



Toronto's Library.
Absolutely Vital.

Foundation Update 2012 Achievements

June 24, 2013

Gillian Smith Chair

Janet McKelvey Vice Chair



Toronto's Library. Absolutely Vital.

Presentation Overview

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

1

History of Success

Relationship Building

**Vital
Voices**

Knowing Us

**Vital
Connections**

Helping Us

**Vital
Resources**

Giving to Us

\$59 million

Since 1997

Business Management

Trusting Us



Toronto's Library. Absolutely Vital.

TORONTO'S LIBRARY

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

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

2012 Fundraising Summary

Collections, Programs & Services

Community Spaces

	Annual Funds	Endowed Funds	Capital Funds	Total
Funds Received	\$3.57M	\$ 50k	\$3k	\$3.62M
▪ For 2012	\$2.25M	\$ 50k		
▪ For future-years	\$1.32M		\$3k	
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

2012 Fundraising Summary

Collections, Programs & Services

Community Spaces

	Annual Funds	Endowed Funds	Capital Funds	Total
Funds Received	\$3.57M	\$ 50k	\$3k	\$3.62M
▪ For 2012	\$2.25M	\$ 50k		
▪ For future-years	\$1.32M		\$3k	
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

2012 Fundraising Summary

Collections, Programs & Services

Community Spaces

Annual
Funds

Endowed
Funds

Capital
Funds

Total

Funds Received

- For 2012
- For future-years

\$3.57M

\$2.25M

\$1.32M

\$ 50k

\$ 50k

\$3k

\$3k

\$3.62M

Future Year Pledges

\$1.38M

\$1.38M

Total Commitments Secured

\$4.95M

\$ 50k

\$3k

\$5.00M

Funds Allocated to TPL

- Raised in 2012
- Raised prior years

\$3.78M

\$2.32M

\$1.46M

\$ 34k

\$ 34k

\$2.06M

\$2.06M

\$5.87M

\$2.32M

\$3.56M

2012 Fundraising Summary

Collections, Programs & Services

Community Spaces

	Annual Funds	Endowed Funds	Capital Funds	Total
Funds Received	\$3.57M	\$ 50k	\$3k	\$3.62M
▪ For 2012	\$2.25M	\$ 50k		
▪ For future-years	\$1.32M		\$3k	
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		\$2.06M	\$2.32M
▪ Raised prior years	\$1.46M	\$ 34k		\$3.56M

2012 Fundraising Summary

Collections, Programs & Services

Community Spaces

	Annual Funds	Endowed Funds	Capital Funds	Total
Funds Received	\$3.57M	\$ 50k	\$3k	\$3.62M
▪ For 2012	\$2.25M	\$ 50k		
▪ For future-years	\$1.32M		\$3k	
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

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

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



Toronto's Library. Absolutely Vital.

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
Direct Mail Cause-related Marketing
Undesignated Gifts

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)

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

3 What's Planned

Foundation Strategic Plan 2012 - 2018

Plan Framework: Set stage for increased
current and future success

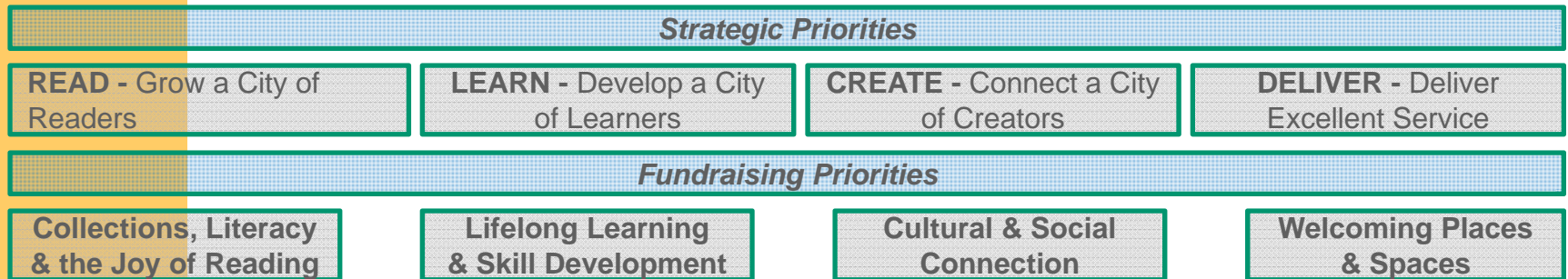
Goal: \$10 million Annually

Focus Areas:

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

Library Vision:

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.



Foundation Vision:

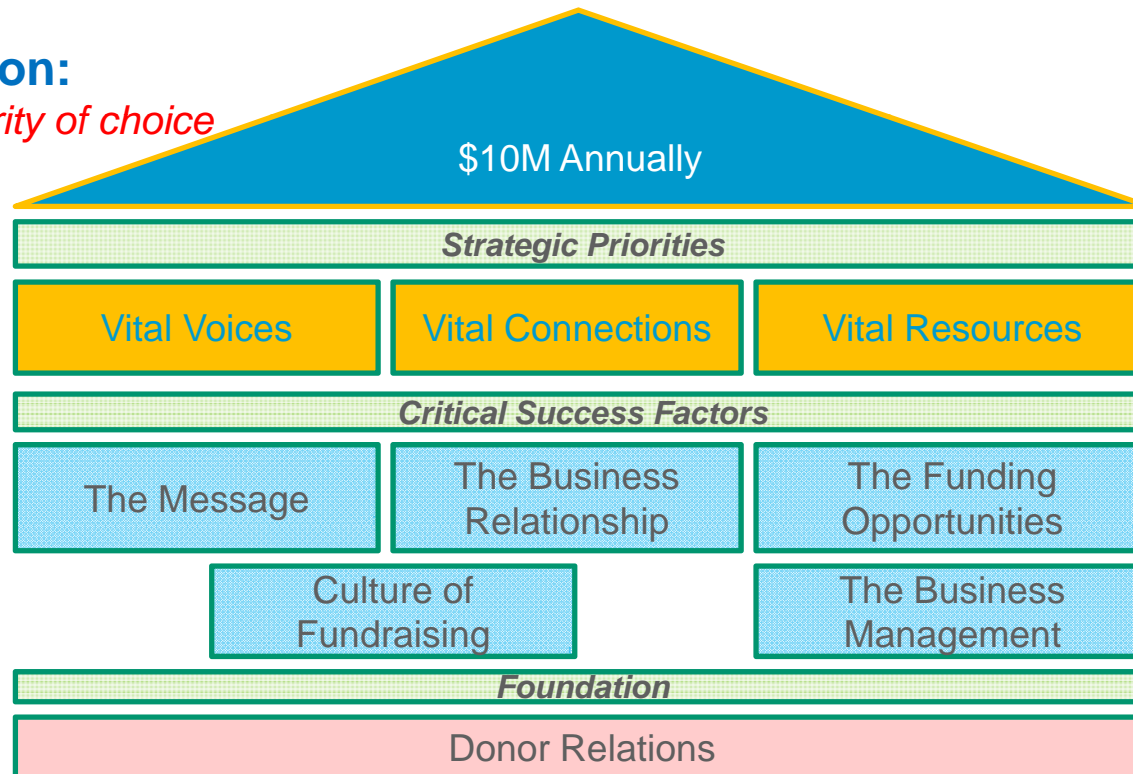
Make TPL Toronto's charity of choice

Measurement

- Board/ Management Scorecards
- 5-year Financials

Implementation

- Annual Business Plan
- Committee workplans
- Staff workplans



Library Vision:

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

Library Vision:

*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

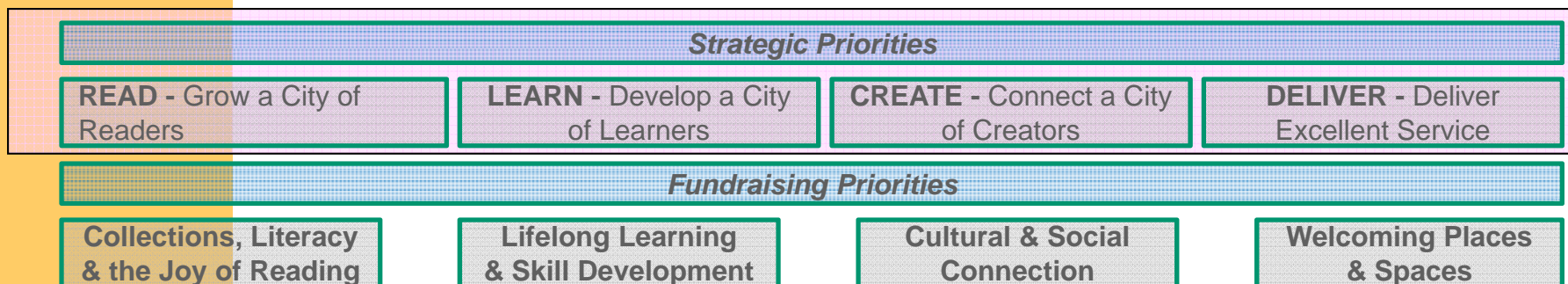
- Annual Business Plan
- Committee workplans
- Staff workplans



Toronto's Library. Absolutely Vital.

Library Vision:

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.



Foundation Vision:

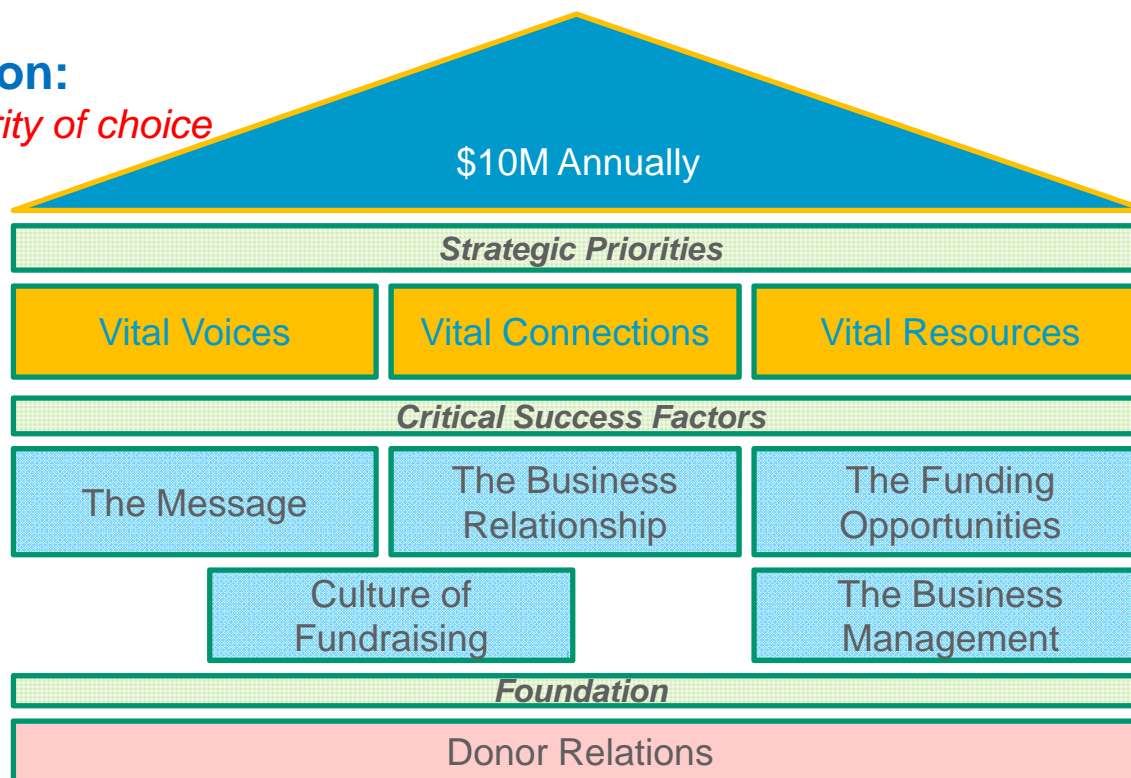
Make TPL Toronto's charity of choice

Measurement

- Board/ Management Scorecards
- 5-year Financials

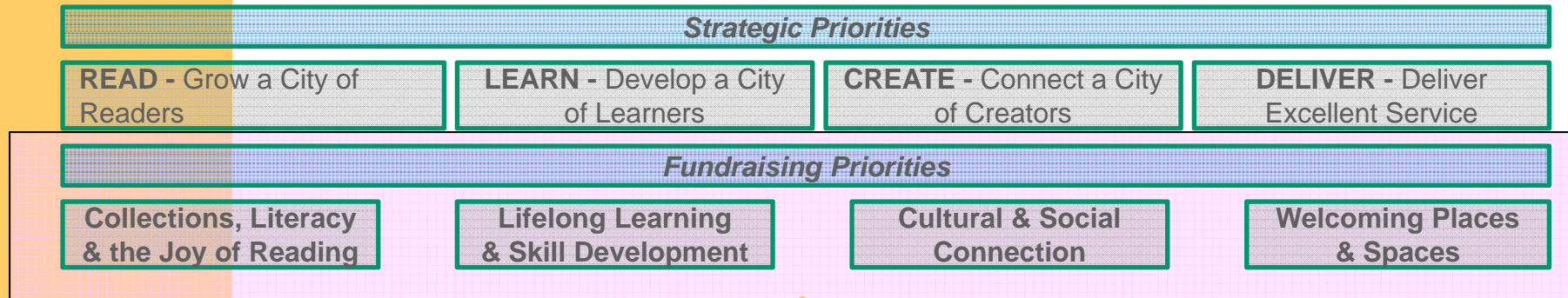
Implementation

- Annual Business Plan
- Committee workplans
- Staff workplans



Library Vision:

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.



Foundation Vision:

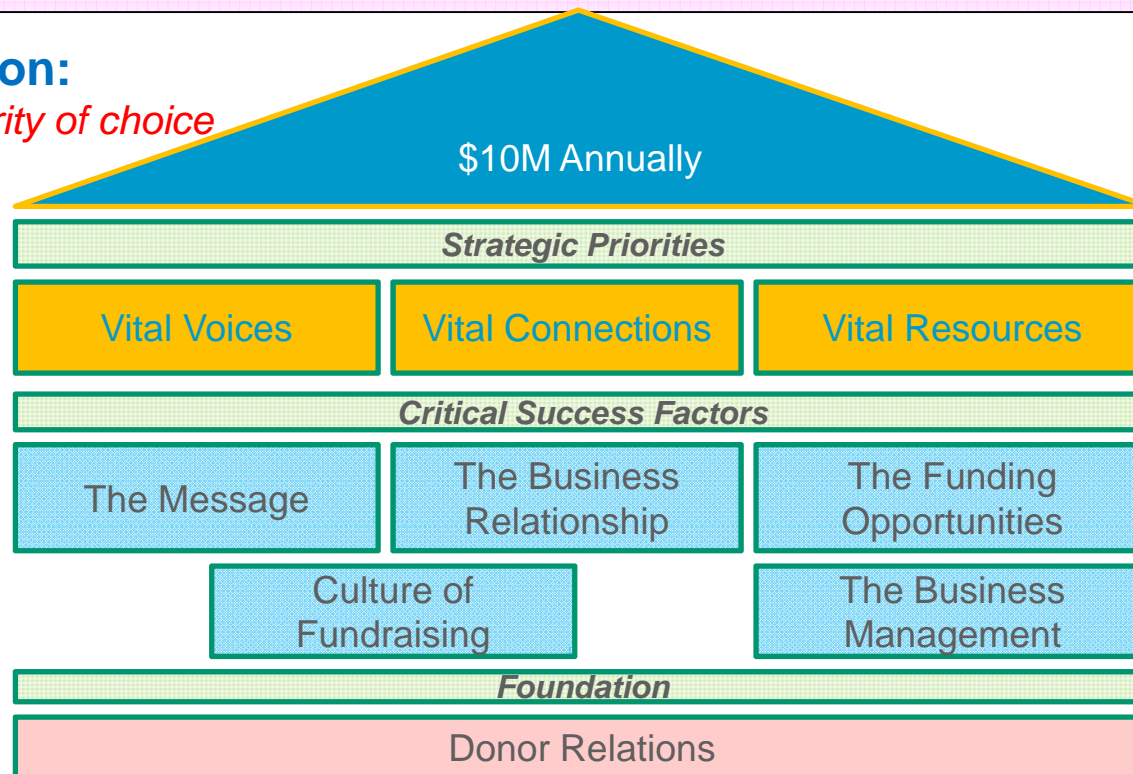
Make TPL Toronto's charity of choice

Measurement

- Board/ Management Scorecards
- 5-year Financials

Implementation

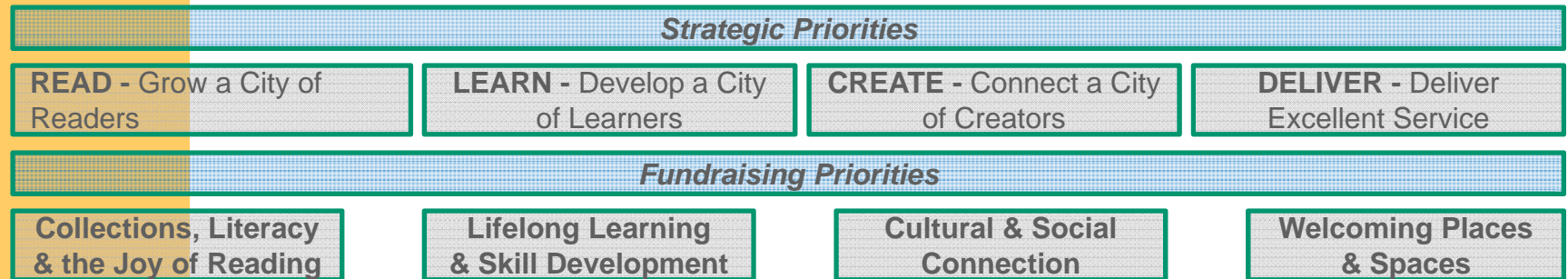
- Annual Business Plan
- Committee workplans
- Staff workplans



Toronto's Library. Absolutely Vital.

Library Vision:

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.



Foundation Vision:

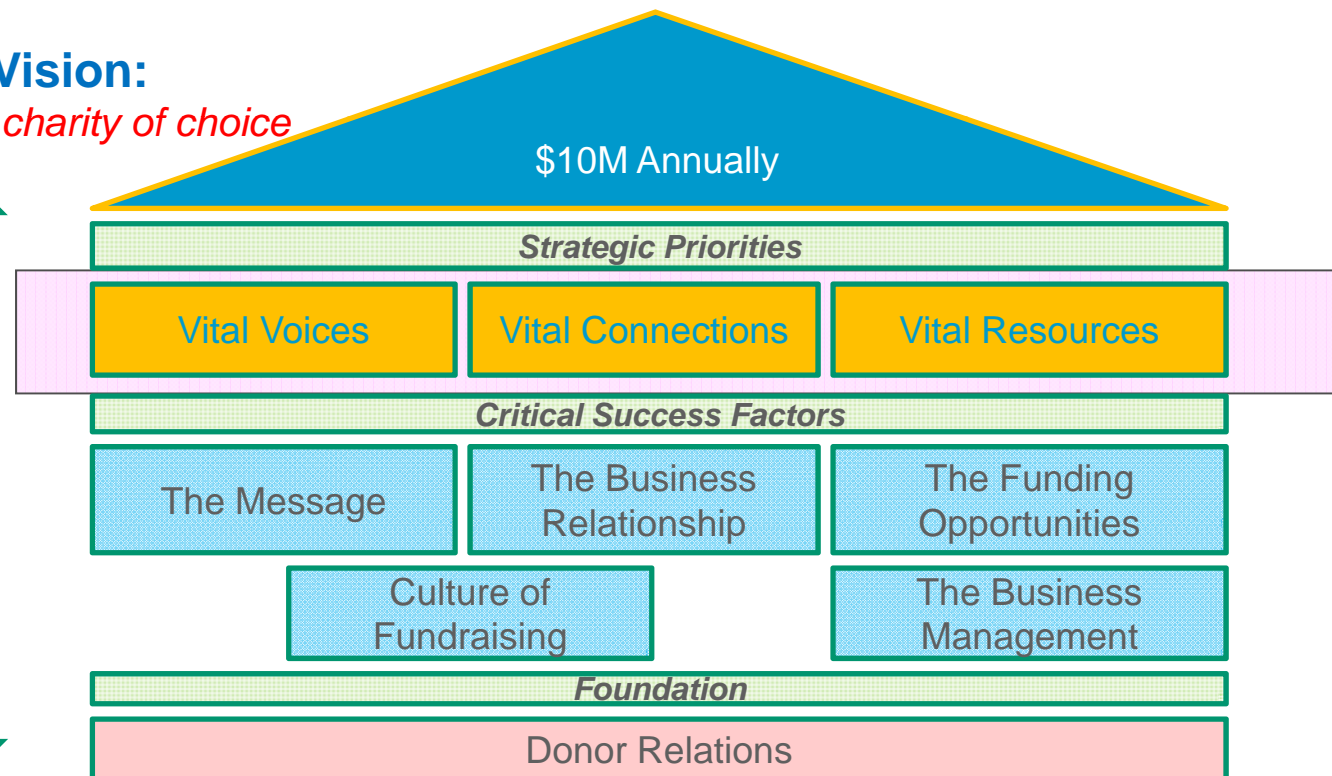
Make TPL Toronto's charity of choice

Measurement

- Board/ Management Scorecards
- 5-year Financials

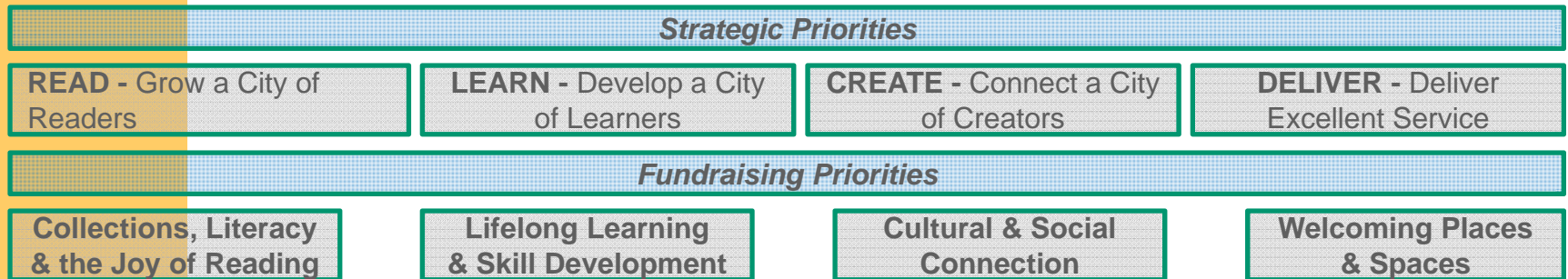
Implementation

- Annual Business Plan
- Committee workplans
- Staff workplans



Library Vision:

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.



Foundation Vision:

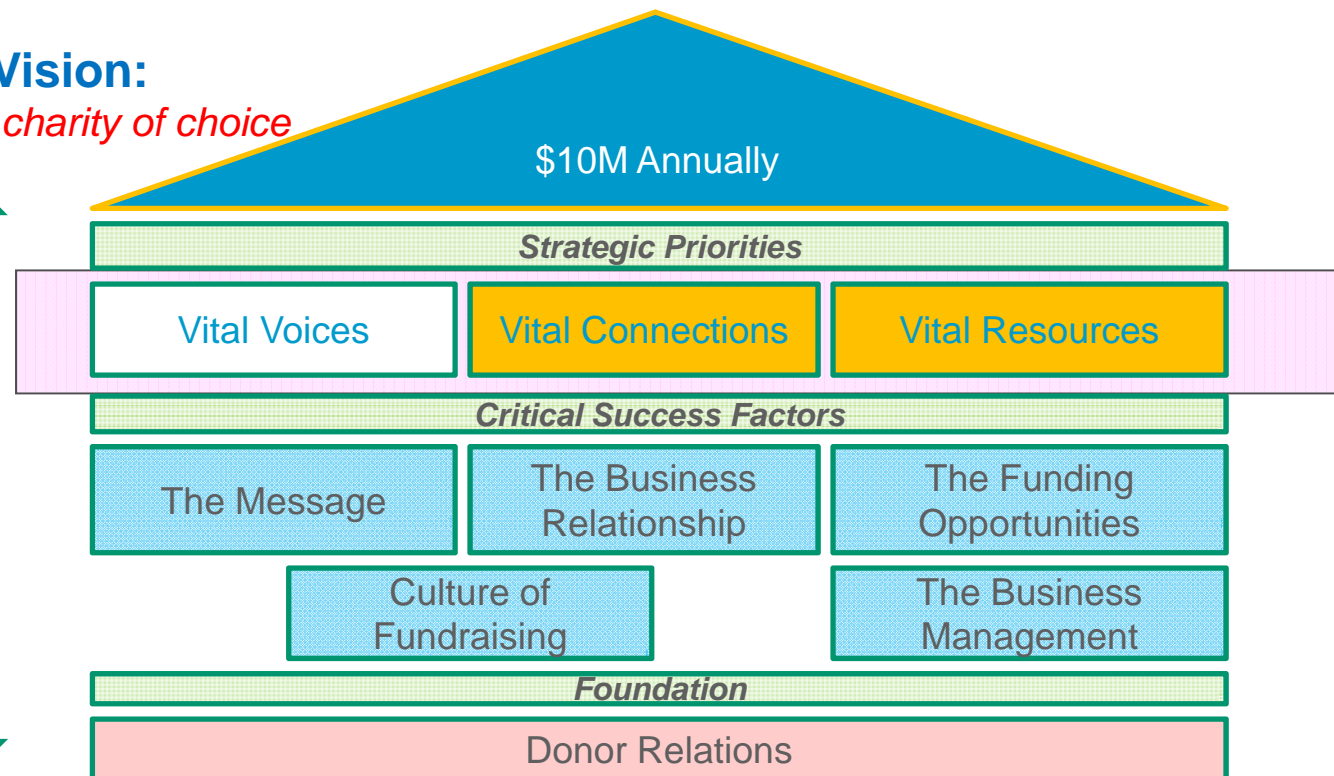
Make TPL Toronto's charity of choice

Measurement

- Board/ Management Scorecards
- 5-year Financials

Implementation

- Annual Business Plan
- Committee workplans
- Staff workplans



Library Vision:

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



Toronto's Library. Absolutely Vital.

Library Vision:

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

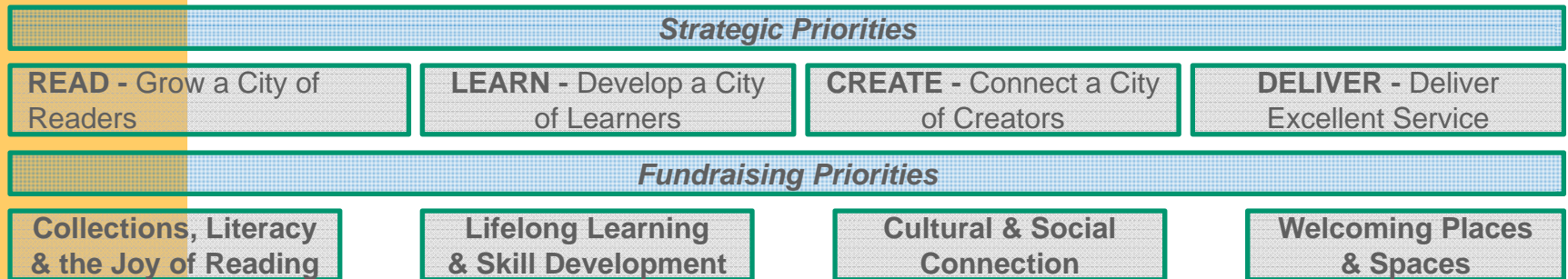
- Annual Business Plan
- Committee workplans
- Staff workplans



Toronto's Library. Absolutely Vital.

Library Vision:

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.



Foundation Vision:

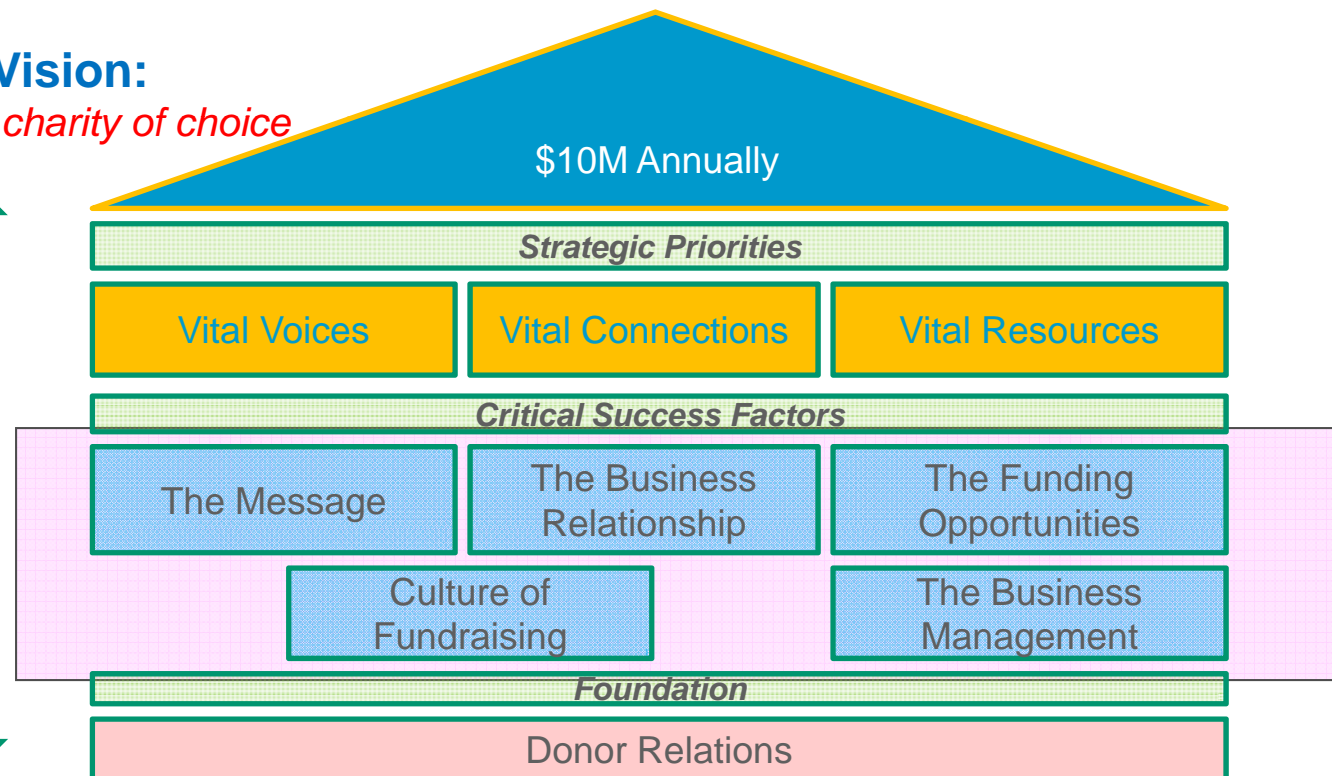
Make TPL Toronto's charity of choice

Measurement

- Board/ Management Scorecards
- 5-year Financials

Implementation

- Annual Business Plan
- Committee workplans
- Staff workplans



Library Vision:

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

Library Vision:

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

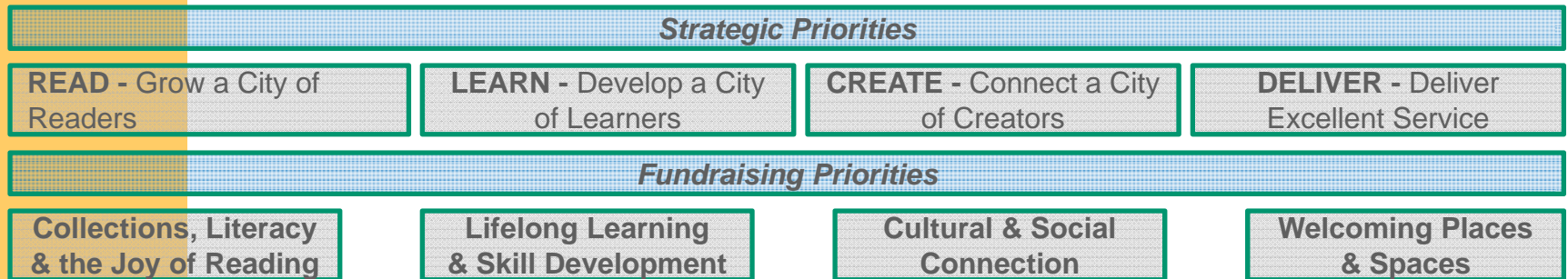
- Board/ Management Scorecards
- 5-year Financials

Implementation

- Annual Business Plan
- Committee workplans
- Staff workplans

Library Vision:

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.



Foundation Vision:

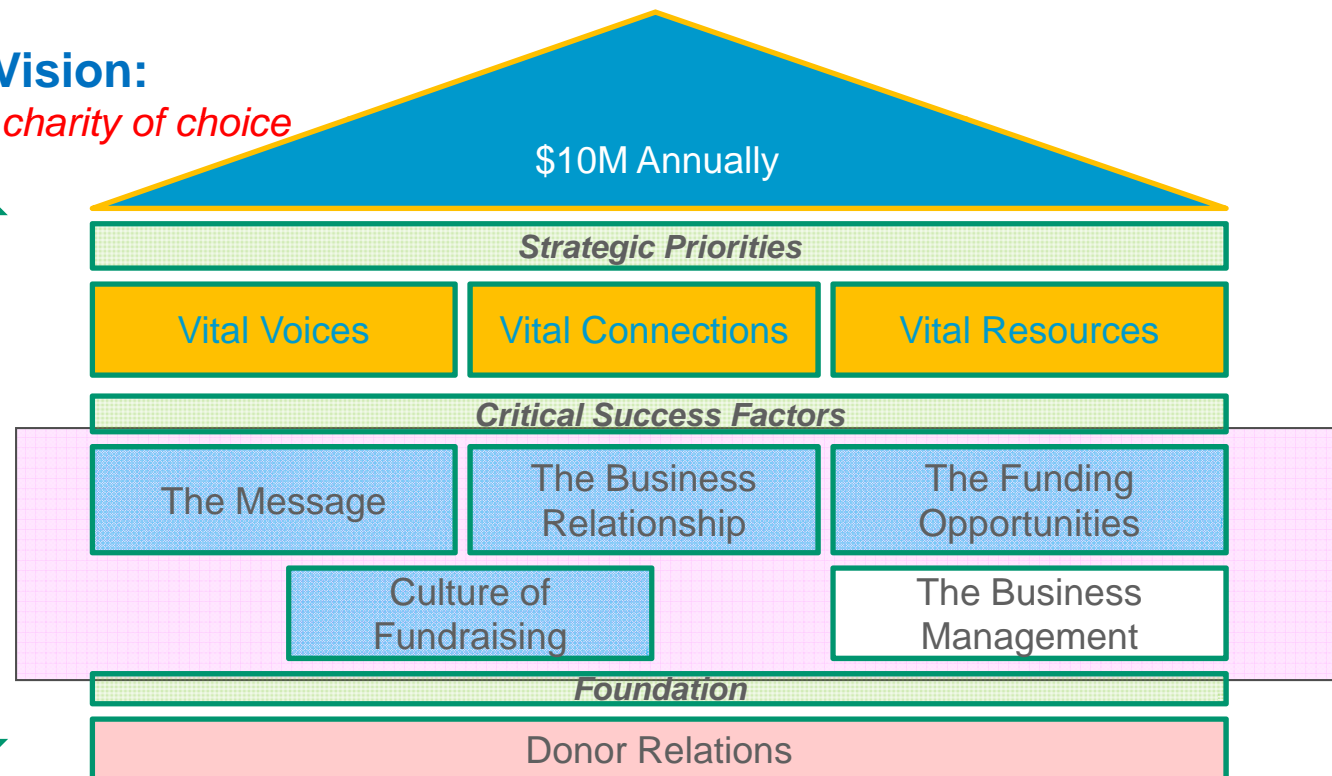
Make TPL Toronto's charity of choice

Measurement

- Board/ Management Scorecards
- 5-year Financials

Implementation

- Annual Business Plan
- Committee workplans
- Staff workplans



Library Vision:

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

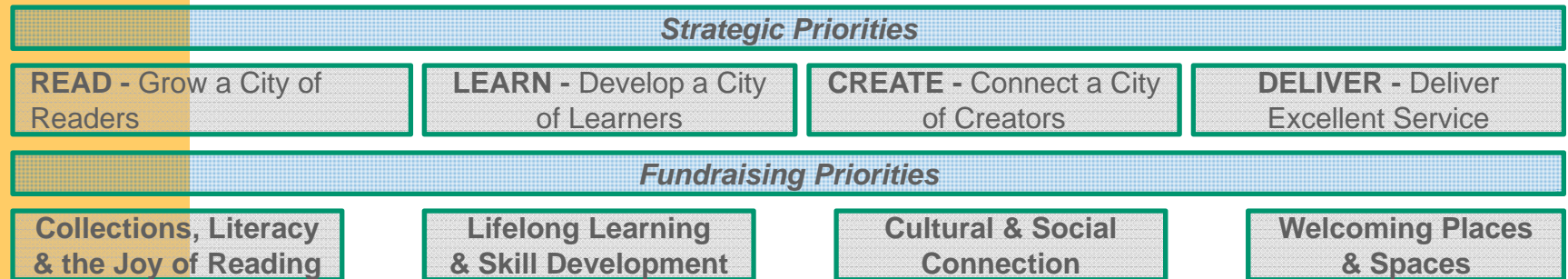
- Board/ Management Scorecards
- 5-year Financials

Implementation

- Annual Business Plan
- Committee workplans
- Staff workplans

Library Vision:

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.



Foundation Vision:

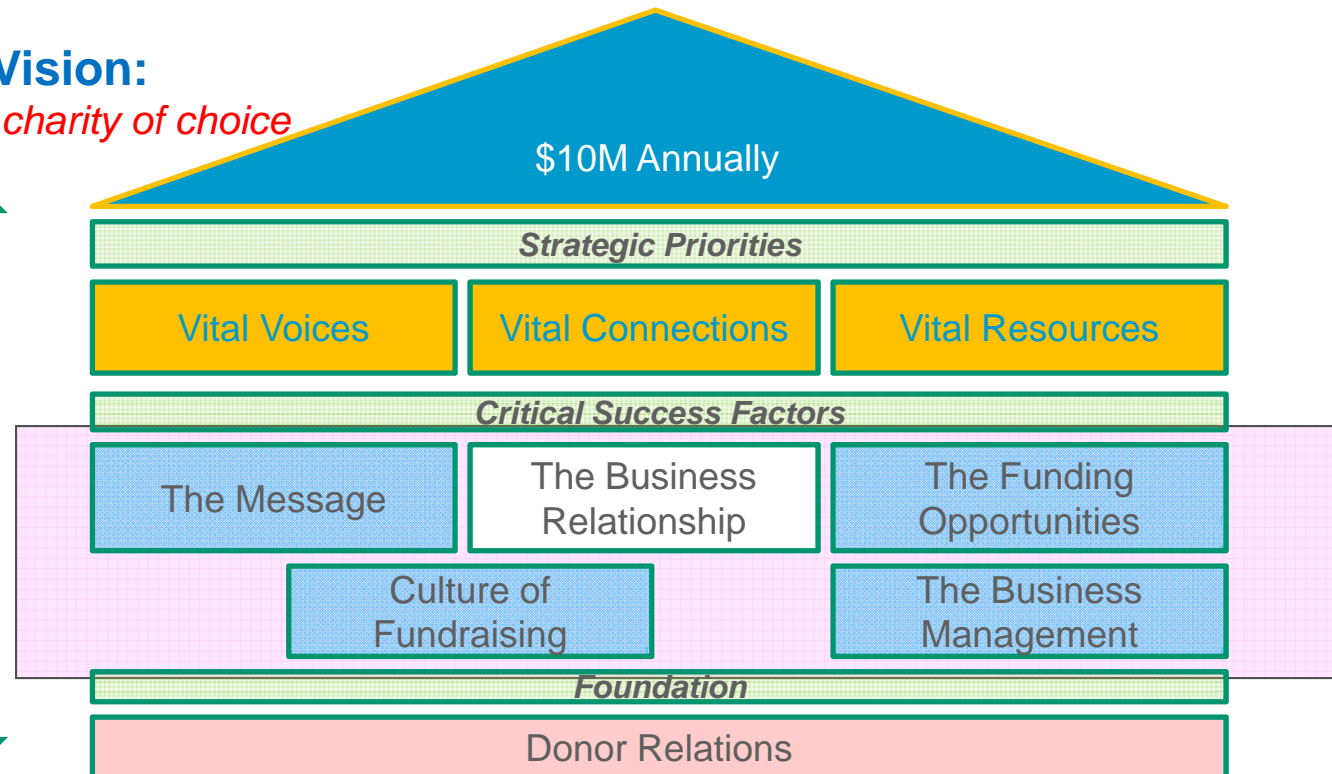
Make TPL Toronto's charity of choice

Measurement

- Board/ Management Scorecards
- 5-year Financials

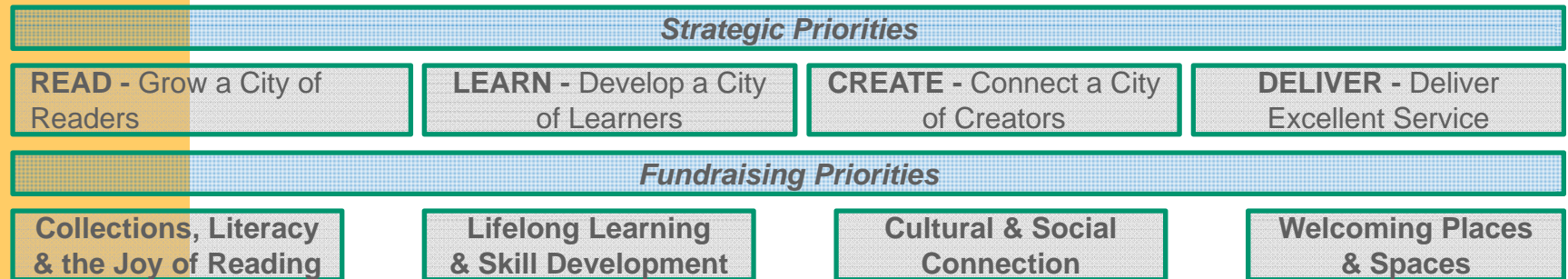
Implementation

- Annual Business Plan
- Committee workplans
- Staff workplans



Library Vision:

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.



Foundation Vision:

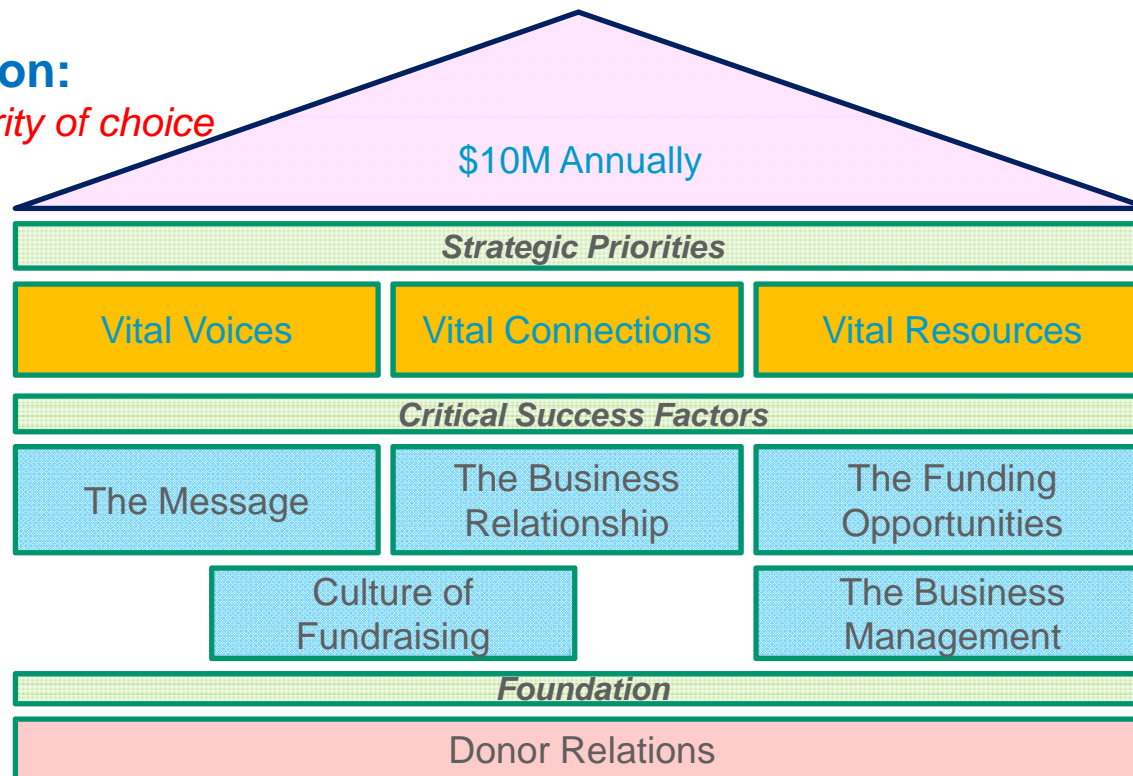
Make TPL Toronto's charity of choice

Measurement

- Board/ Management Scorecards
- 5-year Financials

Implementation

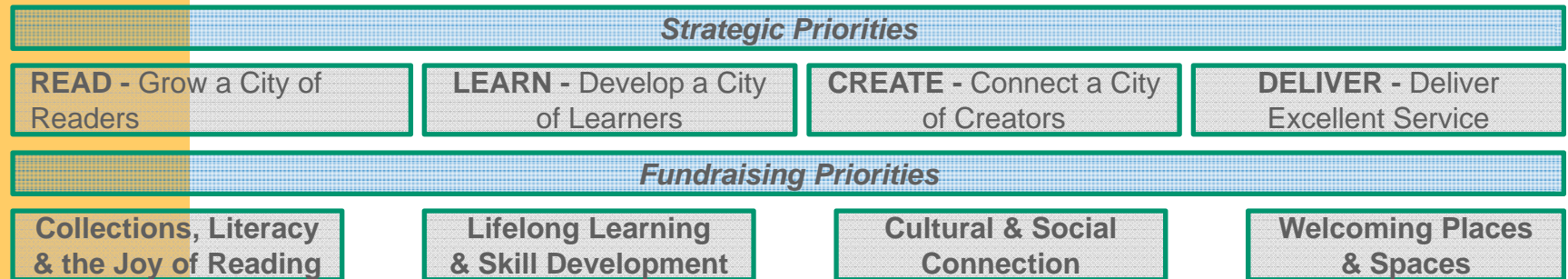
- Annual Business Plan
- Committee workplans
- Staff workplans



Toronto's Library. Absolutely Vital.

Library Vision:

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.



Foundation Vision:

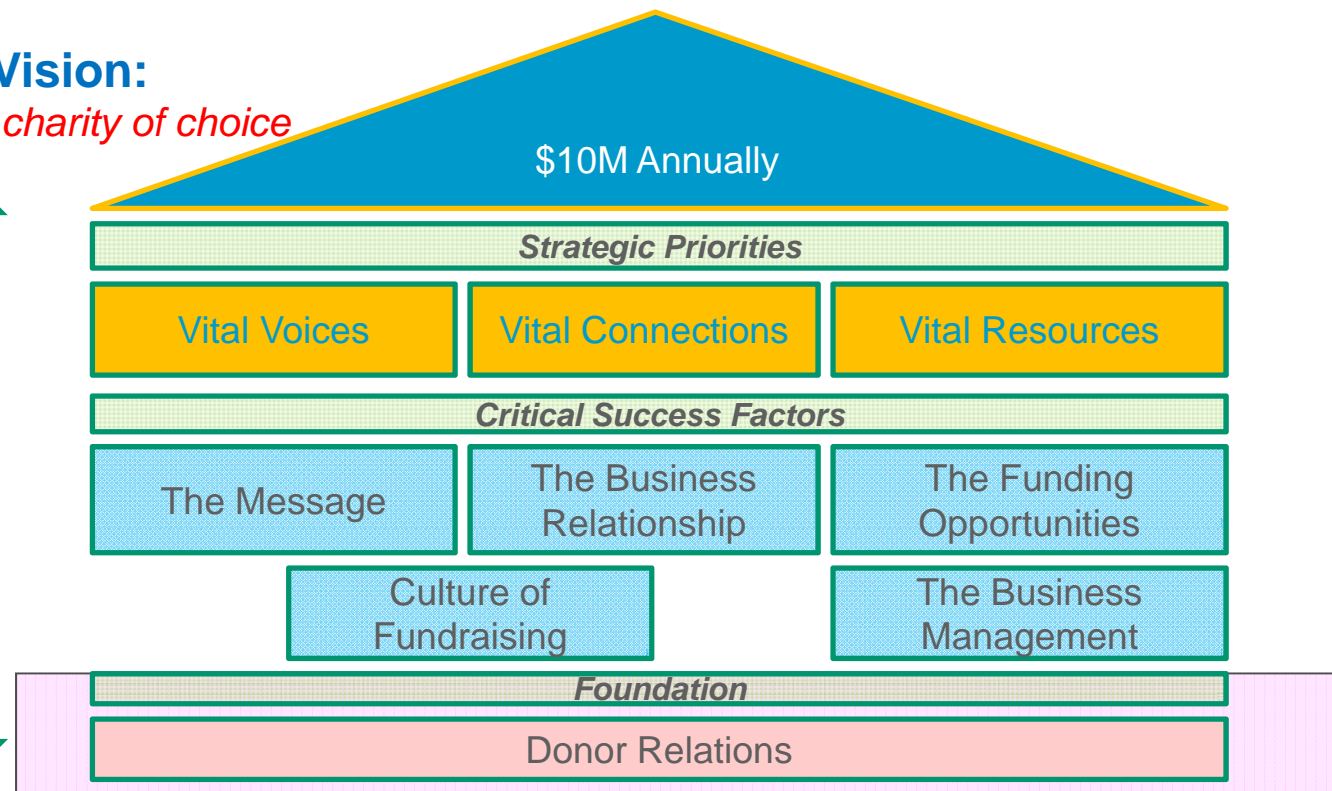
Make TPL Toronto's charity of choice

Measurement

- Board/ Management Scorecards
- 5-year Financials

Implementation

- Annual Business Plan
- Committee workplans
- Staff workplans



Library Vision:

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.



Foundation Vision:

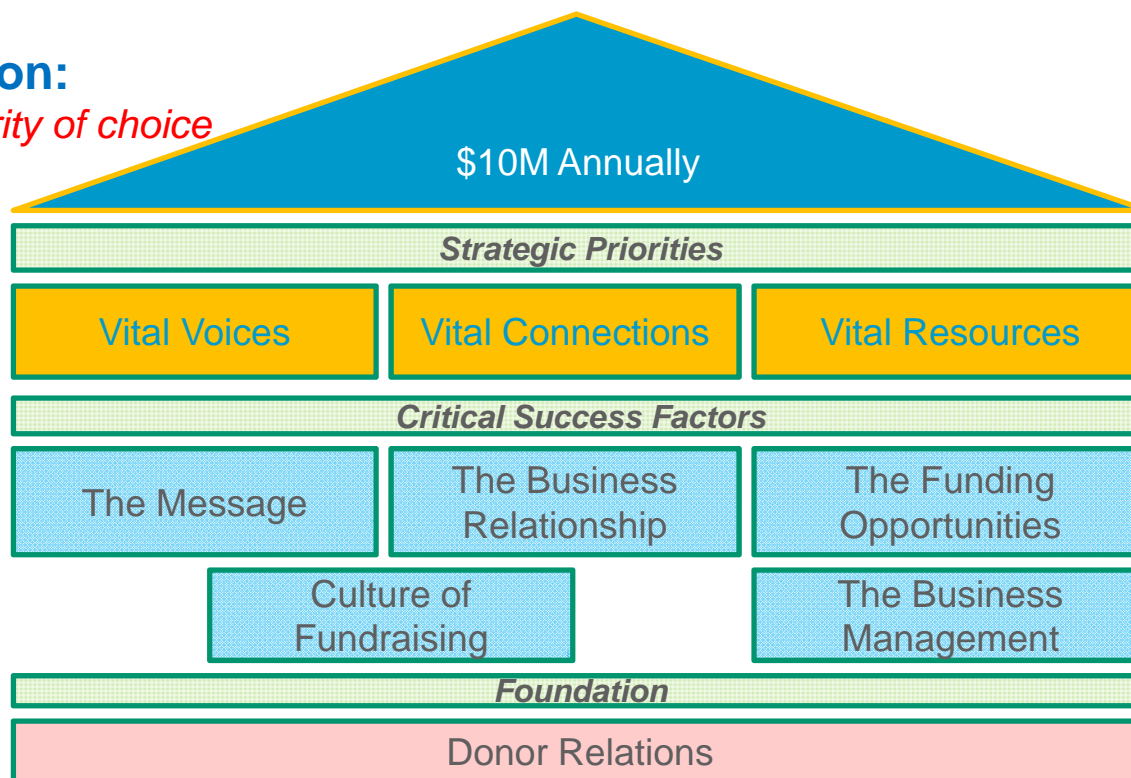
Make TPL Toronto's charity of choice

Measurement

- Board/ Management Scorecards
- 5-year Financials

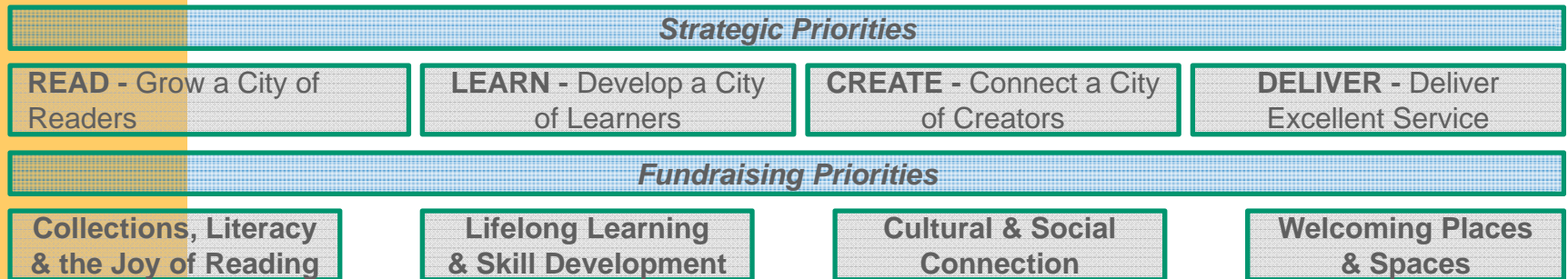
Implementation

- Annual Business Plan
- Committee workplans
- Staff workplans



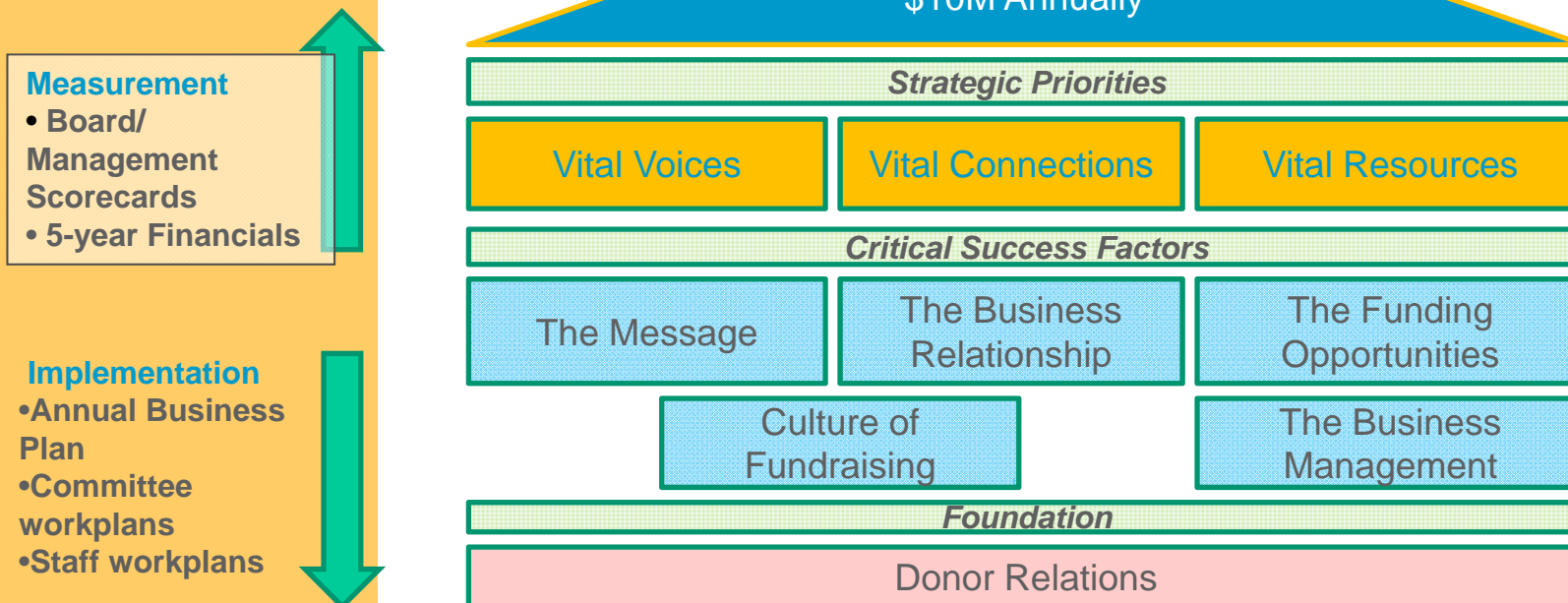
Library Vision:

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.



Foundation Vision:

Make TPL Toronto's charity of choice



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

Toronto's Library. Absolutely Vital.

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



Toronto's Library. Absolutely Vital.