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FUNDRAISING IN ACADEMIC LIBRARIES: A CASE STUDY OF SELECTED ACADEMIC LIBRARIES IN SOUTHWEST NIGERIA

by

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ABSTRACT

This study examines fundraising in academic libraries as a global problem. This has become imperative since what these libraries receive from the government through their parent institutions is not sufficient to maintain and sustain library services and operations. Academic libraries in Nigeria have resorted to other ways of raising funds for their libraries due to world economic recession and inflation which has hampered them from effectively and efficiently meeting their set objectives. This study therefore investigated fundraising in selected academic libraries in the southwest of Nigeria in order to ascertain their sources of funds, how adequately it is received, challenges and other ways these libraries have resorted to raise funds for the sustenance of their libraries. The study adopts a survey research design with two sets of questionnaire which have 34 and 25 items respectively and the reliability coefficient of 0.77. Population of the study comprises librarians and library users. A total of two hundred and seventy-seven (277) participants were randomly selected. The results shows that all the academic libraries in this study have not started fundraising, thus do not have fundraising plan in their strategic objectives. The study also revealed that the libraries depend more on their parent institution, and they only generate a token internally which is insufficient to run library services. Consequently, this study recommends that librarians and other library personnel should be trained, workshops and seminars should be organized which will promote fundraising activities.

Keywords: **Fundraising, Academic libraries**

INTRODUCTION

Fundraising is the process of soliciting and getting contributions as money or other resources, by requesting donations from individuals, businesses, charitable foundations or governmental agencies. Although fundraising typically refers to efforts to raise money for non-profit organizations, and the library is one of the non-profit organizations. Normally, fundraising consists of mostly asking for donations on the street or at people's doors, and this is experiencing very strong growth in the form of face-to-face fundraising, but net form of fundraising such as online fundraising have emerged in recent years. (Wikipedia, 2011).

Fundraising in libraries has become a necessity in the face of inadequate funding from the government and increasing expectations on the part of the academic libraries. This system is not isolated to a geographical area but is universal and this is compounded by the economic recession all over the world. Thus, library management have to begin to source for other ways of generating funds to maintain the libraries as well as the library services. To sustain basic services and have a steady supply of stationary, the library has commercialized its photocopying, video

coverage, lamination, publishing, registration of users, binding, etc. Other sources of income are fines, charges, gifts, grants, endowments, bequests.

Although, universities have been raising funds through private donations for many years and some have been very successful. Such donations come primarily from three sources: individuals, organizations and charitable foundations or trusts.

Funds are raised in academic libraries to ensure that their primary objectives are met. Since without funds all their objectives cannot be executed, therefore, library services are disrupted and the aim of setting up the university is defeated. The library is the engine of the university, just like a car engine, once it develops a fault or dirt clogs it, it stops functioning and become inefficient, so also is the library to its parent organisation. Thus, in order to prevent this from happening academic libraries have to source for funds elsewhere.

The key objective of the academic library is to provide teaching, learning and research for their parent organisation. However academic libraries also have other specific objectives and these are:

- the provision of information materials, which can be directly or indirectly;
- provision of a conducive learning environment for users void of noise, has good ventilation, and comfortable furniture;
- provision of literacy and user education which can be done in several ways like giving student library orientation, taking students on library tour as well as teaching them the use of library.

In a bid to satisfy these objectives some challenges may be encountered when raising funds for the library, and these are that library development and fundraising for the library is virtually unknown, librarians encounter difficulty in raising funds for their libraries since it is not what they have been use to doing and they sometimes encounter difficult people who are hard to convince, and they also compete for funds with other academic departments. Also library directors lack defined constituency, fundraising experience, and the power in the institution.

Academic libraries have had to cope with the issue of fund shortage for several years now, this has in turn hampered the efficient and effective provision of library services, but in order to combat this and at the same time provide quality service, libraries decided to seek alternative ways of raising funds by marketing the library, its products and services

Statement of the Problem

Nigerian libraries have been affected by inadequate funding for several years and therefore cannot effectively meet their objectives. This has compelled the academic library into exploring other ways of raising funds to meet its obligations to the parent institution in terms of provision of resources and services. Most academic libraries are traditionally dependent on funding from the government through their parent institution, yet the money they receive is only

a small percentage of what the parent institutions gets from the government which is not enough to run the library services.

Fundraising plan is absent from most academic libraries so they do not know exactly what to do when there is a problem. They do not know who to contact and what to do in order to sustain their services. In order to attract adequate funding from the parent institution and elsewhere, libraries need to step up advocacy, yet there is no good plan and framework for this in the academic libraries in some selected universities in the southwest. Academic libraries in some selected universities in the southwest do little or nothing about publicising their libraries and so cannot easily attract goodwill. People have to know what operates in the library before they can be asked to render assistance or donate, since they want to know what their money is to be used for. For instance, academic libraries do not have any written plan for advocacy and so cannot adequately sell their library to potential customers. But if there is a written plan and it is included in the strategies objectives of the library then everyone would participate in advocacy in order to ensure that libraries meet their mandate. Some of the ways libraries can advocate is through exhibition which should focus on various activities within the library, what they have been able to achieve over time, to show how important the library is and what they are presently doing to make sure that all users are satisfied, as well as selling the image of the library instead of just focusing on matters of the moment. Unfortunately, the culture of exhibition is fast fading away from the academic libraries. While some of these libraries do not even have space for exhibition therefore, cannot showcase themselves, so no one knows what they do or how important they are to the society. Moreover, library bulletins, newsletters, brochures are hardly ever published; they have failed to note that these are good ways of advertising and selling the image of the library.

Also public lectures are not organised by the library but this is one of the things they ought to be involved in, so that they can help enlighten the academic community on their activities, their value, the things they have been able to achieve, issues that sadden them about the rate of development of the library, appeal for donations and invite them to visit them occasionally in order to see what operates in the library. During the lecture items like bookmarks, bags, pen, etc., embossed with captivating phrases on the library and its value could be shared. This will serve as a reminder to those who own them as well as others who will

eventually see these items. A public lecture helps to boost the library's image therefore librarians should not just be concerned with rendering services only.

OBJECTIVES

The specific objectives of the study are to:

1. ascertain the source of funding of academic libraries in some selected libraries in the southwest;
2. assess the adequacy of funding of the academic libraries;
3. find out the relative contribution of fundraising to the academic library's funding in the last five years;
4. find out the prospects for fundraising by the academic libraries;
5. ascertain the opinion of the professional and paraprofessional staff of the libraries on the need for fundraising; and
6. examine the challenges of fundraising in the academic libraries.

LITERATURE REVIEW

According to Aina (2004), the main purpose of a university library is to support the objectives of the university, which are in the areas of learning, teaching, research and service. To a large extent, the quality of a university is measured by the services provided by the library because of its unique position in the over-all university system. Thus the library also has some other objectives that serve as a guide to achieving the over-all objective of the university and they are:

- the provision of information materials, which can be directly or indirectly;
- provision of a conducive learning environment for users void of noise, has good ventilation, and comfortable furniture;
- provision of literacy and user education which can be done in several ways like giving student library orientation, taking students on library tour as well as teaching them the use of library

Academic library is a library that is attached to academic institutions above the secondary level, serving the teaching and research needs of students and staff. These libraries serve two complementary purposes; to support the school's curriculum and to support the research of the university, faculty and students. However, as a result of the recession funding has continued to reduce while the cost of materials and staff is on the increase, thus the reduction in the annual acquisition budget and the layoff of library staff. Therefore, academic libraries have looked for other ways to fund their budget and one of the ways is through fundraising. Legon (2005), noted that elected leaders attempt to balance state budgets and come to group with declining discretionary funds, and the new financial realities facing higher education is becoming clearer. To address state trends, many institutions and systems are increasing tuition and cutting expenses. The cuts have significant effects on issues of access and global competition, making it more difficult for higher education to achieve its mandate.

According to Browar and Streit (2003), many libraries are viewed by senior institutional administrators as being less relevant to the newer goals and priorities of the university continuing that is "simply chanting" that the library as the heart of the university will no longer suffice if it

ever did. Proof is now required that the heart is still beating”. Due to a number of factors, academic libraries face stagnant or diminishing budget that cause difficult decision making on the part of library administrators, including making up for budget shortfalls with cuts to collections and services.

Rader (2000), stated the situation succinctly by saying that “budget” for academic library in the US became inadequate during the last decade of the Twentieth Century due to the high cost of electronic information, new technology, annual cost increases for library materials, personnel, equipment and facilities” As technology has allowed much of academic work to be completed online, and the information available on various internet sources has become increasingly prevalent, university administrators have questioned the importance of the library and its role as the keeper of and gateway to relevant information in the current academic environment after all, if so much information is available (seemingly) for free online , why should a university continue to expand ever-increasing monies in support of a dying institution?.

Cervone (2005), suggested that “now perhaps more than ever, libraries need to be thinking creatively and actively about development issues...” and that “case studies of successful and unsuccessful strategies need to be shared and tested in diverse situations”. It can be argued that, in order to maintain or regain a place of importance and relevance that they have enjoyed historically, academic libraries must play more active roles in fundraising to ensure their own success, particularly since “state and/or institutional funding will never again be adequate to meet needs, much less goals of excellence” in the academic library setting.

It is clear that many libraries have made considerable efficiency saving even as they have expanded the volume and range of their services. Sustaining such levels of provisions however comes at a cost. The ‘big deals’ that have brought such an expansion in the numbers of scholarly journal provided by most libraries typically have built in price increases of 5% or more has been a long standing problem for libraries. (RIN, 2008)

Collection development in Nigerian libraries in the past made the libraries worth visiting with updated books, journals and other materials and it offered researchers up-to-date information in desired areas, but presently the reversed is the case. The university libraries for example receives 10% grant of the recurrent university budget from the government through the National University Commission (NUC). However, this recommendation is more honored in the breach than in compliance and in some libraries the approved budget will be a very much truncated fragment of the original proposal, so the librarian has no guarantee that the small sums of money approved in paper will be made available when needed. (Adedeji cited by Majiroghene and Bilewomo, 2008).

METHODOLOGY

The study adopted the survey research design. This design was adopted because the study involves opinions of several individuals to be collected within a relatively short time. It also enable the researcher obtain comprehensive data which in turn helped in a thorough research and analysis of the problems identified from the individuals randomly selected. Four selected academic libraries in the Southwest Nigeria were studied – Kenneth Dike Library, University of Ibadan, Lead City University Library, Hezekiah Oluwasanmi library, Obafemi Awolowo University (OAU), Olusegun Oke library, Ladoke Akintola University of Technology, lecturers

from the Faculties of Education, Social Science, Technology, Arts and Science from the four universities were also sampled.

Simple random sampling technique was adopted for the study, and the population of the study was two hundred and seventy seven (277) while those interviewed were four (4).

The data collection instruments for this research are questionnaire and interview. Information obtained from the interview was used to supplement the information obtained from the questionnaire. Two sets of questionnaire were designed, one for the librarians and the other for selected library users (lecturers). It comprises of sections A,B and C. Section A (for librarians) was developed to collect demographic data such as name of library, year the library was established, etc., while questions like name of faculty, department, etc., were developed for lecturers.

The questionnaires are structured with 34 questions for librarians and 25 for lecturers respectively. It comprises of both open and close ended questions and a 4 - point Likert scale was employed for some of the questions.

The questionnaire were administered by the researcher and five trained research assistants. The questionnaire were retrieved within one week of administration.

The university librarians of the three academic libraries studied were contacted via the telephone and appointments were scheduled for the interview, while the university librarian of Lead City University was met personally by the researcher to inform him of the interview and to book an appointment.

Data will be analysed using percentages, tables and cumulative frequency. Responses were tabulated due to the simplicity of the data analysis.

DISCUSSION OF FINDINGS

Table 1a: Distribution of the Respondents by Sex

Sex	Frequency	Percentage
Male	42	44.2
Female	53	55.8
Total	95	100.0

Table 1a reveals that 42(44.2%) of the respondents were male while 53(55.8%) are female. This may be as a result of the ratio of female librarians to male librarians.

Tables 2a: Distribution of the Respondents by Age

Age	Frequency	Percentage
25-35	41	43.2
36-45	34	35.8
46-55	18	18.9
56 above	2	2.1
Total	95	100.0

Table 2a shows that 41(43.2%) respondents were within the age range of 25-35 years, 34(35.8%) were within the age range of 36-45 years, 18(18.9%) were within the age range of 46-55years while 2(2.1%) are above 56 years.

This table shows that the respondents within the age range of 25 – 35 had the highest percentage and it suggests that those in this group are still very agile, can effectively deliver and still have a considerable number of years in active service, which will help them build experience for fundraising activities.

Table 3a: Distribution of the Academic Qualification of Library Personnel

Academic qualification	Frequency	Percentage
SSCE	21	22.1
Diploma	24	25.3
BLIS	13	13.7
MLIS	29	30.5
PhD	1	1.1
Others	7	7.4
Total	95	100.0

Table 3a reveals that 21(22.1%) respondents had Senior Secondary School Certificate, 24(25.3%) had Diploma, 13(13.7%) had BLIS, 29(30.5%) had MLIS, 1(1.1%) had PhD while 7(7.4%) had other certificates which were not mentioned in this study. This shows that those with Masters in Library, Archival and Information Science 29(30.5%) have the highest percentage. This reveals that these library personnel are able to take charge and effectively control library activities as well as organise activities that will promote library services because of their level of education and experience in the profession.

Table 4a: Distribution of the category of Library Personnel

Categories	Frequency	Percentage
Professional	46	48.4
Para-professional	49	51.6
Total	95	100.0

Table 4a shows that 46(48.4%) respondents were Professionals while 49(51.6%) were Para-professional. This reveals that the library management tends to employ more paraprofessionals than professionals librarians.

Table 5a: Major Sources of Funds

S/N	Statements	No	Yes
1	Parent institution	30 31.6%	65 68.4%
2	Wealthy individuals	78 82.1%	17 17.9%
3	Donour agencies	55 57.9%	40 42.1%
4	Internally generated revenue	52 54.7%	43 45.3%
5	Others	91 95.8%	4 4.2%

Table 5a reveals the major sources of funds of the libraries as follows:

- Parent Institution, 65(68.4%) agreed,
- Wealthy individuals, 17(17.9%) agreed,
- Donour agencies, 40(42.1%) agreed,
- Internally generated revenue, 43(45.3%) agreed,
- Others (indexing and abstracting, compilation of bibliographies, publishing of books, etc.), 4(4.2%) agreed respectively.

From table 5a, it shows that parent institution rated highest. It revealed that all the libraries receive more funding from their parent institution than from other sources. The interview with the university librarians confirmed that their major source of funding is their parent institution.

Table 6a: Adequacy of Funds Generated Internally

	Frequency	Percentage
Very inadequate	19	20.0
Inadequate	34	35.8
Adequate	27	28.4
Very Adequate	15	15.8
Total	95	100.0

Table 6a shows that 53(55.8%) of the respondents indicated that the level of internally generated revenue for their library was inadequate while 42(44.2%) stated that it was adequate.

This revealed that what the libraries are able to raise from their activities internally is not enough to maintain the library services, thus they need to look for other ways of raising funds in other to maintain library services to satisfy their users.

Table 7a: Involvement of Library Personnel

	Frequency	Percentage
Strongly agree	7	7.4
Agree	14	14.7
Disagree	16	16.8
Strongly disagree	58	61.1
Total	95	100

Table 7a shows that 7(7.4%) strongly agreed, 14(14.7%) agreed, 16(16.8%) disagreed and 58(61.1%) strongly disagreed.

Table 7a reveals that most library personnel are not involved in fundraising, thus nothing has been contributed to the academic libraries in the last five years. This finding was confirmed from the responses of the interview with the university librarians of the libraries under study, who said that only a small percentage has been contributed to their libraries in the last five years.

Table 8a: Payment of a Token by Users for Library Services

	Frequency	Percentage
Strongly Agree	18	18.9
Agree	30	31.6
Disagree	35	36.8
Strongly Disagree	12	12.6
Total	95	100.0

Table 8a shows that 48(50.5%) of the respondents agreed that library users should be made to pay a token for the library services as a way of raising funds while 47(49.4%) disagreed.

From table 8a the respondents that would be willing to pay a token for library services were slightly above those that disagreed. This revealed that by the time these libraries begin

active fundraising they will be able to generate a substantial amount from the token the users are asked to pay since the respondents are in support of it.

Table 9a: Participation of Paraprofessional Staff in Fundraising

	Options	Frequency	Percentage
How often do you participate in fundraising activities?	Daily	2	2.1
	Weekly	1	1.1
	Monthly	4	4.2
	Quarterly	6	6.3
	Biannually	3	3.2
	Not at all	79	83.2
	Total	95	100.0

Table 9a shows that 2(2.1%) of the respondents agreed that they participate in fundraising activities daily, 1 (1.1%) indicated weekly, 4(4.2%) indicated monthly, 6(6.3%) indicated quarterly, 3(3.2%) indicated biannually while 79(83.2%) do not participate.

Table 9a shows that 79(83.2%) did not participate in fundraising activities amongst all the paraprofessional staff in all the four universities studied. It shows that the library management of these institutions either does not encourage their staff to raise funds or have not started any fundraising programme. They only depend on what they receive from their parent institution.

Table 10a: Challenges of Fundraising and Advocacy

Challenges faced	Frequency	Percentage
Those involved are inexperienced	36	37.9
Difficulty in convincing individuals and organizations	34	35.8
The library gets what is not needed from donour agencies	11	11.6
Lack of institutional support	8	8.4
Shortage of funds to raise flyers	6	6.3
Others	95	100.0

Table 10a shows the challenges faced by the libraries when raising funds and advocating: 36(37.9%) faced challenges of inexperience from librarians, 34(35.8%) faced difficulty in convincing individuals and organizations, 11(11.6%) faced difficulties of lack of institutional support, 8(8.4%) faced challenges of shortage of funds to raise flyers while 6(6.3%) faced other challenges respectively.

Table 10a shows that 36(37.9%) of the library staff are inexperienced in fundraising, which is an indication that fundraising is not practised in the libraries. These libraries do not have fundraising plan and so are not prepared for it. Thus, they do not have designated offices for fundraisers. The analysis of the interview revealed that in the course of raising funds and advocating they have met with people and organizations that have been very nasty but with perseverance what is needed will eventually be realised, this was mentioned by the University Librarian in University of Ibadan. Meanwhile the University Librarian in Hezekiah Oluwasanmi Library said that they have not experienced much challenges other than that the library just has to take what is donated to them since they do not have control over people's money and that it takes courage for librarians to raise funds as well as advocate since it is not what they are used to doing. The University Librarian in Olusegun Oke Library said that they cannot really do much without the involvement of the management since they may likely think that they would misappropriate the funds raised. While the university librarian of Lead City University library said they do not have any challenges since they are not in the mainstream of fundraising

Table 1b: Provide Enthusiastic Referrals

	Frequency	Percentage
Strongly agree	75	46.0
Agree	84	51.5
Disagree	4	2.5
Total	163	100.0

Table 1b shows that 75(46.0%) of the respondents strongly agreed, 84(51.5%) indicated agreed while 4(2.5%) disagreed.

Table 1b shows that 84(51.5%) of the respondents were willing to refer the library to individuals and organizations so that they can be given funds. Also, the University Librarians said that they write for grants while organizations like Education Trust Fund, Carnegie Foundation, Shell Petroleum, Nigerian National Petroleum Corporation and Book Aid International donate to their libraries

Table 2b: Supports by the Library to aid Lecturers do their Work

	Frequency	Percentage
Strongly Agree	36	22.1
Agree	84	51.5
Disagree	37	22.7
Strongly Disagree	6	3.7
Total	163	100.0

Table 2b shows that 36(22.1%) strongly agreed, 84(51.5%) agreed, 37(22.7) disagreed while 6(3.7%) strongly disagreed.

Table 2b shows that 84(51.5%) of the lecturers agreed that the library has been able to adequately support their work in the university which means that even though the libraries are

not well funded they are still able to provide relevant resource materials that has aided lecturers work.

Table 3b: Effect of Fundraising Campaign

	Frequency	Percentage
Very adequate	12	7.4
Adequate	69	42.3
Inadequate	61	37.4
Very inadequate	21	12.9
Total	163	100.0

Table 3b shows that 12(7.4%) was very adequate, 69(42.3%) was adequate, 61(37.4%) was inadequate while 21(12.9%) was very inadequate.

Table 3b shows that the fundraising campaign the library put up for the academic community is adequate 69(42.3%). This is contrary to the response of the library personnel in section A, table 7 which revealed that 58(61.1%) strongly disagreed and also opposed to what the interviewee said about their libraries. Dr Oladele, the University Librarian of Kenneth Dike Library said that only 25% has been contributed, while Mr Osaniyi of Lead City University Library said that the library has been able to contribute only about 1 - 2% and the other university librarians could not quantify the libraries contribution.

Table 4b: Expectation of the Respondents to Fundraising Activities

	Frequency	Percentage
Strongly agree	81	49.7
Agree	79	48.5
Disagree	1	.6
Strongly disagree	2	1.2
Total	163	100.0

Table 4b shows the response of lecturers to the willingness to give to the library in the future if approached. 81(49.7%) said strongly agree, 79(48.5%) said agree, 1(.6%) disagree and 2(1.2%) strongly disagree.

The table reveals that 81(49.7%) of the lecturers are willing to support library services but the library staff must make extra effort to approach them. This confirmed what Dr Oladele said about the positive attitude of the library staff.

CONCLUSION

From this study, the researcher was able to establish that all academic libraries studied are underfunded; library users are not really aware of the activities of their libraries but will be willing to help in any way possible to ensure that the needed resource materials for effective teaching, learning and research are acquired by these libraries. Also, all the academic libraries do not have fundraising plan; therefore, they are not readily involved in raising funds for their libraries. They are now aware of the need to be fully involved in raising funds for their libraries and also promised to become more involved not only locally but internationally too.

RECOMMENDATIONS

Libraries support teaching, learning and research through the provision of relevant and current resource materials in different formats. But if the libraries are not adequately funded

these materials cannot be acquired, thus, librarians need to go all out to create awareness within the academic communities as well as the community at large so that those who know the importance of the libraries can begin to donate or link donors to help acquire the needed resource materials. The following recommendations are hereby made:

- a. Libraries should not solely depend on funds obtained from the government through their parent institutions but should look for other ways of generating funds internally. For instance, through photocopying services, bindery, charges, fines, indexing and abstracting, compilation of bibliography, cyber café, etc. so that most library services can be adequately catered for.
- b. Library management should organise educative programmes for librarians so that they see the need to raise funds for their libraries. This can be done through seminars, workshops, talks, trainings and so on.
- c. The academic libraries should include fundraising in their strategic plans. This will enable them set up a fundraising committee to achieve the desired targets each year.
- d. For best results to be achieved in terms of fundraising there is need for transparency and accountability on the part of the heads of libraries for all alternative funding activities embarked on. All accounts of income generated must be kept transparent and accessible to all stakeholders.

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