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**Subject:** Standards for Generating Revenue  
**Effective:** June 2003  
**Revised:** *January 2007*

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**1.0 PURPOSE**

The purpose of this policy is to define responsibility areas, in the New Brunswick public library system, for the generation of revenue.

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**2.0 APPLICATION**

This policy applies to the staff of the New Brunswick Public Library Service (NBPLS); the New Brunswick Public Libraries Foundation (NBPLF); and local library boards.

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**3.0 DEFINITIONS**

**Public library**, as defined in the [NB Public Libraries Act](#), means a library where services are available without charge to the residents of the Province.

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**4.0 LEGAL AUTHORITY**

[NB Public Libraries Act](#)

[NB Public Libraries Foundation Act](#)

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**5.0 GOALS / PRINCIPLES**

- 5.1 New Brunswick public libraries encourage free access to information and library services.
- 5.2 The New Brunswick Public Libraries Foundation, and the NBPLS provincial and regional offices work together to promote investment in public libraries through donations, fundraising, corporate sponsorship, partnerships, grants, and the budget process.
- 5.3 The primary focus of library staff, at the front line of service provision, is providing library services to the public.

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**6.0 REQUIREMENTS / STANDARDS**

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The following are the areas of responsibilities, within the NB public library system, with respect to generation of revenue through fundraising and corporate sponsorship:

- 6.1 Public library staff and volunteers**, at the front line of service provision, may engage in limited library fundraising activities during their work hours, with the approval of the Regional Director.
- 6.2 The New Brunswick Public Libraries Foundation** will seek to generate revenue through soliciting donations, initiating provincial/ national fundraising ventures with corporate entities, by investigating corporate sponsorship opportunities, and by other appropriate means of revenue generation.
- 6.3 The provincial and regional offices** will seek opportunities to increase NBPLS revenues through opportunities such as the budget process, partnerships, corporate sponsorship, grant applications, and other appropriate means of revenue generation.
- 6.4 Local library boards** may conduct fundraising activities.
- 6.5** The proceeds of local library fundraising must not replace the funding responsibilities of the public library partners, as defined by the [NB Public Libraries Act](#), subsections 12(1) and 13(1).
- 6.6** The primary target for funds raised locally, with the involvement of library staff, will be library collections.
- 6.7** Funds raised through regional or local book sales from materials donated to the libraries in the system must be used for the purchase of library collections.
- 6.8** Funds generated from fundraising events must be invested according to the fundraising target. For example, if a fundraising event is marketed to purchase books, the revenue generated must be used to purchase books.

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**7.0 GUIDELINES/RECOMMENDATIONS**

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Public library staff should inform the Regional Director of all fundraising activity in which they participate on behalf of the library.



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**8.0 REGIONAL GUIDELINES AND PROCEDURES**

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In consultation with the Provincial Office, Regional Directors may develop additional guidelines and procedures consistent with and necessary to support this policy.

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**9.0 REFERENCES**

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Resources on fund raising are available by searching the subject of "Fund raising" in the provincial public library catalogue.

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**10.0 CONTACTS FOR ADDITIONAL INFORMATION**

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NBPLS Provincial Office, (506) 453-2354

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