

Committee: **Library Board**

Organization/Sector represented:

Name: **Mark Neilans**

Address:

**54 Hunt Village Cres  
London, ON  
N6H 4A3**

Occupation: **Manager, Prospect Management & Research**

Work experience: **Over the past ten years, I have been managing the prospect research team at Western. It is a team of four professional researchers and together, we are responsible for identifying, analyzing, evaluating, researching, and tracking all fundraising prospective donors for Western. Our work helps support the ongoing efforts of Western's President, Vice President (External), and senior fundraising staff to secure private funding support for the university. In my role, I am responsible for leading and managing this team; ensuring we provide excellent quality service, meet deadlines, and are proactive in our approach. I participate in strategy meetings with senior staff, helping to determine our fundraising approaches to prospective donors. I am also responsible for managing our document archives, and help coordinate our privacy policies and responses.**

Education: **I graduated from Carleton University with an Hon. BA ('02) in English Literature. I then attended Western, where I received my Masters in Library and Information Science ('05). While working at the university, I completed my Masters in Public Administration ('09) at Western.**

Skills: **I have ten years of fundraising experience. In my role at Western, I have gained an excellent understanding of how sophisticated fundraising works. I am a strategic thinker, an excellent researcher, and have a great understanding of how to identify potential funding sources. Furthermore, when I was working towards my Masters in Public Administration, I focused most of my research work on public libraries, non-profit organizations, funding sources and fundraising. I believe I have a strong understanding of the history of public libraries in Canada, the relationship they have with municipal governments, and the role private funding has played in their success.**

Interest reason: **I am interested in participating and serving the City of London in a formal role. I am passionate about London, being a Londoner, and feel that I have been a strong ambassador, and booster, for the city in my day-to-day activities. Currently, I am the volunteer Chair of the London Fringe Festival's board of directors. I also served on the board of directors for APRA Canada, a professional fundraising research association. I enjoy volunteering, especially at the board level, and being involved in strategic discussions. I feel my education in library science and public administration make me uniquely qualified for a position on the London Public Library board of trustees.**

Contributions: **I believe my educational background, work experience, and volunteer experience provide a unique set of qualifications that will help me contribute to the London Public Library Board of Trustees. Given my Masters in Library and Information Science and my Masters in Public Administration, I have a strong understanding of the relationship between public libraries and city governments. In my role with the London Fringe Festival, I have experience working on a volunteer board, helping set strategic goals, and working with professional staff. But most importantly, my role at the university has provided me with a great understanding of how private funding support can help non-profit organizations succeed. I believe these factors will help shape my contributions to this board.**

Past contributions: **I am currently the Chair of the London Fringe Festival. I first joined the board at the Fringe Festival in 2007 and served as a director for three years before being elected the chair. In the past two years, the Fringe Festival engaged in a strategic planning process, implemented an annual survey, and has pursued more private foundation support. It has been a rewarding experience. In addition, I am on the board of directors for APRA Canada, a professional fundraising research association. In my role on this board, I am the volunteer treasurer and am responsible for all of our financial accounts.**

**Interpersonal: All of my day-to-day interactions, at work and in my volunteer roles, require me to exchange views, and listen to others; always respecting the perspective they offer and understanding how we can work together towards common goals. In my role at work, I participate in meetings where every person in attendance has specific skill-sets and specialized knowledge. We work as a team – we respect each other’s skills and leverage them to help us succeed in our fundraising mission. In my role at the London Fringe Festival, as well, I work with the full-time staff, discuss strategies and goals, and respect their experience in the theatre and artistic fields. In this case, because the Fringe staff has so much experience, and the work is so specialized, the board of directors relies on their advice.**

Interview interest: **Yes**