

## Advocacy and Fundraising Committee: Terms of Reference

### Appendix 2 to:

Policy: **GOV-03: Committees of the Board**

Initial Policy Approval Date: **January 2006**

Last Review/Revision Date: **June 2019, February 2023, September 2023**

Year of Next Review: **2027**

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The Port Colborne Public Library Board (the Board) may use committees to further its work. The Board shall establish terms of reference and specific duties for each of these committees, as the need arises.

### 1. Purpose

The Advocacy and Fundraising and Committee (the Committee) shall plan and implement the Board's efforts to raise awareness of the library's value, and secure funds in support of the library's strategic objectives. Raised funds and new sources of revenue will be used to supplement the Port Colborne Public Library's municipally-supported budget.

The Advocacy and Fundraising Committee shall function in accordance with the Board's By-laws and will be guided by the Library's Fundraising and Gift Acceptance Policies (FR-01: General Gift Acceptance; FR-02: Fundraising Administration; FR-03: Partnership and Sponsorship).

### 2. Objectives

The Committee shall:

- a. Make recommendations to the Board and initiate activities that enhance the library's ability to:
  - Educate and inform stakeholders, funders, and community members of the library's unique governance, continued relevance, and value within the community;
  - Expand partnerships and build relationships in support of library governance, representation, and voice; and,
  - Strengthen the capacity to increase services by securing funds to improve existing spaces and expand facilities in support of municipal growth.
- b. Work with the Board and CEO to create a Fundraising Strategy.
- c. Actively support the Library's fundraising initiatives by:

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- Advising the Board and staff of relevant opportunities and/or key contacts;
- Informing the development of any significant capital fundraising campaigns to be proposed for the full Board's consideration; and,
- Encouraging all members of the Board to actively participate in the Library's fundraising efforts as per the roles identified within the Fundraising Strategy.

d. The Committee will review and evaluate annually the Advocacy and Fundraising Committee Terms of Reference and performance.

### 3. Membership and Leadership

a. The Committee shall consist of:

- Two (2) Board trustees
- The Chair of the Port Colborne Public Library Board (ex officio)
- Chief Executive Officer (ex officio) who acts as a resource person and secretary

b. At the first meeting of the Committee, the members shall appoint a Chair and a Vice-Chair. The CEO and Board Chair are not eligible to act as Chair or Vice-Chair.

### 4. Accountability

- a. The Committee is accountable to the Board.
- b. The Committee shall report to the Board at the next regular Board meeting following the Committee's meeting.

### 5. Meetings

- a. The Committee shall meet at a minimum of four (4) times per year to create policies and implement standards when appropriate and in due course.
- b. Meetings of the Committee may be called by the Chair of the Committee or by a majority of the members of a committee.
- c. The Committee shall annually review its terms of reference, set priorities, and evaluate the Committee's effectiveness.

### 6. Attendance

Committee members shall notify the CEO if unable to attend the Committee meetings to ensure that quorum is available for all meetings.

## 7. Work Plan

The Committee shall submit a work plan to the Board for approval. The Committee's work plan shall be included into the Board's annual work plan.

## Related Documents

- *Public Libraries Act*, R.S.O. 1990, chapter P.44
- BL-01: Statement of Authority of the Board
- BL-02: Composition of the Board and Terms of Reference of Officers
- BL-03: Meetings
- GOV-03: Committees of the Board
- FR-01: General Gift Acceptance
- FR-02: Fundraising Administration
- FR-03: Partnership and Sponsorship