

OSLER LIBRARY NEWSLETTER

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FUND-RAISING FOR THE OSLER LIBRARY

AT THE END of May, 1982, the Friends of the Osler Library completed ten years of existence. Consequently, it is an appropriate time to provide an analysis of that decade. At the same time, this tenth anniversary provides a chance to look at other areas where fund-raising is carried out on behalf of the Osler Library, namely, the building up of the Library's endowment and the seeking of one-time grants.

Before proceeding, I should note that the Library has grown through gifts of books and manuscripts as well as through gifts of dollars. However, the former will not be considered here because much of its history has already been told in *The Osler Library* (1979).

The Founding of the Friends

John Fulton, Sterling Professor of Physiology at Yale University and a member of the Osler Library Board of Curators from 1951 until his death in 1960, appears to have been the first to suggest the formation of a Friends group. This happened in 1953 when he described for the Curators the success of the Associates of the Yale University History of Medicine Collection. However, in spite of the interest invoked by his description and the recognition of a need for the formation of such an organization, circumstances were not favourable to the establishment of a Friends group then. W.W. Francis was 75 years old and not always in good health. This left his one assistant, Cécile Desbarats, with all she could do to keep the Library open.

Seven years later, Principal F. Cyril James raised with his fellow Curators the possibility of establishing a group of "Patrons". This suggestion was made at the same meeting at which John Fulton presented a report (now lost) about fund-raising. However, the formation of a Patrons group did not follow, for W.W. Francis had died in 1959 and Cécile Desbarats was coping not only with the entire Library but also with plans to move it from the Strathcona Building to the new medical building.

Although the need for a Friends group was not satisfied in the 1950s and the 1960s, there were several changes that occurred during those decades that permitted the establishment of the Friends of the Osler Library when it was proposed early in the 1970s. The first change was the recognition of a need to serve historical scholarship as well as to exist as a museum and shrine. (This change is described at some length in the *Osler Library Newsletter*, February 1980, 33:1-2). In retrospect it seems no accident that, at the same meeting that James raised the possibility of a group of Patrons, the Chairman of the Board of Curators, Lloyd Stevenson, submitted a report on improving the scholarly aspects of the Library.

Second, Donald G. Bates was appointed Acting Osler Librarian in 1966. This meant that after a hiatus of seven years, the Library had a head librarian. This appointment was followed two years later by that of a professionally-trained librarian as Acting Associate Osler Librarian. This was Ellen Wells, who soon became the head librarian and, by taking a McGill M.A. in history, established the

The leading article "Fund-raising for the Osler Library" is a report which was submitted by Dr. Philip Teigen to the annual meeting of the Osler Library's Board of Curators held 21 April 1982.

pattern of having as head of the Osler Library a professionally-trained librarian and scholar.

Third, the University provided a larger staff in order to carry out the work of the Library in general, including the work of canvassing, processing, and acknowledging the donations of a Friends group and the publication of a *Newsletter*.

Fourth, the *Osler Library Newsletter* was founded in 1969. Although it was not an explicitly stated purpose of its founders, it was without doubt one of the implicit purposes of the *Newsletter* that it serve as a fund-raising organ for the Friends group. This is evident from the fact that, at the time the *Newsletter* was being founded, extensive discussions about fund-raising in general were being carried out with Lorne Gales and his staff at what is now called the McGill Development Office.

With all these changes in place, Ellen Wells raised this question when the Curators met in May of 1971: Does the Library need a Friends of the Osler Library association? Following a discussion of the question, the Board of Curators asked the Standing Committee (D.G. Bates, E.H. Bensley, William Feindel, and Ellen Wells) to consider it during the next year and to report in the spring of 1972. The Standing Committee met in January, 1972, considered a statement of purpose, a set of by-laws, and then resolved to recommend that the Curators establish the Friends of the Osler Library. In May the entire Board met and unanimously agreed; in the fall the first appeal for funds was made.

The Friends After Ten Years

Leaving the pre-history of the Friends, I turn now to examine the growth in its membership and their donations to the Library between 1972 and 1982. The following remarks are based on Table I, which appears at the end of this report. Column 2 of that Table lists the number of Friends by year and Column 3 compares these figures to the first year, 1972-73. These two columns show a gratifying growth in the number of people who have become Friends. Equally important to the growth, I believe, is the broad geographical distribution of the Friends: 48% of the total of Column 2 are from Canada, 46% from the United States, and six percent from other (chiefly English-speaking) countries.

Columns 4 and 5 list the total contributions of the Friends for each of the past ten years. They also reveal a modest but steady increase even after allowing for inflation (all dollar figures in Table I have been expressed in constant, 1971, dollars). Needless to say, these contributions have been an important addition to the Library's resources. They have paid the printing costs of the *Osler Library Newsletter* and a wide variety of special projects, chiefly the purchase of books we otherwise could not obtain. Each year the October issue of the *Newsletter* describes how the donations are used, and I will not repeat what has already been said there.

Columns 6 and 7 list the changes in the average donation to the Friends. These figures are not only the most erratic of Table I, but they also show the least growth. I am not sure what the implications of these columns are, but they might bear upon the fact that

the categories of Friends, Contributing Friend \$10, Supporting Friend \$25, and Patron \$50 or over, have not changed since the Friends were founded.

Columns 8 and 9 list changes in the amount of Friends' donations allocated to the printing of the *Osler Library Newsletter*. Of all the figures considered so far, these have increased the most dramatically, even though we have usually limited the *Newsletter* to four pages. Had we not done so, the increases would have been even greater.

Table II summarizes the changes over the past decade in such a way that we can compare the growth in the number of Friends, their total contributions, their average contributions, and *Osler Library Newsletter* expenses. This is done by calculating the estimated average yearly growth of each category and expressing it as a percentage. (To obtain these percentages, I graphed the figures in Columns 2, 4, 6 and 8, calculated the slope and intercept of their linear trends, divided the slope by the intercept, and multiplied by 100.)

In sum, then, these figures show that the Osler Library has a broad basis of support, not only in numbers, but also in geographic distribution and over time. Second, the Friends have successfully raised money for the Osler Library beyond the rate of inflation. Third, the costs of printing the *Osler Library Newsletter* are out of line, even after taking into account the rate of inflation. This requires a reconsideration of our present method of production. Last, although growth has occurred in all four categories of Table I, we should not assume that it will necessarily continue, or if it does, that it will continue at the same rates.

Building the Osler Library's Endowment

One leg of the Osler Library's fund-raising effort, then, has been the Friends of the Osler Library. The second leg has been the ongoing attempt to build the Library's endowment. Although Sir William Osler hoped to leave an endowment for the Library upon his death, this turned out to be impossible in 1919. However, when the Library did come to the University in 1929, Lady Osler sent an endowment of £10,000, then worth about \$48,500, to help maintain the Library.

The need for further endowment was immediately felt, however. In June of 1930, at the second meeting of the Board of Curators, the Chairman, C.F. Martin, suggested that efforts be made to increase the endowment. Mr. H.S. Osler of Toronto promptly pledged \$5,000, and this was added to the Library's endowment over the next ten years. However, in spite of this auspicious beginning, no further additions were made until 1941, and then only intermittently thereafter. Although the Curators discussed the need for further endowment throughout the 1930s, 1940s and 1950s, no systematic attempts to build the endowment were made. This was a consequence of being in the Depression first, then at war, but also because there was too small a staff to carry out the necessary initiatives.

All the same, a few additions were made to the Osler Library endowment. Listed here are the chief ones, that is, those consisting of gifts of \$1,000 or more.

- \$10,000 from the Sir Charles W. Lindsay estate in 1941 (*OLN*, 1978, 28:3).
- \$1,000 from the Elmer A. Smith estate in 1947.
- \$10,000 from the C.F. Martin estate in 1956.
- \$1,000 from Mrs. John F. Fulton in 1955 and again in 1967.
- \$70,000 from the Wellcome Foundation in the late 1950s and early 1960s.
- \$12,500 from the Honor Mary Kidd estate in 1979 (*OLN*, 1979, 32:2-3).
- \$15,000 from the Friends of the Osler Library in 1979 and 1980 (*OLN*, 1980, 35:3).
- \$10,000 from the William J. Downs estate in 1981 (*OLN*, 1982, 39:3).

Altogether the Library has received \$226,000 into its endowment, which now has a market value of slightly over \$300,000.

One-Time Fund-Raising

Fund-raising through the Friends can be described as systematic, in that it continues year after year without a definite endpoint. Increasing the Library's endowment can be characterized as semi-systematic because, although we may have fund drives extending over several years, there is always an endpoint to that drive. The third leg of the Library's fund-raising activities consists of seeking funds and grants for specific projects, and as such may be defined as one-time, or occasional, fund-raising.

This type of fund-raising began in the late 1950s when Dean Lloyd Stevenson obtained from the John and Mary Markle Foundation \$30,000 to provide space for the Osler Library in the planned McIntyre Medical Sciences Centre. At the same time, the Foundation gave \$4,500 per year for five years to assist in cataloguing. In 1968 the McConnell Foundation of Montreal also provided a grant for cataloguing, chiefly to integrate the Library's collections.

In 1977 the Library received a gift of \$25,000 from an anonymous benefactor in order to initiate the construction of the W.W. Francis Wing. Two years later the Library raised \$9,000 for its fiftieth anniversary symposium and the publishing of the papers given then. In 1980 the Library received \$10,000 from the Gladys and Merrill Muttart Foundation of Edmonton for the purchase of the Wellcome Institute's *Subject Catalogue of the History of Medicine and Related Sciences* and a facsimile edition of Conrad Gesner's *Historia Plantarum* (*OLN*, 1980, 35:3). Most recently, the Social Sciences and Humanities Research Council made a three-year grant to the Library for the purchase of books published in France between the Revolution and World War I (*OLN*, 1981, 37:3).

Retrospective

Having sketched the details of the Osler Library's fund-raising history, I examine briefly the reasons for its steady, if not spectacular, success. The first factor is the Library itself. Its nature, character, and history have evoked interest, affection, and loyalty from Graduates, physicians and many others. Although this affective aspect is intrinsic to the Library, it has also been carefully nurtured throughout its history, most obviously by W.W. Francis.

The second factor has been its increasing effectiveness as a research library. While the potential for this always existed, it was only in the late 1950s that this function was set forth explicitly and developed.

The third factor has been the Board of Curators themselves. Virtually all of the initiatives taken in the three fund-raising areas have been taken by members of the Board of Curators collectively or individually. Indeed, their Guidelines define this as one of their chief functions, and the record shows they have taken this task seriously.

The fourth factor has been the *Osler Library Newsletter*. Through it the character and contents of the Library are communicated, thereby maintaining ties between the Library and the many interested in it. In this sense it is serving one of the functions that W.W. Francis did. The *Newsletter* is also the medium whereby fund drives are carried out systematically each fall. More importantly, the *Newsletter* is the vehicle whereby individual donors and their gifts can be recognized. Since recognition is the chief coin of the realm for university fund-raising, the *Newsletter* has become an important medium of exchange.

Finally, for the last ten years there have been sufficient staff resources to carry out the fund-raising effort on a sustained, day-to-day basis. That this is critical is well shown by the Library's inability to undertake fund-raising in the 1950s and early 1960s, when the need to do so was both present and recognized.

The Future

It is possible that we are near the limit to the number of Friends that support the Library each year. That is, I suspect that the number of Friends annually could peak at about 300. In terms of the money they contribute, it is harder to guess whether it will continue to rise at the same or at a lesser rate. Although it seems an important fact that the average donation has grown much less than total donations, and less than the number of Friends has grown each year (Table II), it is hard to say what that means exactly. Potentially, there is room for growth in average donations, although it should not be sought at the loss of the wide geographical and long-term support the Library has achieved.

There is one area in which we could well experience increased growth, namely in bequests from Friends, Graduates, and others. The Library has existed for fifty-three years and maintains a strong

loyalty and high profile. In the past four years we have received two legacies, and it is perhaps time to take some further initiatives in setting forth the Library's needs and the ways in which bequests can address them.

All this aside, the most important element on which to base a cautious optimism about the future is the goodwill and affection which Graduates, physicians, Friends, as well as friends in the wide sense, bear toward the Library. This attention and loyalty may or may not manifest itself in annual donations and bequests, but I venture to say that this support is more important to the long-term welfare of the Library than growth in any of the figures set forth and analyzed here.

Philip M. Teigen
Osler Librarian

TABLE I: Friends of the Osler Library

1	2	3	4	5	6	7	8	9
	Number of Friends	$\Delta\%$ base 72-73	Total contri- butions	$\Delta\%$ base 72-73	Average contri- bution	$\Delta\%$ base 72-73	OLN expenses	$\Delta\%$ base 72-73
1972-73	125	—	\$ 1649	—	\$ 13.19	—	\$ 1181	—
1973-74	191	53	2196	33	11.50	-13	1067	-10
1974-75	170	36	1822	11	10.72	-19	1322	12
1975-76	206	65	2265	37	11.00	-17	1149	-3
1976-77	206	65	2312	40	11.22	-15	1389	18
1977-78	235	88	3553	116	15.12	15	1704	44
1978-79	274	119	2910	77	10.62	-20	1905	61
1979-80	222	78	3589	118	16.17	23	1953	65
1980-81	265	112	2882	75	10.88	-18	2770	135
1981-82	282	126	3917	138	13.89	5	2889	145

Note: All dollar figures are constant (1971) dollars.

OLN = *Osler Library Newsletter*; this column includes printing and mailing but not staff costs.

TABLE II: Estimated average yearly growth of Friends and Friends' contributions

Number of Friends	11%
Total contributions	15
Average contribution	2
Newsletter expenses	32

Note: Calculations used constant (1971) dollars.

Friends of the Osler Library

During the 1981-82 fund-raising year of the Friends, the Osler Library received nearly \$8,000 from 282 Friends from throughout the world. These gifts have been acknowledged individually and in the February and June 1982 *Newsletters*. Friends who have contributed since June will be acknowledged in the February, 1983 *Newsletter*. The continuing support of the Library by the Friends is gratifying to us.

During the past year the donations went for a variety of special projects, in addition to the printing and mailing of this *Newsletter*. The first special project was the purchase of an instalment of the microfilmed "Procès Verbaux et Délibérations des Professeurs et Membres de l'École de Santé de Paris". The second was the purchase of a number of out-of-print books relating to the history of medicine in Canada. The final special project was the repair of an unusual set of notes taken by Dr. C.K. Russel on spinal tumours. The notes were taken down on two sheets of butcher paper, one 36 inches by 36 inches and the other on a sheet 36 inches by 50-1/2 inches. This set of notes presented difficult problems of storage and restoration, and we are happy to have solved them with the aid of the Friends.

With this issue of the *Newsletter*, we launch our appeal to the Friends of the Osler Library for the 1982-83 academic year. Friends who wish to contribute to this appeal are asked to fill in the enclosed form and return it with their cheques to the appropriate address.

Osler Library Fiftieth Anniversary Symposium

On May 29th, 1979 the Osler Library held a symposium entitled, "Books, Manuscripts, and the History of Medicine". The date chosen marked the fiftieth anniversary of the Library which had been officially opened on May 29th, 1929. Accounts of this symposium appeared in *Osler Library Newsletters* nos. 30 and 32. The proceedings of the symposium are now published along with an introduction provided for the volume by the moderator, Lloyd G. Stevenson of The Johns Hopkins University. The price of the volume is \$14.95, U.S. funds, plus postage and handling charges. Enquiries and payments should be sent to Science History Publications/USA, 156 Fifth Avenue, Room 229, New York, N.Y., 10010, U.S.A.

Sir Geoffrey Keynes (1887-1982)

The number of those living who knew William Osler has become few indeed. With the death of Sir Geoffrey Keynes at the age of 95 last July, we have lost a most distinguished member of that small company. It was Sir Thomas Browne who brought Osler and Keynes together. In 1908, while still a student at Pembroke College, Cambridge, Keynes began his study of the life and works of Sir Thomas Browne. The following year he got in touch with Osler and was promptly invited to stay as a guest at "The Open Arms" where Osler's library, including the magnificent collection of Browne's works, was thrown open to him. His debt to Osler was great and when his bibliography of Browne was finally published in 1924, he dedicated it to Osler's memory.

Keynes' friendship with Osler led eventually to friendship with W.W. Francis. Keynes gave Francis help with the *Bibliotheca Osleriana* and, after Francis came to McGill as Osler Librarian, they maintained an extensive correspondence concerning Keynes' bibliographic work.* Following Francis' death in 1959, Keynes' contacts with the Osler Library naturally became less frequent. However, he did not lose touch entirely. As recently as 1980, the present Honorary Osler Librarian enjoyed a brief, but spirited, correspondence with Sir Geoffrey concerning the *Osler Library Newsletter*, a correspondence which indicated that even extreme old age had not diminished the zest which was so characteristic of his entire career. It is pleasant to learn from the appreciation in the July 24, 1982 issue of the *British Medical Journal* that he was active to the end and, only a week before his death, travelled to Norwich to attend the commemoration of the tercentenary of the death of Sir Thomas Browne, his literary hero for more than seventy years.

*See Geoffrey Keynes' contribution to *W.W. Francis: Tributes from his friends*. (Montreal: Osler Society of McGill University, 1956).

E.H.B.

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