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**AN ANALYSIS OF THE FUNDING MODES USED AT THE BULAWAYO PUBLIC
LIBRARY (BPL).**

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ABSTRACT

The study sought to analyse the funding modes used at the Bulawayo Public Library (BPL) with the aim of finding suitable funding modes for the library. The study hoped to benefit the BPL and other public libraries. Literature review revealed that due to various reasons there has been a downward trend in library funding resulting in closure of branch libraries, inadequate staff, poor collection and poor services. It also revealed that libraries have adopted fee-based services and fundraising for alternative/suitable funding to cope with funding problems and that there is no comprehensive funding model for libraries. The descriptive survey research method was employed with the use of questionnaires, interviews and document analysis. Triangulation was used for the purpose of validating results. Purposive and convenience sampling were used to get a total sample of 30 respondents. Findings revealed that the library was not satisfied with its present funding and its major source of income was user-fees. It was also discovered that the library's fundraising activities were to a lesser extent being successful. The library suffered poor service provision, inadequate and poor collection and space problems as a result of inadequate funding. The study concluded that the BPL was in a financial crisis and there was potential to introduce more fee-based services such as a stationery store and issuing of non-book materials. The fundraising activities of the library could be made successful by adopting different fundraising ways and user involvement. The study recommended marketing of existing fee-based services, putting quality control measures in place, networking, introducing more fee-based services and automating them, hosting capital campaigns, annual giving events, competitions and setting up an endowment and a memorial fund.