CPL Foundation & Fundraising Bi-Annual Update

Thursday, March 16th 2023

Recognizing the past
Looking towards the future…

2019

- CPL Celebrated its 150th Anniversary
- CPL Foundation launched

2020

- Pandemic Year
- CPL continued to advance it strategic planning efforts

2021

- CPL strategic plan announced to staff
- CPL Foundation embarked on and finalized its first strategic business plan
- CPL Foundation - building board capacity

2022-2025

- Capital Enhancement Campaign "$30 million by 2030"
- Secured largest philanthropic gift in the Library's history, The Jack, Joseph, and Morton Mandel Workforce and Senior Digital Innovation Lab" at the Glenville Campus
- **Cleveland READS**

Strategic Business Plan 2022-2025

Achieve Financial Targets to implement Neighborhood Branches Capital Enhancements: $30 million by 2030

Raise Funding to Support Reading Literacy and Digital Equity Programming

Bolster the Foundation's Reputation in the Region through Enhancing Board Infrastructure to Engage New Audiences

Ensure the Long term Financial Sustainability of the Foundation

Provide Financial Support for Library Programs that Address Real-time Needs

Year End Review, 2022

CPL Awarded Gifts, FY22

FY22 Restricted Gift Total Awarded: **$4,328,892**

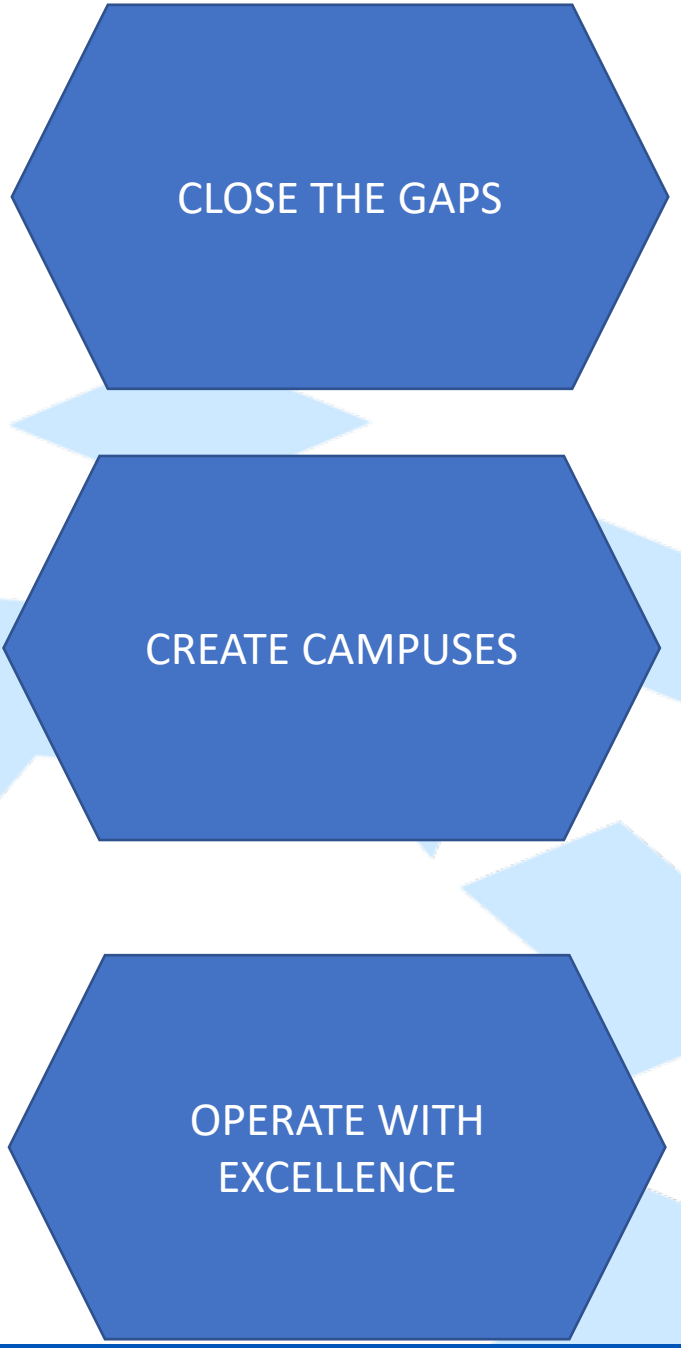
- FY22 Restricted Gift Total Awarded to Foundation: **$431,120**
- FY22 Restricted Gift Total Awarded to CPL: **$3,897,772**

Bruening Today Matters.

Annual Goals 2023

Fundraising Annual Goals, 2022

1. Achieve Cleveland READS Campaign Goals
2. Secure Funding for FMP Capital Enhancements ***($30 million by 2030)***
3. Enhance & Solidify Fundraising Operations



Goal: Secure a minimum of $1 million for FMP capital enhancement campaign & identify $1-$2 million in pipeline funding

Action Plan

- Develop prospect strategy for additional FMP funding
- Develop FMP capital enhancement needs assessment for branches
- Identify prospects for funding that align with needs assessment
- Conduct next round of internal/external stakeholder interviews
- Submit solicitations where applicable

Goal: Achieve Cleveland READS Fundraising Goals

Action Plan

- Develop cabinet framework and purpose
- Identify cabinet members
- Send cabinet invitations by January 31st
- Recruit minimum of 50 companies/organizations to join the Cleveland READS challenge
  - Secure at least 25 Cleveland READS challenge organizations by March 1st
  - Secure another 25 Cleveland READS challenge organizations by June 30th
- Outline event program and goals
- Develop internal event planning committee to begin planning for the Cleveland READS fundraising event
- Schedule event planning committee meetings; successfully execute event

Cleveland READS!

Cleveland READS
Vision & Goals

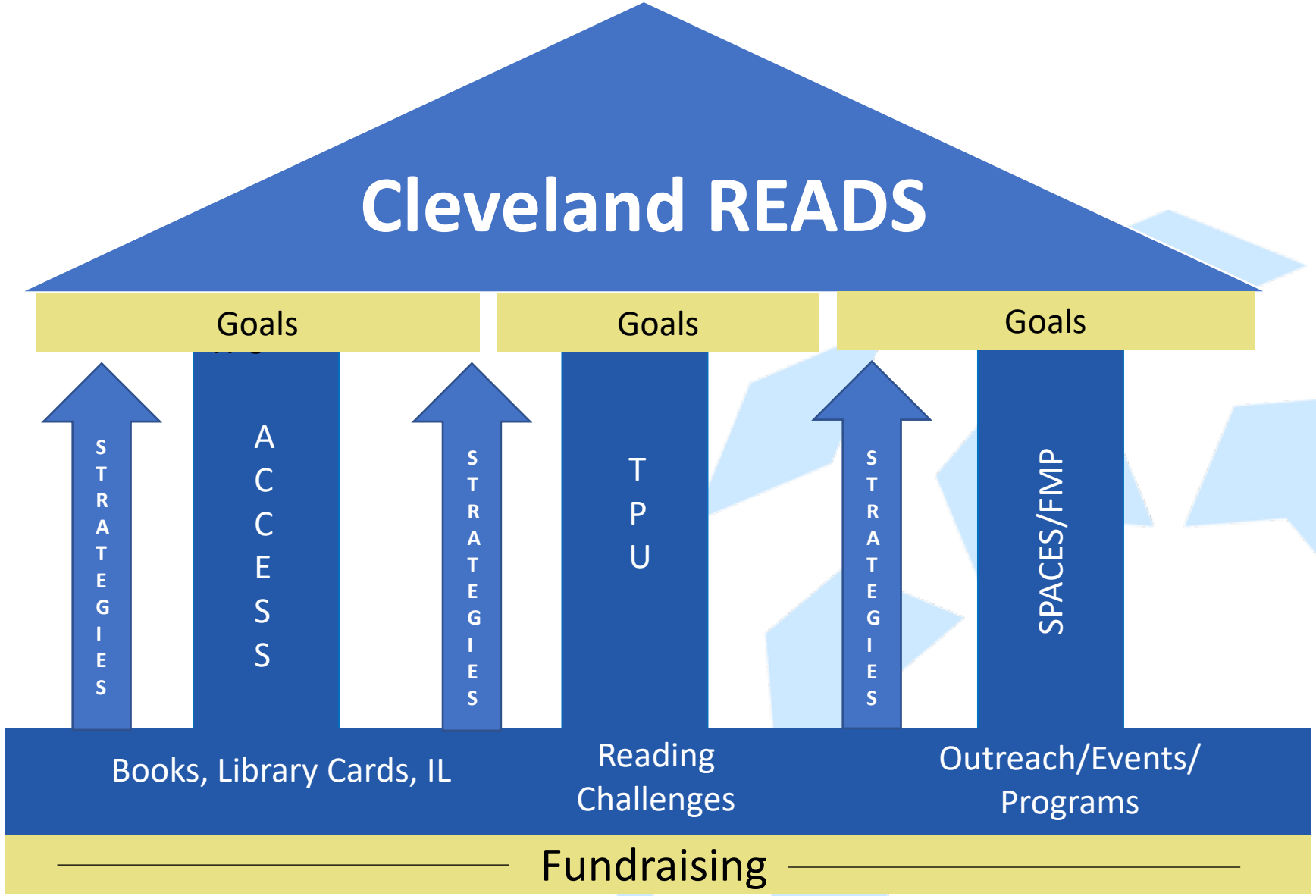
VISION

A City that Reads is a City that Succeeds

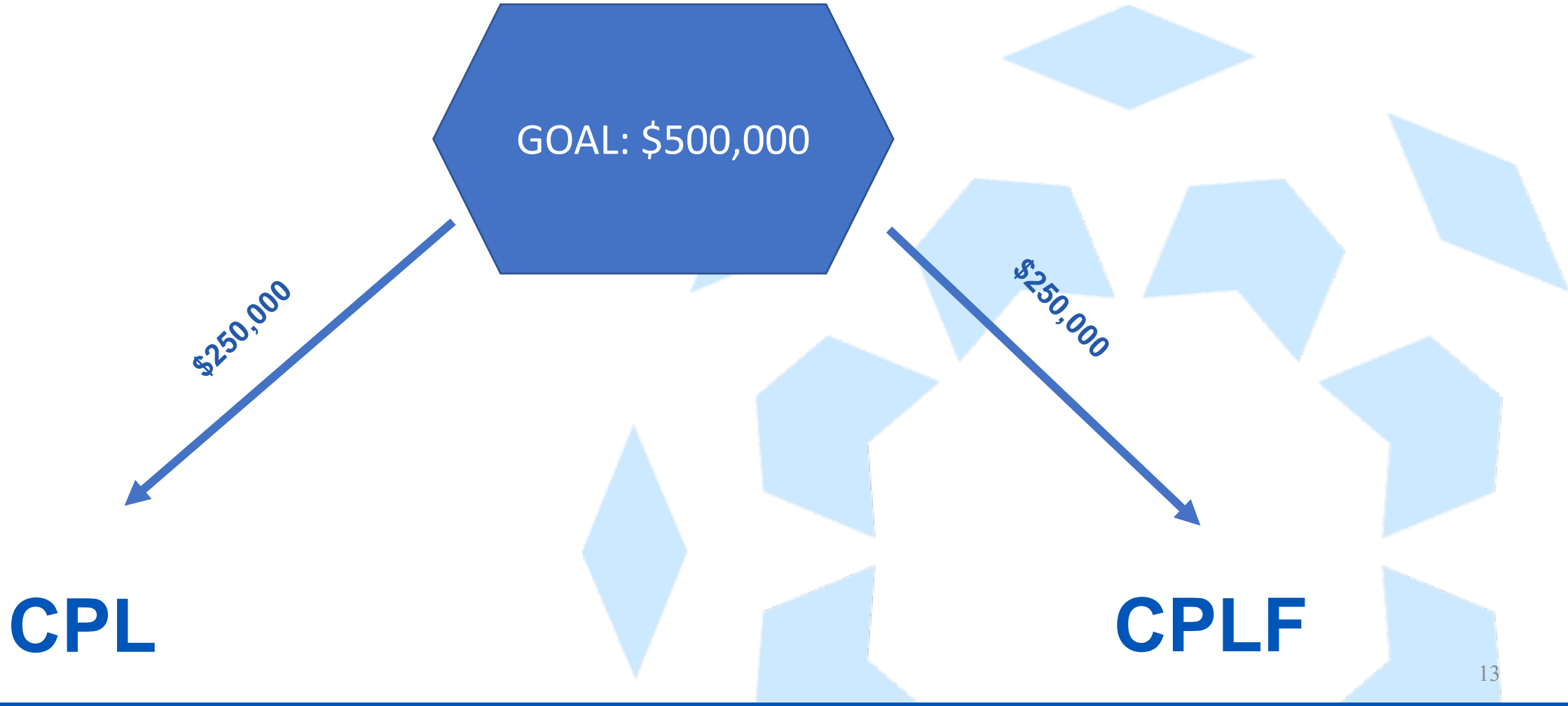
GOALS

Raise awareness on the importance of reading literacy and to nurture a love of reading

Strategy & Structure



Cleveland READS Fundraising



Secured		
Connor Foundation	$	25,000.00
Sea Land	$	1,500.00
Individual donation	$	25,000.00
Cleveland Foundation	$	25,000.00
Individual donation	$	150.00
TOTAL Secured	**$**	**76,650.00**

Cleveland READS Company Challenge

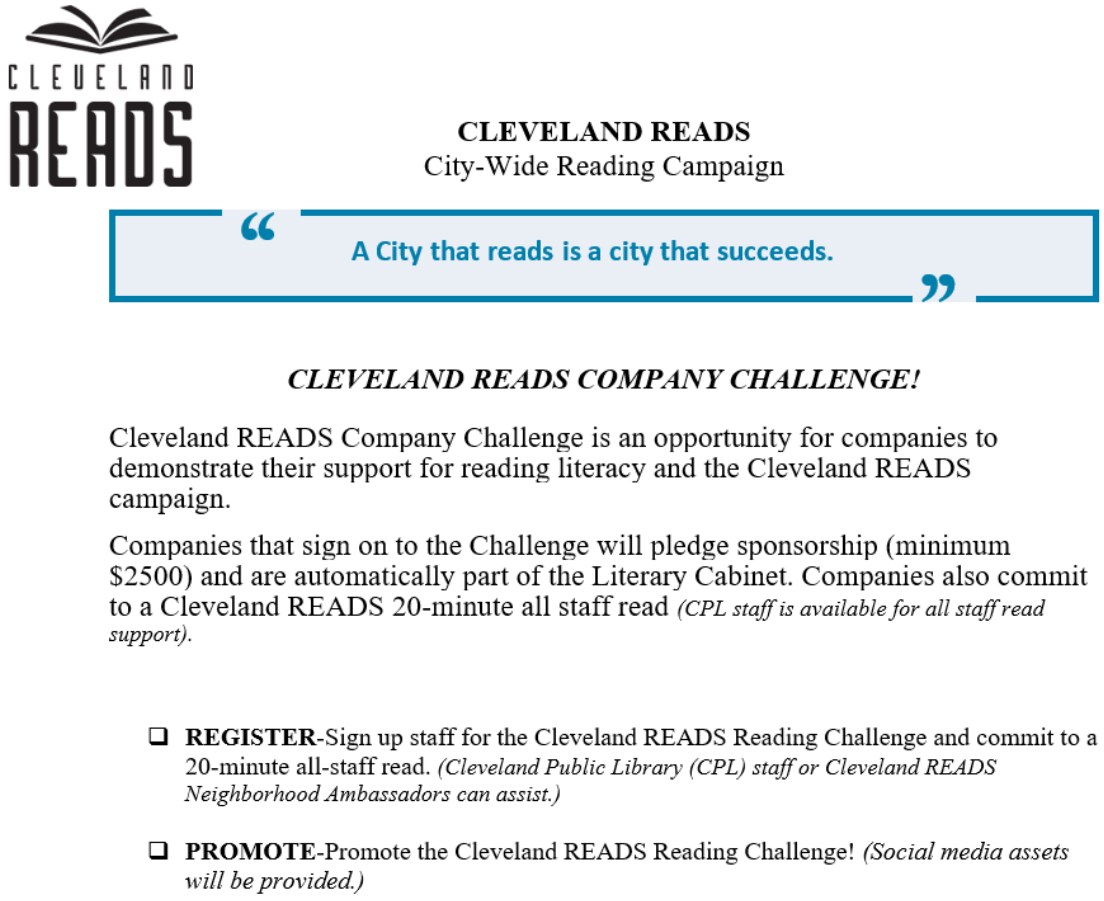
COMPANY CHALLENGE

SPONSOR

REGISTER

PROMOTE

VOLUNTEER



CLEVELAND READS
City-Wide Reading Campaign

"A City that reads is a city that succeeds."

CLEVELAND READS COMPANY CHALLENGE!

Cleveland READS Company Challenge is an opportunity for companies to demonstrate their support for reading literacy and the Cleveland READS campaign.

Companies that sign on to the Challenge will pledge sponsorship (minimum $2500) and are automatically part of the Literary Cabinet. Companies also commit to a Cleveland READS 20-minute all staff read *(CPL staff is available for all staff read support).*

- ❑ **REGISTER**-Sign up staff for the Cleveland READS Reading Challenge and commit to a 20-minute all-staff read. *(Cleveland Public Library (CPL) staff or Cleveland READS Neighborhood Ambassadors can assist.)*
- ❑ **PROMOTE**-Promote the Cleveland READS Reading Challenge! *(Social media assets will be provided.)*

Cleveland READS
Company Challenge

COMPANY CHALLENGE

Kick-off Breakfast
April 19th
7:30-9 a.m.
CPL Downtown Campus

Board Engagement

Three simple things…

1) Cleveland READS Company Challenge:
   Identify one (or more) company to join the Company Challenge and invite to the April 19th breakfast

2) Reading Incentives: Help secure reading incentives for our readers

3) Amplify the Message:

   Retweet Cleveland READS posts

   Use Cleveland READS handles

   - Hashtags: #clevelandreads, #ReadtoWin
   - Twitter: https://twitter.com/ClevelandRea
   - @Cleveland_Reads
   - Facebook: @Cleveland_Reads

Questions???

Thank You!