and regardless of format, is strictly prohibited.

1. Call to order
2. Approval of the agenda
3. Disclosure of Interest
4. Minutes of previous meetings
    a. October 15, 2025 (Attachment 4-A)
5. Advocacy and Fundraising Documents
    a. Advocacy Work Plan 2026 (Attachment 5-A)
    b. Fund Development Work Plan 2026 (Attachment 5-B)
6. Advocacy and Fundraising Discussion and Deliverables
    a. 2026 Budget Debrief
7. New Business
8. Next meeting - Monday, March 9, 2026 at 6 PM
9. Adjournment

Attachment 4-A

Advocacy and Fundraising Committee
Wednesday, October 15, 2025
2:00 PM

MINUTES

Present: Laura Brady (Committee Chair); Scott Goodison; Domenic Maggi; Tony Maxwell

Staff: Colleen Lipp – CEO | Chief Librarian; Jill Jambor – Manager, Communications and Cultural Development; Roop Sandhu, Director, Corporate Services and Projects

This meeting was conducted electronically.

1. **The Committee Chair called the meeting to order at 2:05 PM**
2. **Apologies for non-attendance:** None.
3. **Approval of the Agenda**
   Motion: That the Caledon Public Library Advocacy and Fundraising Committee approve the agenda
   Moved: Domenic Maggi **Seconded:** Tony Maxwell
   Carried.
4. **Disclosure of pecuniary interest:** None
5. **Notes and minutes of previous meetings.**
   a. **September 8, 2025**
      Motion: That the Caledon Public Library Advocacy and Fundraising Committee receive the minutes of the meeting held on September 8, 2025.
      Moved: Tony Maxwell **Seconded:** Scott Goodison
      Carried.
6. **Items arising from the Minutes:** None
7. **Advocacy and Fundraising Opportunities for Discussion**
   a. **2026 Budget**
      The CEO/Chief Librarian provided an update of the 2026 budget process, including relevant communications and meetings. Discussions focused on advocacy efforts to ensure continued support for core library services, most notably the deliverables identified within the Board's adopted Advocacy Response Strategies.
      Motion: That the Caledon Public Library Advocacy and Fundraising Committee direct the CEO/Chief Librarian to move forward with the initial deliverables of the relevant advocacy response strategy, for further Board consideration as future circumstances warrant.
      Moved: Tony Maxwell **Seconded:** Domenic Maggi
      Carried.

8. **New Business:** None.

9. **Next meeting** – Monday, December 8, 2025, 6 PM

10. **Adjournment**
    Motion: That the meeting adjourn.
    Moved: Scott Goodison **Seconded:** Tony Maxwell
    Carried.

The meeting adjourned at 3:31 PM

Attachment 5-A

ADVOCACY WORKPLAN 2026

December 8, 2025

MONTH	OPPORTUNITIES	ADVOCACY ACTIVITIES	DESIRED OUTCOMES
July 2025	✓ Soft launch of open access in Inglewood ✓ Distribution of new strategic plan	✓ Strategic plan and invite for library visit shared with MPs and MPP.	
August 2025	✓ 2026 Budget to Finance Committee and Full Board ✓ Advocacy Strategies to Full Board	✓ Bolton branch visit from Honourable Sylvia Jones	✓ Fiscally responsible budget that supports innovation and growth ✓ Enhanced awareness of library value and services ✓ A Board who is engaged within the budget process and visibly supportive of proposal
September 2025 Advocacy and Fundraising Committee Meeting	✓ Town of Caledon Golf Tournament - withdrawn ✓ Grand opening of Open Access in Inglewood ✓ Budget prioritization	✓ Love your Library declaration submitted to Town Hall ✓ Budget meeting with Mayor ✓ Budget correspondence to Mayor and Council	✓ Strengthening of relationships with Town staff and Council ✓ Increased access to and use of the Inglewood Branch
October 2025	✓ CPL Love Your Library Month ✓ Ontario Public Library Week ✓ Budget engagement	✓ Raising of flag in support of Love Your Library Month ✓ Requests for meetings with individual Council members to discuss Library budget ✓	✓ Opportunity to further spotlight library services and host stakeholders within library spaces. ✓ A Council that has a full understanding of the Board's proposed budget estimates and resulting service improvements
November 2025	✓ 2026 Budget Response	✓ Email to library card holders thanking them for their support as related to the Budget ✓ Board 1:1 emails to Council members, acknowledging and thank them for their support	✓ Strengthened relationships with Council and community

December 2025 • Advocacy and Fundraising Committee Meeting	• Year-end presentation to Council - deferred	• Year in review presentation to Council with a focus on outcomes and user testimonials	
January 2026	• OLA Super Conference and OLBA Bootcamp	• Conference attendance and participation in relevant development and networking opportunities • Invite key stakeholder/partner to attend OLA as guest of CPL	• Demonstration of library outcomes and benefits to residents • Access to broader library sector, networking and information gathering
February 2026			
March 2026 • Advocacy and Fundraising Committee Meeting	• Annual Report 2026 to Board		• Annual report endorsed by Board
April 2026	• Annual Report 2026 to Council	• Presentation of annual report to Council (Presentation 1 of 4) • Media Release	• Annual hared with community and Council • Increased awareness of library services and community value
May 2026	• Revised Valuing Ontario Library Toolkit calculations	• Presentation of VOLT results to Council (Presentation 2 of 4) • Media Release	• Council awareness of library's value and economic impact
June 2026 • Advocacy and Fundraising Committee Meeting	• Preparations for municipal election • Caledon Day • 2027 Budget Planning	• Creation of information packages for all municipal candidates • Library Board and Staff representation at events	• Improved clarity regarding the budget process
July 2026			

August 2026	• 2027 Budget – timing to be confirmed • Engagement with all municipal candidates	• 2027 Budget to Finance Committee and Full Board • Delivery of information packages and branch visits scheduled with candidates	• Fiscally responsible budget that supports innovation and growth • A Board who is engaged within the budget process and visibly supportive of proposal
September 2026 • Advocacy and Fundraising Committee Meeting	• Town of Caledon Golf Tournament? • Continued candidate engagement	• Love your Library declaration submitted to Town Hall	• Strengthening of relationships with Town staff and Council • An elected Council that is already well versed in the libraries services and value
October 2026	• Recruitment of New Board Members • CPL Love Your Library Month • Ontario Public Library Week	• Review trustee job description and posting • Related correspondence to Council as a means of informing Council's appointments. • Seek Mayoral proclamation in support of Love your Library month • Raising of flag in support of Love Your Library Month	• A diverse board that reflects the community we serve through a variety of skill sets and experiences
November 2026	• Appointment and orientation of new Council • Engagement of applicants to the new term of the Board	• CEO/Chief Librarian, along with Board representative, if possible, to participate in orientation of new Council (Presentation 3 of 4) • Consider delegation to Council as a means of informing Council of Board's governance and PLA • Board Panel discussions to inform applicants to new term	• Adequate municipal funding to realize the library's strategic priorities and actions
December 2026 • Advocacy and Fundraising Committee Meeting	• Year End Review – CPL Accomplishments	• Year in review presentation to Council with a focus on outcomes and user testimonials (Presentation 4 of 4)	• Demonstration of library outcomes and benefits to residents

Attachment 5-B

CPL Fund Development Work Plan 2026

Updated December 8, 2025

Goal

Support Caledon Public Library's strategic priorities through fundraising and stewardship efforts that also celebrate CPL's values and the positive impact it has on the Caledon Community.

Objectives

1) Develop catalogue and case for support to reach target donor groups including new Board and Council members and mid- to major-level donors as part of the municipal election in 2026.
2) Launch new fundraising merchandise items that align with CPL's values and new brand identity to strengthen relationships with CPL's existing supporters, active Library users, and community champions and drive higher merchandise sales.
    a) Promote sales aligned with significant milestones throughout the year including the end of the school year, Love Your Library Month, Giving Tuesday, and the winter holiday season.
3) Develop and execute a coordinated calendar of fundraising campaigns that align with key giving periods and organizational priorities to strengthen annual and seasonal fundraising campaigns. This will include:
    a) "Love Your Library Month" fundraising campaign (Oct 2025 & Oct 2026)
    b) Giving Tuesday campaign (Dec 2025)
    c) Seasonal book dedication promotions (Nov–Dec 2025; May–Jun 2026; Nov–Dec 2026)
    d) Monthly giving campaign (Fall 2026)
    e) Coordinate with the Friends of Caledon Public Library to run successful book sales throughout the year and investigate possibility of a 50/50 sale

Work Plan

Month	Opportunities/Strategies	Actions	Responsible	Status
October 2025	Create fundraising campaign for "Love Your Library Month"	• Create and promote a campaign "Love your Library and donate" featuring photos of library users looking happy/inspired/hopeful • Include in October eNews	CCD	Complete
	Host Chamber of Commerce Networking event	• Host Chamber of Commerce After5 Networking event as part of Love Your Library Month • Raise awareness and build relationships with local businesses	POUT	Complete
November 2025	Promote book dedications as holiday teacher gifts	• Include book dedications in December eNews • Ask PS staff to promote at service desks • Promote on social media	CCD Staff	Complete
	~~Host candlelight chamber music concert and fundraiser on November 21~~	~~• Host chamber music concert in partnership with Caledon Chamber Concerts upstairs in the Albion Bolton branch~~ ~~• CEO & Chief Librarian or Board Chair to speak at the event emphasizing why the library is proud to help create cultural engagement opportunities, how this ties in with mission, and why it is important for Caledon~~ ~~• Invite Council and media stakeholders~~ ~~• Invite community organizations through IDEA committee~~	CCD CEO & Chief Librarian Board Staff Media Community	Concert cancelled Nov 10
December 2025	Giving Tuesday Campaign	• Leverage hype for Black Friday shopping to encourage charitable giving leading up to Giving Tuesday Dec. 2.	CCD	In progress

Month	Opportunities/Strategies	Actions	Responsible	Status
		• Mention tax receipts to encourage donors to make a donation before year end • Send as part of December eNews on December 1st and promote on social media from November 28 to Dec 2 • Post a thank you on the website and social media stating how much was raised • Send out a thank-you email to all donor contacts stating the amount raised and explaining the impact of the amount (i.e. what can be achieved with the funds raised)		
	~~Highlight the chamber music concert on CPL's website and social media platforms~~	~~• Share about the positive impact of the concert on the community~~ ~~• Highlight the funds raised and other impacts (i.e. how many people and children attended)~~ ~~• If appropriate, email a thank you to Council members for their support~~	CCD	N/A
January 2026	Friends of CPL	• Present CPL 2026 wish list at Jan 5 Friends Executive meeting	CCD, LT	
February 2026	Legacy gifts	• Promote legacy giving leading up to tax time	CCD	
	Finalize Case for Support	• Review Case for Support with CEO/Chief Librarian and Director CSP • Present to Board Advocacy and Fundraising Committee in March	CCD	
March 2026	Continue updating "Donations & Support" webpage to better communicate why donors should give to the	• Highlight the following: ○ Monthly Giving ○ Dedicating a book or gift ○ Legacy giving	CCD	

Month	Opportunities/Strategies	Actions	Responsible	Status
	library and the many ways they can make a gift	○ Major gifts ○ Corporate sponsorship opportunities		
	Recognize donor support on website	• Create new webpage to recognize donors' contributions and the impact of gifts	CCD	
May 2026	Photo fundraiser	• Host photoshoot fundraiser / pet photo fundraiser • Announce in spring Check It Out • Leverage Mother's Day, end of school year, and Father's Day	CCD	
June 2026	Promote book dedications as end-of-year teacher gifts	• Include in May and June eNews • Create posters and distribute them to all branches for display in poster holders and on community boards • Promote via paid social campaign (optional)	CCD	
July-August 2026	Investigate opportunities for a fundraising event in 2027	• Look into potential events for 2027 including locations	CCD	
September 2026	Launch new merchandise items	• Leverage Culture Days and launch new merchandise items • Create campaign for Love Your Library Month in October	CCD	
October 2026	Love Your Library Month	• Monthly donors campaign on social media and included in Fall 2026 CIO • Include new merchandise in CIO	CCD	
November 2026	Promote book dedications as end-of-year teacher gifts	• Include in November and December eNews • Create posters and distribute them to all branches for display in poster holders and on community boards • Promote via paid social campaign (optional)	CCD	

Month	Opportunities/Strategies	Actions	Responsible	Status
December 2026	Giving Tuesday Campaign	• Leverage hype for Black Friday shopping to encourage charitable giving leading up to Giving Tuesday • Mention tax receipts to encourage donors to donate before year end • Send as part of December eNews on December 1st and promote on social media • Post a thank you on the website and social media stating how much was raised • Send out a thank-you email to all donor contacts stating the amount raised and explaining the impact of the amount (i.e. what can be achieved with the funds raised)	CCD	
	Finalize Case for Support as part of new Board Onboarding package	• Communicate the importance of supporting the Library financially	CCD	