

Serving as a key transition year from department to separate organization, 2012 was pivotal in establishing the Library as a cause to be invested in.

CALGARY PUBLIC LIBRARY OUR FIRST BIG YEAR

'12

TO ENABLE THE CITIZENS OF CALGARY TO HAVE THE BEST PUBLIC LIBRARY IN THE WORLD.

The Foundation was founded in 1999 to serve as a vehicle for raising additional funds for the Library, that the Library itself was unable to access. Set up internally as a sub-department of marketing and a Board consisting of Library executive, the Foundation raised a very respectful level of support, more than \$2.3 million from 1999 – 2011.

With the emergence of the New Central Library project, the Library determined it was time to expand the Foundation's role and support it to grow the fundraising program.

2012 was the first full year of the 'Foundation Department', dedicated to building relationships and raising support. Fortuitously it was also the Library's centennial year and the Foundation stepped up and provided marketing and awareness support for Centennial activities and celebrations.

By the end of 2012, the Foundation had confirmed over \$1.9 million raised, pledged and in-kind (more than \$1.1 million received in cash for the Library).



STRUCTURE OF THE FOUNDATION

The year was spent preparing for a formal separation of the Foundation from the Library, with the development of Board policies, organizational infrastructure and the setting up of a Foundation office on the 2nd floor of the Memorial Park Library.



COUNCIL OF CHAMPIONS

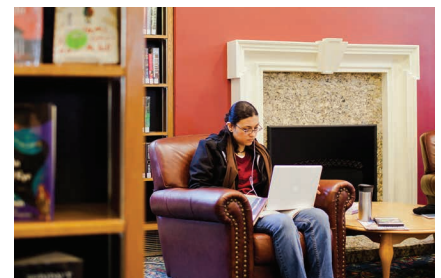
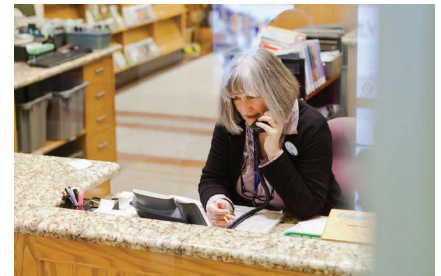
A passionate group of citizens assisting in fundraising and promotion in the community for the Calgary Public Library Foundation. Members are responsible for championing the Library and Foundation in the role of ambassadors.

First 6 figure gifts secured

Library centennial confirmed \$550,000 in support

More than \$1 million raised for the first time

The Library had a **record attendance year** with more than **5.7 million visits** and **17.5 million items loaned**



BOB EDWARDS AWARD GALA

Alberta Theatre Projects deeded the Bob Edwards Award event to the Library Foundation as part of the Centennial celebrations. The former luncheon was established in the 1970's to raise funds for ATP and celebrate a Canadian author or journalist. The Foundation decided to increase its visibility and impact by evolving it into an evening gala and frame it as one of the 10 best events in the city.

Raising over \$250,000 in support of Building Readers for Life at the Library, the 2012 was a grand success. Held at the Palliser hotel, a different feature alcohol every year and a no technology framework to help evoke a sense of a classic black tie event.

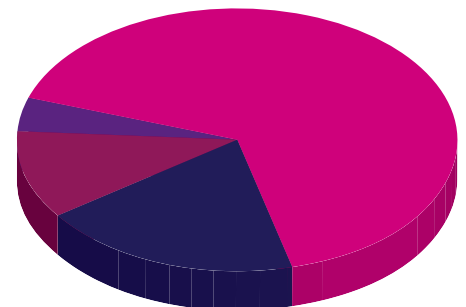
Mary Walsh, from *This Hour has 22 Minutes* fame, was the award winner and delivered a rousing speech from her soapbox.

LIBRARY'S CENTENNIAL YEAR

With \$550,000 in support for Centennial projects, the city celebrated 100 years of the Calgary Public Library. The Foundation helped the Library to launch its second century of service with a marketing 'look and feel' that played on the evolving nature of the Library; city-wide block parties; community gardens; and Brian Brennan's book *The Calgary Public Library: Inspiring Life Stories Since 1912*.

SOURCES OF GIVING

- 66% Corporations
- 19% Foundations
- 11% Individuals
- 4% Other



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