



Section of Policy Manual: Governance	Policy No. GOV-15
Subject: Terms of Reference – Engagement Committee	Policy Approval Date: Sept. 10, 2026
Year of next review: Fall 2027 (annual review)	Last Review/Revision Date/Section:

Section 1: POLICY

- 1.1. Terms of Reference must be established to define the duties and responsibilities of the Engagement Committee.

Section 2: PURPOSE

- 2.1. The purpose of this policy is to provide a framework for the Engagement Committee's activities. The Engagement Committee is responsible to the Library Board for engaging the community for the purpose of fundraising predominately for a new library space. The funds raised will be separate from the Library's operational accounts and budget and governed by the Library Board.

Section 3: ACCOUNTABILITY

- 3.1. The Engagement Committee is an ad-hoc committee of the Library Board, reporting to the Board monthly at official Board meetings. All funds raised will be managed and reported on by the CEO/Chief Librarian. Receipts for funds will be issued by the Gravenhurst Public Library.
- 3.2. The Board will ensure all campaigns and consultations for a new library space will remain transparent, compliant with CRA regulations, and be aligned with municipal goals.

Section 4: COMPOSITION AND TERM OF APPOINTMENT

- 4.1. The Engagement Committee will consist of one Library Board member as selected by the Board and the CEO/Chief Librarian (ex-officio), a minimum of 5 members of the public who are not Library staff or Board members, and one Library staff member who will act in a coordinator role. A member of Town of Gravenhurst staff will also be invited to sit on the Committee to act in an advisory and ex-officio capacity.



- 4.2. Individuals who have previously been involved in major capital fund raising initiatives and/or have a background in marketing and promotion preferred.
- 4.3. Committee members will be appointed by the Chair of the Board and once formed, members will appoint a Committee Chair.
- 4.4. The term of appointment for Committee members will be dependent on the completion of the fundraising required for a new library space and will be consistent with the terms outlined in the Board's procedural bylaw.

Section 5: MEETINGS

- 5.1. The Committee will meet at least once per month and more as needed.

Section 6: DUTIES AND RESPONSIBILITIES

- 6.1. To work with the Library Board and CEO/Chief Librarian to identify fundraising objectives.
- 6.2. To use the Board's strategic planning survey results as a guide for fundraising.
- 6.3. To set fundraising goals for the objectives.
- 6.4. To identify potential sources of revenue.
- 6.5. To develop and follow a fundraising strategy that identifies private individuals, foundations, corporate and governmental targets.
- 6.6. To pursue/obtain donations and grants from public and government funding partners in accordance with the Committee's strategy.
- 6.7. To apply for appropriate grants and/or work with a grant writer.
- 6.8. To identify and organize appropriate fundraising events.
- 6.9. To use marketing and communication tools to engage with the community.



Section 7: REVIEW OF TERMS

- 7.1. The Terms of Reference will be reviewed by the Engagement Committee annually to ensure best practices are being incorporated.

Related Documents:

Public Libraries Act, RSO 1990, c.P.44 (PLA)

Gravenhurst Public Library Policy **GOV-10 Terms of Reference for Committees**

Gravenhurst Public Library Policy **GOV-13 Strategic Planning**

Gravenhurst Public Library **Mission and Vision Statements**

Gravenhurst Public Library **Strategic Plan 2022-2026**

Town of Gravenhurst's Strategic Plan

Gravenhurst Public Library Policy **PER-04 Volunteer Program and Appendices**