



Toronto's Library.
Absolutely Vital.

Foundation Update 2012 Achievements

June 24, 2013

Gillian Smith Chair

Janet McKelvey Vice Chair



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Presentation Overview

- 1 A History of Success**
- 2 2012 Achievements**
- 3 Future Goals**
- 4 How TPL Board Can Help**



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1

History of Success

Relationship Building

**Vital
Voices**
Knowing Us

**Vital
Connections**
Helping Us

**Vital
Resources**
Giving to Us

Business Management
Trusting Us

\$59 million
Since 1997



Toronto's Library. Absolutely Vital.

TORONTO'S LIBRARY

Vital for community
Vital for growth
Vital for prosperity
Vital for the future
Absolutely Vital.



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History of Success

Our Donors:

- Want to give back and/or make a difference in the lives of others
- Like to generously support specific projects



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2012 Fundraising Summary

	Collections, Programs & Services	Community Spaces		
	Annual Funds	Endowed Funds	Capital Funds	Total
Funds Received				
▪ For 2012	\$3.57M	\$ 50k	\$3k	\$3.62M
▪ For future-years	\$2.25M	\$ 50k	\$3k	
	\$1.32M			
Future Year Pledges	\$1.38M			\$1.38M
Total Commitments Secured	\$4.95M	\$ 50k	\$3k	\$5.00M
Funds Allocated to TPL	\$3.78M	\$ 34k	\$2.06M	\$5.87M
▪ Raised in 2012	\$2.32M			\$2.32M
▪ Raised prior years	\$1.46M	\$ 34k	\$2.06M	\$3.56M



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Fundraising Priorities

Secured funding for:

- **26 of the 39** identified 2012 - 2014 priorities
 - Collections: \$ 365,562
 - Programs & Services: \$1,755,848
 - Community Spaces: \$ 152,473
 - **\$2.27M** (of ~ \$6M identified minimum) **plus**
 - **\$1.38M** (future year pledges: TD, Great West Life, Daniels Brothers)

Secured additional funding for other approved:

(donor designation tbd): \$ 25,000



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Annual Campaign Highlights

2012 Achievements

- Increased baseline corporate support by 26% to \$1,380,000 including 6 new corporate gifts totalling \$183,000
- Expanded base of Literary Circle supporters by 16%
- Secured 4-year major gift commitment in support of Youth Voices Magazine and Conference
- Successfully launched New Collection membership program to engage next generation of donors
- Realized over \$200,000 from 6 new estate gifts
- Realized \$20,000 in additional gifts from donor newsletter mailings



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Planned Giving
Third Party Events

New Collection Major Individual Giving

Annual Campaign

Designated Gifts Literary Circle

On-line Giving Special Events

Social Media Corporate Sponsorship

Face-to-face Grassroots Support

Telemarketing Capital Campaigns

Direct Dialogue

Endowments Cause-related Marketing

Direct Mail Undesignated Gifts



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2012 Sponsorship Overview

Funding Priority	Sponsor	Value	Recognition
Summer Reading Club	TD Bank Group for 2012 2013 – 2014	\$642K \$1.28M	Program name
Museum & Arts Pass Program	Sun Life Financial for 2012-2013	\$418K	Program name
Word Out – Teen Summer Reading	TD Bank Group	\$75K	Logo credit (promotional materials)
Asian Heritage & Black History Month	TD Bank Group	\$45K	Logo credit (promotional materials)
Kindergarten Outreach	TD Bank Group	\$45K	Logo credit (in KO package)
Small Business Month	RBC Royal Bank	\$20K	Logo credit (promotional materials)



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2012 Donation Overview

Funding Priority	Donor	Value	Recognition
Programs/collections (Sanderson)	TD Bank Group	\$33K	Donor credit
Toronto Project	TD Bank Group	\$30K	Donor credit
Adult Literacy	Great West Life	\$20K	Donor credit
Leading to Reading	Procter & Gamble	\$20K	Donor credit
Young Voices	Deloitte	\$10K	Donor credit
Special Collections	TD Bank Group	\$10K	Donor credit
Collections	TDFEF	\$10K	Donor credit



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3

What's Planned

Foundation Strategic Plan 2012 - 2018

Plan Framework: Set stage for increased current and future success

Goal: \$10 million Annually

Focus Areas:

- Corporate Sponsorships
- Major Individual Giving
- Planned Giving
- Community Giving
- Multi-year/Endowed Gifts

Library Vision:

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Strategic Priorities

READ - Grow a City of Readers

LEARN - Develop a City of Learners

CREATE - Connect a City of Creators

DELIVER - Deliver Excellent Service

Fundraising Priorities

Collections, Literacy & the Joy of Reading

Lifelong Learning & Skill Development

Cultural & Social Connection

Welcoming Places & Spaces

Foundation Vision:

Make TPL Toronto's charity of choice

\$10M Annually

Strategic Priorities

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Vital Connections

Vital Resources

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The Message

The Business Relationship

The Funding Opportunities

Culture of Fundraising

The Business Management

Foundation

Donor Relations

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The Funding Opportunities

Culture of Fundraising

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Vital Connections

Vital Resources

Critical Success Factors

The Message

The Business Relationship

The Funding Opportunities

Culture of Fundraising

The Business Management

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Management
Scorecards
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Vital Connections

Vital Resources

Critical Success Factors

The Message

The Business Relationship

The Funding Opportunities

Culture of Fundraising

The Business Management

Foundation

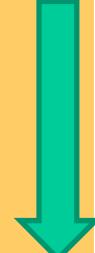
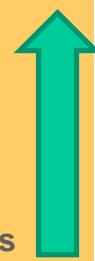
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The Message

The Business Relationship

The Funding Opportunities

Culture of Fundraising

The Business Management

Foundation

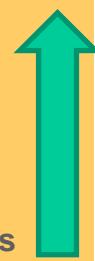
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Vital Connections

Vital Resources

Critical Success Factors

The Message

The Business Relationship

The Funding Opportunities

Culture of Fundraising

The Business Management

Foundation

Donor Relations

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Vital Resources

Critical Success Factors

The Message

The Business Relationship

The Funding Opportunities

Culture of Fundraising

The Business Management

Foundation

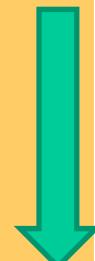
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Implementation

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Vital Resources

Critical Success Factors

The Message

The Business Relationship

The Funding Opportunities

Culture of Fundraising

The Business Management

Foundation

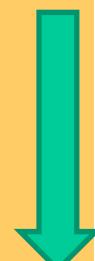
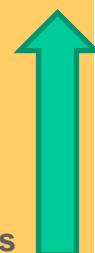
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Measurement

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- 5-year Financials

Implementation

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Strategic Priorities

Vital Voices

Vital Connections

Vital Resources

Critical Success Factors

The Message

The Business Relationship

The Funding Opportunities

Culture of Fundraising

The Business Management

Foundation

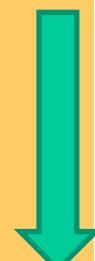
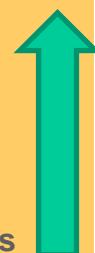
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- 5-year Financials

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Vital Voices

Vital Connections

Vital Resources

Critical Success Factors

The Message

The Business Relationship

The Funding Opportunities

Culture of Fundraising

The Business Management

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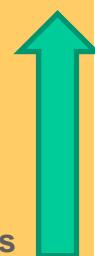
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Vital Resources

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The Business Relationship

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Culture of Fundraising

The Business Management

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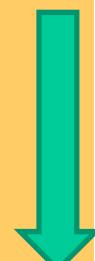
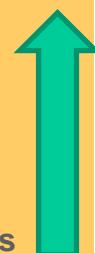
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Culture of Fundraising

The Business Management

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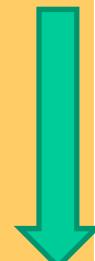
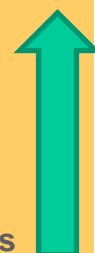
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Culture of Fundraising

The Business Management

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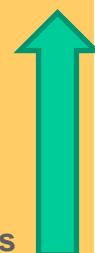
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The Funding Opportunities

Culture of Fundraising

The Business Management

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The Funding Opportunities

Culture of Fundraising

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Management
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Toronto Public Library will be recognized as the world's **leading** library by informing and inspiring Toronto and its communities, making us all more resilient, more knowledgeable, more connected and more successful.

Strategic Priorities

READ - Grow a City of Readers

LEARN - Develop a City of Learners

CREATE - Connect a City of Creators

DELIVER - Deliver Excellent Service

Fundraising Priorities

Collections, Literacy & the Joy of Reading

Lifelong Learning & Skill Development

Cultural & Social Connection

Welcoming Places & Spaces

Foundation Vision:

Make TPL Toronto's charity of choice

\$10M Annually

Strategic Priorities

Vital Voices

Vital Connections

Vital Resources

Critical Success Factors

The Message

The Business Relationship

The Funding Opportunities

Culture of Fundraising

The Business Management

Foundation

Donor Relations

Measurement
• Board/
Management
Scorecards
• 5-year Financials

Implementation
• Annual Business Plan
• Committee workplans
• Staff workplans



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Challenges

- Competitive marketplace
- Giving trends
- Economic climate



Opportunities

- Building on success
- Expanding volunteer base
- Economic Value Study



How TPL Board Can Help

1. Share our goal
2. Become a Donor
3. Help open doors to potential supporters
4. Spread the word



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OUR CITY NEEDS
ITS LIBRARY.
AND TORONTO'S
LIBRARY NEEDS YOU.



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