Advocacy and Fundraising Committee
Monday, June 9, 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. March 10, 2025 (Attachment 4-A)
5. Advocacy and Fundraising Documents
    a. Advocacy Work Plan 2025 (Attachment 5-A)
    b. Fund Development Work Plan 2025 (Attachment 5-B)
    c. CPL Board Advocacy Response Strategies
6. Advocacy and Fundraising Discussion and Deliverables
    a. Strategic Planning and Brand Roll Out
    b. 2026 Municipal Budget Process
7. New Business
8. Next meeting - Monday, September 8, 2025 at 6 PM
9. Adjournment

Attachment 4-A

Caledon Public Library Board
Advocacy and Fundraising
Committee Meeting
Monday, March 10, 2024
6 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

This meeting was conducted electronically.

1. **The Committee Chair called the meeting to order at 6:04 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 with the addition of Bolton Branch Connectivity as New Business.
   Moved: Scott Goodison **Seconded:** Domenic Maggi
   Carried.
4. **Disclosure of pecuniary interest:** None
5. **Notes and minutes of previous meetings.**
   a. **September 9, 2024**
      Motion: That the Caledon Public Library Advocacy and Fundraising Committee receive the minutes of the meeting held on September 9, 2024.
      Moved: Tony Maxwell **Seconded:** Scott Goodison
      Carried.
6. **Items arising from the Minutes:** None
7. **Advocacy and Fundraising Documents**
   a. **Advocacy Work Plan**
      The CEO/Chief Librarian reviewed the proposed 2025 Advocacy Work Plan, including four opportunities to present to Council – most notably the sharing of the annual report, strategic plan and a year-in-review report. Opportunities for engaging with the

community and Council also include events to launch open access to the Inglewood Branch and the Story Trail (pending grant funding). Deliverables include the creation of an advocacy play book to be shared with the Committee at the June meeting. Anticipated timelines for the 2026 budget were also referenced.

Motion: That the Caledon Public Library Advocacy and Fundraising Committee receive the 2025 Advocacy Work Plan

Moved: Tony Maxwell **Seconded:** Scott Goodison

Carried.

b. Fund Development Work Plan

The Manager, Communications and Cultural Development, provided an overview of the Library's 2025 fundraising initiatives. This includes four key objectives: seeking funding for a story trail from the Brampton Caledon Community Foundation, revitalizing the Library's online fundraising content, several new fundraising campaigns and the hosting of a fundraising event. This prompted discussion of the scale of the Library's fundraising efforts and how any significant funds raised may be used to best support the development of new branch locations.

Motion: That the Caledon Public Library Advocacy and Fundraising Committee receive the 2025 Fund Development Work Plan

Moved: Tony Maxwell **Seconded:** Domenic Maggi

Carried.

8. Advocacy and Fundraising Opportunities for Discussion

The committee briefly discussed the following advocacy opportunities:

a. Debrief – Meeting with Mayor Groves:

A meeting of Mayor Groves, Tony Maxwell, Laura Brady and Colleen Lipp occurred on February 12, 2025. Key takeaways included the Mayor's suggestion that the Library present to Council at least four times annually and the Mayor's support for a mobile library vehicle. At the Mayor's request, a follow-up email requesting strategies for improving communications from the Town to the Library was drafted and shared with the Mayor.

b. 2026 Municipal Budget Process:

A brief overview of the anticipated 2026 budget process and timeline was shared. The Committee was advised that the municipality's CFO has accepted an invitation to attend the June meeting of the Library Board.

9. **New Business:**
    a. **Advocacy in support of Albion Bolton Connectivity**
    Imminent changes to the Public Sector Network (PSN) prompted a discussion of the Library's long-standing challenges in securing an easement to allow for the installation of fibre through an existing conduit at the Albion Bolton Branch. Previous efforts to advocate to the Agricultural Society in this regard have been unsuccessful. Points of discussion included the status of the Library's lease agreement with the Town. Domenic Maggi offered to facilitate a meeting of the Library and Agricultural Society, providing an opportunity to spotlight the impact any service disruption would have on library users.

10. **Next meeting** – Monday, June 9, 2025, 6 PM

11. **Adjournment**
    Motion: That the meeting adjourn.
    Moved: Scott Goodison **Seconded:** Domenic Maggi
    Carried.

The meeting adjourned at 8:06 PM

Attachment 5-A

Advocacy Workplan 2025

June 9, 2025

CALEDON PUBLIC LIBRARY
for all reasons

Month	Opportunities	Advocacy Activities	Desired Outcomes
January 2025	✓ OLA Super Conference and OLBA Bootcamp	✓ Conference attendance and participation in relevant development and networking opportunities ✓ Invited Mayor or Chief of Staff to attend OLA as guest of CPL	✓ Access to broader library sector, networking and information gathering
February 2025	✓ Mayoral input into Strategic Plan	✓ Meet with Mayor	✓ Improved understanding of mayoral priorities for reflections within strategic plan ✓ Improved communication and collaboration between CPL and Town
March 2025 • Advocacy and Fundraising Committee Meeting	• Increased clarity in Library's role and responsibilities within Town budget planning	• Board endorsement of recommended budget strategies and timelines and resulting communication to Council	• Shared understanding of future budget process with documentation confirming the inclusion of staff inflationary costs on par with Town
April 2025	✓ Humber River Centre Open House ✓ Annual Report 2024	✓ Library staff representation ✓ Presentation of annual report to Council (Presentation 1 of 4)	✓ Increased awareness of library services and community value ✓ Annual report endorsed by Board and shared with community and Council

May 2025	✓ Launch Strategic Plan and new Brand	✓ Presentation of new strategic plan and brand to Council (Presentation 2 of 4) ✓ Media Release	✓ Council awareness of library objectives and shared priorities
June 2025 • Advocacy and Fundraising Committee Meeting	• Advocacy Response Strategies – leveraging the contributions to the Google Document (value statement and elevator speech) • Caledon Day • Pride Family Picnic • 2026 Budget Planning	• Identification of pre-emptive advocacy strategies for addressing any proposed budget or service cuts. • Toolkit/playbook to inform Board advocacy responses to external opportunities or challenges • Library Board and Staff representation at events • Confirmation of budget timelines and communication plan • CFO to attend June meeting of the Board	• Collaborative and cohesive strategies implemented by Board as needed. • Improved clarity regarding the budget process
July 2025	• Soft launch of open access in Inglewood		
August 2025	• 2026 Budget to Finance Committee and Full Board		• 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 (tentative date conflicts with Board meeting) • Grand opening of Open Access in Inglewood	• Love your Library declaration submitted to Town Hall	• 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 • Board attendance at Budget presentation (Presentation 3 of 4) • Requests for meetings with individual	• Opportunity to further spotlight library services and host stakeholders within library spaces. • A Council that has a full understanding of the Board's

	• 2026 Budget Presentation to Council	Council members to discuss Library budget	proposed budget estimates and resulting service improvements
November 2025	• 2026 Budget Deliberation and Approval	• Board representation at relevant Council meetings • Implementation of advocacy plans as per drafted toolkit/playbook	• Adequate municipal funding to realize the library's strategic priorities and actions
December 2025 • Advocacy and Fundraising Committee Meeting	• Year End Review – CPL Accomplishments	• Year in review presentation to Council with a focus on outcomes and user testimonials (4 of 4)	• Demonstration of library outcomes and benefits to residents

Attachment 5-B

CPL Fund Development Work Plan 2025

Updated June 9, 2025

Goals

Support Caledon Public Library's emerging 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. Apply for funding from the Brampton and Caledon Community Foundation for the proposed Caledon Public Library Story Trail. If successful, commence the project in Q3 of 2025, host a launch event in late Q3 or Q4, and fulfill agreement with the BACCF regarding promotion, recognition, and reporting.

2. Revitalize donation pages on CPL's website and Canada Helps, complete Case for Support document, and review gift acceptance and tax receipting procedures to ensure effective gift solicitation and donor stewardship in alignment with the Fundraising and Gift Acceptance Policy.

3. Continue to reach new and existing donors by cultivating relationships and running targeted campaigns. Specifically:

- Continue working with the Friends of CPL throughout the year to provide reciprocal support for independent and joint initiatives including book sales and a fundraising event in Q4;
- Reach prospective donors and sponsors in the business community through partnership with the Caledon Chamber of Commerce. Attend Chamber meetings quarterly and explore the possibility of hosting a meeting or event in 2025;
- Launch two 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;
- Promote giving 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.

Attachment 5-B

4. Host a chamber music concert and fundraiser to celebrate the Library's role in supporting local culture in late Q4. Promote through targeted marketing and partnerships to see a minimum of 50 guests in attendance and receive positive feedback from attendees and stakeholders.

Work Plan

Month	Opportunities / Strategies	Actions	Responsible	Status
January	Brampton and Caledon Community Foundation Grant application opens	• Meet with stakeholders to discuss feasibility & gain insights • Collect information to be used in the grant proposal and project budget	CEO and Chief Librarian, CCD Manager	Completed
February	Brampton and Caledon Community Foundation Grant closes	• Prepare and submit application by February 14, 2025	CCD Manager	Completed; Grants will be awarded in June 2025
March	Update website to better communicate why donors should give to the library and the many ways they can make a gift	• Highlight the following: ○ Monthly Giving ○ Dedicating a book or gift ○ Legacy giving ○ Major gifts ○ Corporate sponsorship opportunities ○ Purchase CPL Merch to help the Library achieve its mission	CCD	In progress
	FOCPL request to fund a writing contest	• Investigate opportunities to align FOCPL with a library initiative that is a good fit for the donor group	CCD Manager	Confirmed; contest running July 2 to September 6

Attachment 5-B

Month	Opportunities / Strategies	Actions	Responsible	Status
April	Create value statement t-shirt to sell as fundraising merch	• Create "I read 2SLGBTQI+ authors" t-shirt to sell leading up to and during Pride Month in June	CCD	Deferred to 2026 due to staffing vacancy in CCD
	Explore the possibility of hosting a Chamber event at MDV in 2025	• Consider applying for a Special Occasion Permit (SOP) and serving alcohol and food at the event	CCD	
May	Create CPL tote bag featuring the new brand	• Develop design to include colour logo and name • Order bags to be ready for sale in June	CCD	Deferred to late Q2 due to staffing in CCD
	Create makerspace video tour	• Showcase the equipment in the makerspace and highlight its relevance to the business community • Share at the HRC Open House on May 15 • Share on CPL's YouTube channel (click here to view)	CCD	Complete
	Begin planning for candlelight concert fundraiser in late November	• Consider the following: o Location – upstairs in Albion Bolton Branch o Tickets to be offered at sliding fee scale to ensure there are no barriers to attending o Apply for a Special Occasion Permit and sell alcohol at the event o Arrange simple catering with a local caterer or organization like Palgrave United Community Kitchen o Set up and staff a children's area in A- Room so families with young children will be able to attend o Arrange rentals with Party Magic in Bolton o Friends of CPL to run a 50/50 draw	CCD	Planning in progress

Attachment 5-B

Month	Opportunities / Strategies	Actions	Responsible	Status
		○ Work with internal stakeholders to determine feasibility and logistical considerations		
June	Release fundraising tote bag featuring CPL's new logo	• Feature the new tote bags as part of the brand rollout and possible launch party in June • Present to Council • Explore possibility of selling bags at Town Hall	CCD	Deferred to August/September
	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	CCD	Partially complete
	Caledon Pride Picnic	• Attend Pride Picnic	Staff CCD	Complete
	Begin work on Story Trail	• If BACCF grant application is successful, begin work on Story Trail installation • Consult with ToC staff on Story Trail location, connect with vendors, choose storybook and secure the copyright, and plan a launch event during Ontario Culture Days in September • Document progress for mid-year and final reports to funder	CCD, CL, and leaders from all library departments (CAS, POUT, PS) Town of Caledon	Funding request exceeded the BACCF 's capacity; the foundation pledged its future support to fund the creation of new story panels once pedestals are installed
July	Review donation acceptance and tax receipt process to ensure effective donor stewardship	• Meeting between CCD, Director CSP, Administrative Coordinator and CEO and Chief Librarian to review current procedures and suggest improvements	CCD, Director CSP, Admin. Coord., CEO and Chief Librarian	

Attachment 5-B

Month	Opportunities / Strategies	Actions	Responsible	Status
	Recognize donor support on website	• Create new webpage to recognize donors' contributions and the impact of gifts	CCD	
	Planning for September Town of Caledon Council Golf Tournament	• Work with Mayor's office to secure a spot at the upcoming golf tournament • Order branded golf towels/swag	CCD	
August	Complete final draft of Case for Support document to include key messages that highlight the positive impact of donating to the Library	• Share with CEO and Chief Librarian and Director CSP for review and feedback	CCD, CEO and Chief Librarian, Director Corporate Services and Projects	
	Prepare declaration for Love Your Library Month	• Submit new declaration for Love Your Library Month incorporating the new vision, mission and values • Prepare key messages for Mayor's office for the flag raising	CCD	
September	Share Case for Support with Fundraising and Advocacy Committee on September 8 for approval	• Following approval, publish Case for Support on CPL website and share with full Board and CPL Staff	CCD	
	Town of Caledon Golf Tournament (date and location TBC)	• Attend golf tournament as a relationship building opportunity with council and donor prospects • Sell branded tote bags • Give out branded golf towels/swag	CCD	
October	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	CCD	

Attachment 5-B

Month	Opportunities / Strategies	Actions	Responsible	Status
		• Promote via a paid Meta ad running for approximately two weeks in October • Include in October eNews • Create a poster and display it in branches		
November	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	
	Host candlelight chamber music concert and fundraiser in late November (date TBD)	• 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	
December	Giving Tuesday Campaign	• Leverage hype for Black Friday shopping to encourage charitable giving leading up to Giving Tuesday Dec. 2. • 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	CCD	

Attachment 5-B

Month	Opportunities / Strategies	Actions	Responsible	Status
		• 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	