

2024 **Mid Year** Development Report

Wynn Shawver, Director of Development, Evanston Public Library

wshawver@cityofevanston.org

Jennifer Shreve, Grant and Partnership Manager, Evanston Public Library

jshreve@cityofevanston.org



We share a commitment to **our values:**

Inclusivity & Belonging

Lifelong Exploration

Equitable Access

Community Wellbeing

Sustainability

This commitment takes resources, and we can not do this without you.

THANK YOU for your dedication to this work.

2024 Development Revenue Year to Date Comparison

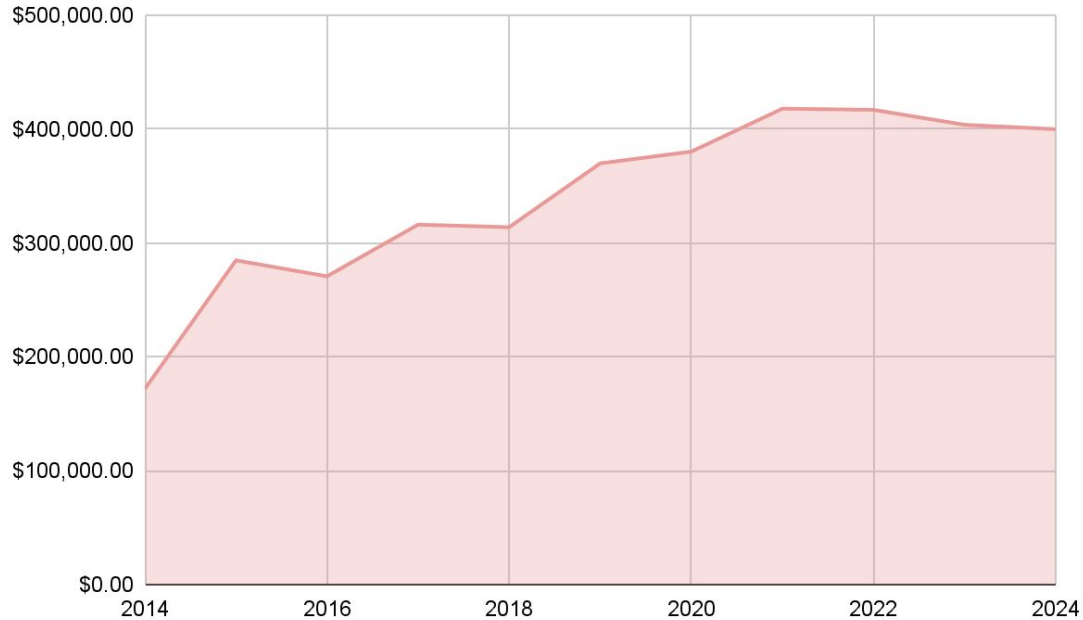
	Revenue Received 1/1/23 - 7/30/23	Revenue Received 1/1/24 - 7/30/24
Library Donations (56011)	\$92,249	\$106,194
Federal Grants (55201)	\$24,683	\$11,433
IL State Library Per Capita Grant (55245)	\$115,212	\$115,993
Library Grants (57551)	\$12,390	\$23,398
Totals	\$244,534	\$257,018
<i>Percent to Budget</i>	34.19%	39.53%

Development Revenue Year End Comparison

	2023 Final Revenue	2024 Adopted Budget	2024 Projected Final Revenue
Donations (56011)	\$403,878	\$400,000	\$413,096
Federal Grants (55201)	\$60,398	\$85,000	\$80,820
Library State Per Capita Grant (55245)	\$115,212	\$115,213	\$115,993
Library Grants (57551)	\$43,325	\$50,000	\$56,398
Totals	\$622,813	\$650,213	\$666,307
<i>Percent to Budget</i>	<i>87.08%</i>	<i>100.00%</i>	<i>102.48%</i>

Library Donation Revenue - 10 Year Review

(56011 on the Budget Performance Report)
used for operational expenses



Federal, State and Local Grants - 10 Year Review

(55201, 55245, 57551 on the Budget Performance Report)

Grants are for a specific time period or purpose



Transfer from Endowment to the Library Fund

(57002 on the Budget Performance Report)
used for operational expenses

	2023 Projection	2023 Actual (\$4,049,779 as of 1/1/23)	2024 Projection	2024 Actual (\$4,153,174 as of 1/1/24)
Transfer from Endowment (57002)	\$250,000	\$166,460	\$216,999	\$173,570
	100%	67%	100%	80%

Projected Growth in Revenue

	2024	2025 (3%)	2026 (6%)	2027 (10%)
Donations (56011)	\$415,000.00	\$427,450.00	\$439,900.00	\$483,890.00
Federal Grants (55201)	\$80,820.00	\$83,244.60	\$85,669.20	\$94,236.12
Library State Per Capita Grant (55245)	\$115,993.00	\$119,472.79	\$123,056.18	\$126,747.69
Library Grants (57551)	\$56,398.00	\$58,089.94	\$59,781.88	\$65,760.07
Transfer from Endowment (57002)	\$173,570.00	\$177,041.40	\$180,582.23	\$184,193.87

2024: Meet Revenue Goals & Plan for Future

Meet existing performance goals for the 2025 budget

- Continue to remove inefficiencies and build those efforts with greatest results
 - Match Challenges, Monthly Donors, Tribute Campaigns
- Strengthen Development messaging and presence
- Collaborate with the PEPL 501c3 to refine their relationship with EPL
- Expand opportunities for donors to engage with current and future priorities

Formally Benchmark

- Define the key comparables (budget size, development goals and budget, and strategies)
- Identify peer and aspirational organizations
- Compare to EPL activity and refine our goals to align with aspirational orgs

Review and revise existing strategies to define pathways for growth

- Review results and finalize plan for new pathways
- Set realistic goals informed by past donor data and benchmarking

2025: Implement & Test

Launch and test strategies

Assess to identify success and failures

Plan for expansion of successful efforts

2026: Expand (& Test)

Launch expanded strategies

Identify opportunities for substantial growth

Plan for more substantial expansion

2027: Launch New Campaigns

Maintain the annual giving growth

Announce multi-year campaign(s)

Questions?

Wynn Shawver

wshawver@cityofevanston.org

Jennifer Shreve

jshreve@cityofevanston.org