

TPL Fundraising Priorities 2015

New initiatives, or changes to existing priorities, for 2015 appear in bold font.

No.	Name of Project	Strategic Plan Theme: READ	Funds Required	Funds Secured for 2015	Comments
1.	Collections	<ul style="list-style-type: none"> • Support for targeted collections such as Best Bets and Large Print, and for genre collections. • Support for Multilingual collections to build holdings across the system. TPL actively collects materials in 40 languages. • Support for discrete components of the Research and Reference Collections. • Support for Special Collections to ensure long term sustainability. Funds would be used to supplement the acquisitions budget, support conservation, storage and restoration of rare collections, and support profile raising activities e.g. annual lecture. • Support for Ready for Reading collections. 	\$200,000 – \$400,000 \$100,000 \$1M \$1M \$15,000 - \$35,000 Board Books \$30,000 - \$65,000 Picture Books	\$25,000 over 3 years	
2.	Ready for Reading	<ul style="list-style-type: none"> • In-branch Programs and Services: Founded in extensive research, Ready for Reading supports the development of six essential pre-reading skills in young children. Ready for Reading shows parents how they can promote these skills at home through five easy practices: reading, writing, singing, talking and playing, and by creating early literacy environments. The program provides resource materials for parents and caregivers, collections, and storytime programs, both in the library and at outreach locations. Children participating in the program start school ready for reading. • Resource Materials: Preparation and promotion of <i>First and Best</i> booklist. 	\$300,000/year (includes \$40,000 for staffing) \$20,000 – \$25,000	\$5,000	

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		<ul style="list-style-type: none"> • Spaces: KidsStops are interactive centres that promote and support early literacy through the development of pre-literacy skills and the promotion of Ready for Reading collections. KidsStops provide a fun community destination where children and their parents or caregivers play, learn and have fun together in an environment that supports reading readiness. TPL currently has eight KidsStops with a ninth under construction at Scarborough Civic Centre branch. • Outreach: Deliver targeted Ready for Reading programs in community settings and using technology, and print materials for use in the community and with partners. 	\$100,000 - small KidsStop \$175,000 - large KidsStop \$175,000 (includes \$100,000 for staffing)		
3.	TD Summer Reading Club	<ul style="list-style-type: none"> • TD Summer Reading Club supports and encourages children to engage in recreational reading throughout the summer. By participating in the program, children develop an interest in recreational reading, setting the stage for becoming engaged, lifelong readers. Reading skills gained in the summer carryover to improved school performance in the fall. • TPL leads this national program, developed in partnership with the TD Bank, and Library and Archives Canada, overseeing the creative development of materials and website in English and French, and the promotion of the program. Libraries across Canada benefit from the quality of the program. 		\$2,201,800 million for 2015-2017 (\$734,000 per year)	
4.	Word Out! Youth Summer Reading Program	<ul style="list-style-type: none"> • Word Out! is an online teen summer reading program that supports recreational reading for youth ages 12 and up through recommended titles, incentives, an interactive web presence, and contests. Research shows a strong correlation between reading, academic achievement and college and university attendance. It includes support for collections that appeal to males and readers at different skill levels and the further development of the website. 	\$75,000/year		The change to the required funds reflects the current budget

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5.	National Reading Research for Youth	Engagement initiative that is aimed at discovering needs of both teens and libraries from a range of markets across the country. Research would be undertaken to support the potential development of a new national youth program.	\$50,000		
6.	Keep Toronto Reading Festival and One Book Community Read	Keep Toronto Reading Festival is a month long celebration of the joy of reading. It is an opportunity to showcase great literary and cultural programming. One Book Community Read program is part of the Keep Toronto Reading Festival. The One Book program in the month of April invites all Torontonians to read the same book and then come together to talk about it at events across the city.	\$50,000 - 75,000 per year \$15,000 - 18,000 for copies of the book per year		This is being replaced by 7 below
7.	“100” Reasons Campaign	2015 “100” Reasons promotion and public engagement campaign to broaden the perception and awareness of library services and spaces. TPL will create a unique and memorable marketing campaign that will raise the awareness of the Toronto Public Library, engage Torontonians in what the Library does, and increase library service use and library card registrations.	\$50,000		This initiative replaces the Keep Toronto Reading Festival and the One Book Community Read
8.	Elementary School Outreach	<ul style="list-style-type: none"> Through Kindergarten and Grade Four Outreach, TPL connects with children at two critical points in their school life; in Kindergarten, when they are learning to read, and in Grade Four, when they are reading to learn. Children are encouraged to visit their library to read and use library resources to support school achievement and lifelong learning. Recreational reading is a proven strategy to improve school performance. Library card registration increases as a result of this coordinated outreach. 	\$40,000/year - Kindergarten outreach \$50,000/year - Grade 4 outreach	\$50,000	
9.	Recommended Reading Services	<ul style="list-style-type: none"> Great Reads is part of a suite of readers' advisory services that provides a list of the best fiction and non-fiction books from the past two years. Great Kids Reads is similarly an in-demand booklist for children. 	\$12,000 every two years \$12,000 every two years	\$6,000	
10.	Outreach Programming	<ul style="list-style-type: none"> Deliver library programs off-site to extend literacy and the joy of reading in community settings. 	\$25,000 - \$50,000/year		

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11.	Dial-A-Story/Hear-A-Story	<ul style="list-style-type: none"> • A telephone/website story program available 24/7 with stories in 15 languages. Stories are grouped for younger and older children. A few branches have phones with direct Dial-a-Story connections. 	\$15,000	\$8,000	
12.	Human Library	<ul style="list-style-type: none"> • The Human Library offers the public a chance to sign out for conversation individuals known as "human books" who have a specific knowledge base, perspective, or life experience. 	\$5,000/year		
13.	Writer/Illustrator in Residence	<ul style="list-style-type: none"> • The Writer in Residence program helps to develop and maintain a literary and reading culture in Toronto. Talented, unpublished, but aspiring writers have their work critiqued by an established author. Programs range from the very practical - how to get published, how to develop a manuscript, how to distinguish yourself in the market - to the topical and cultural - the effect of electronic publishing on writers and readers, the development of voice and character in writing, the role of place in fiction, author readings and performances. The Writer in Residence program includes all forms of fiction, poetry, screen writing, play writing, and graphic novels. • Illustrator in Residence at TRL: Many illustrators and designers consult TRL's Picture Collection, sourcing images that inspire posters, book covers, postage stamps, and film and theatre sets and costumes. Instructors from Ryerson and Humber regularly bring groups of students for a tour and recommend the collection as an important resource. The Illustrator in Residence helps promote this unique collection and provides an opportunity for library users with an interest in art and illustration to gain professional advice and instruction. 	\$20,000/year – four month program \$9,000/year – two month program		
14.	Young Voices Program	<ul style="list-style-type: none"> • Young Voices is a unique suite of programs offered by Toronto Public Library to encourage creative expression in Toronto's youth. The programs include the annual Young Voices Magazine of Teen Writing and Art, a full-day offering of writing workshops at the annual Young Voices Writers' Conference, art and writing workshops held across the city throughout the year and, a Young Voices Electronic Writer in Residence. All aspects of Young Voices allow youth to connect with adult experts in the arts, increase their literary and artistic skills and learn about potential career paths. Participants in 	\$50,000/year	\$20,000	

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		Young Voices feel heard and respected—which encourages them to participate in their communities and strengthens the relationship between Toronto youth and TPL.			
15.	Sherlock Holmes Walk Mural	<ul style="list-style-type: none"> • A mural depicting Sherlock Holmes on the blank wall facing Sherlock Holmes Walk, creating visual interest in the library and promoting the Arthur Conan Doyle Collection. 	\$40,000		

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16.	Adult Literacy Outreach and Family Literacy Week	<ul style="list-style-type: none"> Develop literacy outreach programs. Adults with competent literacy skills are more likely to be employed and to earn more than those with low literacy skills. Programs that encourage families, including parents with low literacy skills, to read and learn together. 	\$50,000 - \$60,000/year	\$5,000	
17.	Leading to Reading and Homework Clubs/ Homework Help for Teens/ After School Time	<ul style="list-style-type: none"> Leading to Reading helps school aged children improve their reading and homework skills. The programs have a proven record in improving reading skills and school achievement. The program is provided at 39 branches with participation by 1,800 children and nearly 1,200 youth through related volunteer opportunities. Homework Help for Teens is offered at three branches. After school time using online tutoring provides homework help to students in elementary and secondary school. This program is especially important for newcomer and at-risk families who cannot support the demands of school. The After School Newcomer Hubs at the Centennial and Sanderson branches provide after school programming for youth in grades 7-10. During the school year, volunteer tutors offer homework help; skill building workshops and recreational activities, including electronic gaming, are also available. This program is especially important for newcomer and at-risk families who are challenged to meet the demands of school. 	\$130,000 \$130,000/year funds two hubs		Originally funded by CIC. This successful program was funded by the Foundation in 2014
18.	High School Outreach	<ul style="list-style-type: none"> Introduces students and teachers to the library's rich electronic content and online resources for youth. The goal is to reach all schools with emphasis on priority neighbourhoods. Two librarians are required to deliver the service throughout the city. Technology supports the delivery of this program; upgrades are required to the equipment currently being used. 	\$175,000/year		

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19.	Financial Skills	<ul style="list-style-type: none"> Funding for programs and collections to support the development of financial literacy skills for individuals of all ages. For youth, the program will focus on the basic tools for budgeting and saving so that debt can be kept under control. For older workers, the focus is on wise investment choices with both pension plans and individual savings plans covered. Topics include: personal budgets, consumer spending, saving and investment, and retirement planning. 	\$10,000 - \$15,000/year		
20.	Small Business Development	<ul style="list-style-type: none"> Continue Business Inc. in partnership with the Toronto Business Development Centre and collaborate on a business incubation program that is delivered in neighbourhoods and communities through six library branches a year (Business Inc.) Continue Small Business Networking, Small Business Month Programs, and Entrepreneur in Residence; promote these programs to continue encouraging small business owners and entrepreneurs to participate in library based educational and networking programs. Budget includes marketing and promotion. The Business Plan Competition will help budding entrepreneurs pursue their dream of starting a business and provide an opportunity to raise start up capital. All participants would attend classes at the Library on creating business plans, marketing, financial projections and doing research using the Library resources. They can receive advice from business counselors in the community. Business plans are submitted and vetted through a competitive process and the winner receives \$15,000 in start up support. Support for the introduction of an innovative program that will support entrepreneurship and small business start up 	\$50,000/year \$30,000/year \$35,000 per year \$35,000 per year	\$15,000- \$18,000	
21.	Digital Literacy for Customers	<ul style="list-style-type: none"> Provide information and exposure to new technologies and digital resources that support customers in lifelong learning and skill development. 	\$5,000/year		

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		<ul style="list-style-type: none"> Establish a Digital Literacy Specialist to provide leadership, support and training to staff and specialists for digital learning and technology integration, offer specialized outreach to underserved or “improvement areas” to expose users to digital opportunities within the library and to enhance digital literacy of Toronto Public Library staff to ensure staff are fully aware of services available and proactively engage users to help them achieve their goals. Projects developed with youth using Digital Innovation and Media hubs. 	\$80,000 - \$105,000 - establishment cost \$5,000 - 10,000/project		
22.	Youth Advisory Groups (YAGs)	<ul style="list-style-type: none"> Support youth participation in libraries and provide meaningful volunteer opportunities through programs and services. Provide funds for Youth Advisory Groups to support a youth initiated annual program in a location. Youth Advisory Groups are required to submit an application, manage funds and report back on outcomes. 	\$2,000/year/YAG		
23.	Gaming, including intergenerational gaming events	<ul style="list-style-type: none"> High quality digital gaming programs for youth, children, seniors and families available at locations across the city. Gaming programs support development of leadership, literacy and critical thinking skills, offer physically active programs, expose and engage seniors to the digital world, provide children with youth mentors and facilitate family and intergenerational events. 	\$3,000/year/branch		
24.	The Bram & Bluma Appel Salon Programming	<ul style="list-style-type: none"> Promotion and outreach support for the Bram & Bluma Appel Salon programming. 	\$50,000 - \$100,000/ year		
25.	Cultural & Lifelong Learning Programs	<ul style="list-style-type: none"> Accessible cultural and lifelong programming at branches throughout the city on topics and programs such as music, great books, film, theatre, history, and science. These programs can be delivered as a short series at one location or as single events at select branches. These may include: <ul style="list-style-type: none"> Programs that highlight the LGBTQ collection and that are of particular interest to and support youth and older adults in this community. 	\$5,000/year		

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		<ul style="list-style-type: none"> ○ Opera and concert broadcasts, film programs in conjunction with Toronto International Film Festival or Hot Docs Festival, local music programs featuring local jazz and classical musicians (similar to "Make Some Noise" program for youth). ○ Support for programming and collections to promote age-friendly communities, including community engagement and volunteerism, and recreation and fitness. ○ Lunch-time programs that engage adults in branches located in employment areas, and provides enriched programs for working adults. ○ An evening music concert in genres appealing to older adults, generates great interest among active older adults, and offers great potential for increased library registrations. ○ Thought Exchange: "programs for the constantly curious" on topics ranging from current events to history, and scientific discoveries to culture. The target audience is older adults interested in lifelong learning, although participants of all ages attend. Speakers are often retired academics who wish to continue sharing their knowledge. ○ Programming that celebrates the city's diversity, such as Asian Heritage month, Black History Month, Aboriginal Week etc. ○ 2015 TD Gallery season exhibits: support to curate, design programs, & promote TD gallery exhibits. ○ June Callwood Lecture Series on social justice issues. 	\$6,000/year \$5,000/year \$5,000/year \$3,000/year \$5,000 - \$10,000/year \$50,000/year \$50,000 \$5,000/year	\$10,000 – Aboriginal Week \$18,000 – Black History Month \$43,000	

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		<ul style="list-style-type: none"> ○ March Break programming for children and youth. ○ Youth programming. ○ Make Some Noise program promotes the local music collection and offers potential for increased library registration particularly in the 20-24 age group. ○ Funding for the Great Book series - a lecture series offered during Senior's Month at various branches. Additional series may include informational programming such as Ask an Expert that provides older adults with access to expertise through local libraries in their communities. ○ Funding for programs and collections in partnership with Toronto Public Health to support disease prevention and promote healthy lifestyles ○ Funding to support initiatives that promote and increase the awareness of poetry in library branches and online such as the Poetry as Public initiative 	\$25,000 - \$50,000/year \$25,000 - \$50,000/year \$30,000/year - collections, workshops and promotion \$2,000/year \$5,000 - \$10,000 \$5,000		
26.	The Green Initiative	<ul style="list-style-type: none"> • Programs and collections to engage city residents in the greening conversation. Programs will provide speakers, collections will enhance access to information about global green themes such as global warming and sustainability and will present practical information about how to be green as a community and at home. 	\$5,000 - \$10,000	\$15,000	
27.	Seniors Strategy	<ul style="list-style-type: none"> • Development of a comprehensive, multi-faceted seniors program and outreach in support of the City of Toronto's Seniors Strategy 	\$15,000 for programming \$35,000 for outreach		

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28.	Sun Life Financial Museum & Arts Pass (MAP)	<ul style="list-style-type: none"> Provides individuals and families with the opportunity to visit Toronto's cultural institutions. Funding will continue to provide up to 200,000 passes per year to museums, art galleries and other cultural institutions. The passes provide individuals, who may not otherwise be able to afford it, the opportunity to have a fun and engaging cultural experience. 	\$168,000/year	\$166,500	
29.	WiFi, Technology and Computer Equipment	<ul style="list-style-type: none"> Sponsorship of the delivery of WiFi in library branches. Purchase of in-branch technology and computer equipment. 	\$275,000 \$33,000 for full package that includes digital signage, 46" TV monitor, ceiling mounted projector and a portable projector, per branch - \$6,000 for digital signage per branch		
30.	Centenary Celebrations	<ul style="list-style-type: none"> Branch improvement projects to mark the 100th anniversary at Weston (2014 and ongoing to 2015) and Wychwood, High Park, Leaside and Beaches (2016). 100th Anniversary of Children's services 	\$5,000 - \$10,000/branch \$10,000 - \$15,000		
31.	Acquisition and Refurbishment of Art	<ul style="list-style-type: none"> Acquisition and refurbishment of art for libraries, especially for recently renovated facilities that will enhance the welcoming public space. Current priorities include: <ul style="list-style-type: none"> Art for Bloor/Gladstone Branch to be located above the fireplace. 			

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		<ul style="list-style-type: none"> o Cleaning of painting at High Park Branch. o Taylor Memorial heritage stained glass window repair and refurbishment. 	\$15,000 \$3,000 \$10,000		
32.	External Spaces: Branch Gardens	<ul style="list-style-type: none"> • Garden projects to enhance branch properties and create exterior reading spaces. Garden projects beautify public space and integrate library buildings into the neighbourhood. Landscaped grounds with seating provide users an opportunity to read and enjoy nature simultaneously. Integrate poetry into garden spaces at branches. Potential branches include Riverdale, Parliament Street, Jane/Sheppard, York Woods, and Goldhawk Park. 	\$25,000 - \$200,000/ site depending upon size and scope		
33.	Toronto Reference Library – Art Garden	<ul style="list-style-type: none"> • To extend TRL's literary and cultural role beyond its walls through the creation of a "sculpture walk" around the four sides of the building. Original art installations that feature arts and literature will enrich the library's presence in the community. 	\$300,000		
34.	Reaching New and Targeted Audiences for Library Service through Registration Drives	<ul style="list-style-type: none"> • Support access to and use of library collections, programs and services through strategies such as online registration and registration campaigns to reach target audiences including wireless users, seniors, children and new users. For example, support offsite registration at older adult events and trade shows (e.g. Zoomer Show and older adult trade show) • Support equitable access through removal of barriers such as fines e.g. a Fine Forgiveness Program for priority areas, at-risk communities and youth to mitigate barriers to access and use of library collections. 	\$50,000 \$55,000		
35.	Mobile Library Services	<ul style="list-style-type: none"> • Funding for Bookmobile and home delivery vehicle replacement and collection enhancement. 	\$60,000 - \$80,000		
36.	Customer/Partner Content Creation	<ul style="list-style-type: none"> • Technology events where tech experts collaborate to solve library related tech issues. 	To be determined		

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		<ul style="list-style-type: none"> • Create a digital history of Toronto with The Toronto Project through the creation of narrative documentaries and other innovative projects. 	\$150,000 - narrative documentaries \$10,000 - \$15,000/ project for other content creation initiatives		
37.	TPL Content Creation and Innovation	<ul style="list-style-type: none"> • Establishment of an innovation area in branches to promote interactive libraries that support lifelong and experience-based learning • Establishment of a digital innovation hub that includes digital equipment tools for customers. This involves training staff, equipment, updating of equipment and a full-time staff resource. • Augment the creation of digital content for the TPL Digital Archive to extend access to more resources from the Special Collections to a broad spectrum of e-users. This would include: <ul style="list-style-type: none"> ○ Digitize an additional 1,000 items a year. Content would be across formats and collections and would also be featured in curated virtual exhibits: e.g. 250 full text books, 200 maps and pieces of ephemera, 500 historic pictures, and 100 pieces of sheet music. ○ Native Languages Collection Preservation: To digitize the rare research collection of Native Language learning material. Some of the material is on cassettes which over time will deteriorate. This collection should be transferred to a digital format and made available to users on CDs. North York Central Library and Spadina Road Branch also have Native language collections that could benefit from the project. 	\$75,000 \$200,000 - \$250,000 over a three-year period \$155,000/year \$7,000		

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41.	Funding for Capital Projects	<ul style="list-style-type: none"> Foundation support for Community Driven and Capital campaigns e.g. Centennial, North York Central Library, exterior revitalization of Northern District, relocation of St. Lawrence and Yorkville front entrance conservation branches. Toronto Reference Library Revitalization additional enhancements. 	TBD \$325,000		
42.	Enhanced Services for People with Disabilities	<ul style="list-style-type: none"> 50 Daisy Readers to allow people with disabilities access to a full range of information available in audiobook format including Talking Book collections. Scanners for Cedarbrae, Richview and Fairview to be used with Kurzweil software purchased as part of provincial grant funded initiatives which offers people with disabilities access to traditional library materials. Touch-screen monitors on workstations in 15 learning centres across the system (\$600 each). 12 additional closed-circuit television monitors to assist customers who have visual disabilities in reading traditional print materials. 10 additional FM transmitters to enhance sound quality to improve the listening experience for customers who are hearing impaired; can be borrowed by branches to improve programming and staff meeting accessibility. Closed captioning for library videos. 	\$20,000 \$1,000 \$9,000 \$36,000 - \$42,000 \$12,300 \$30,000		Amount increased to purchase an additional 5 monitors

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43.	Services to Marginalized Customers	<ul style="list-style-type: none"> Public libraries serve a large population of homeless and marginalized residents in the city. To respond effectively to the needs of these groups, a position to assist in developing library services and programs and liaise with other city service responses is needed. The position would require a specialized skill set, have city- wide social services knowledge and be able to link that with library requirements. Toronto Public Health partnership to support mental health outreach and referral. 	\$86,000/year \$70,000	\$16,000	
44.	Newcomers	<ul style="list-style-type: none"> Welcome Packages and other newcomer programs and services. 	\$100,000		