



# TPL Foundation

June 22, 2015

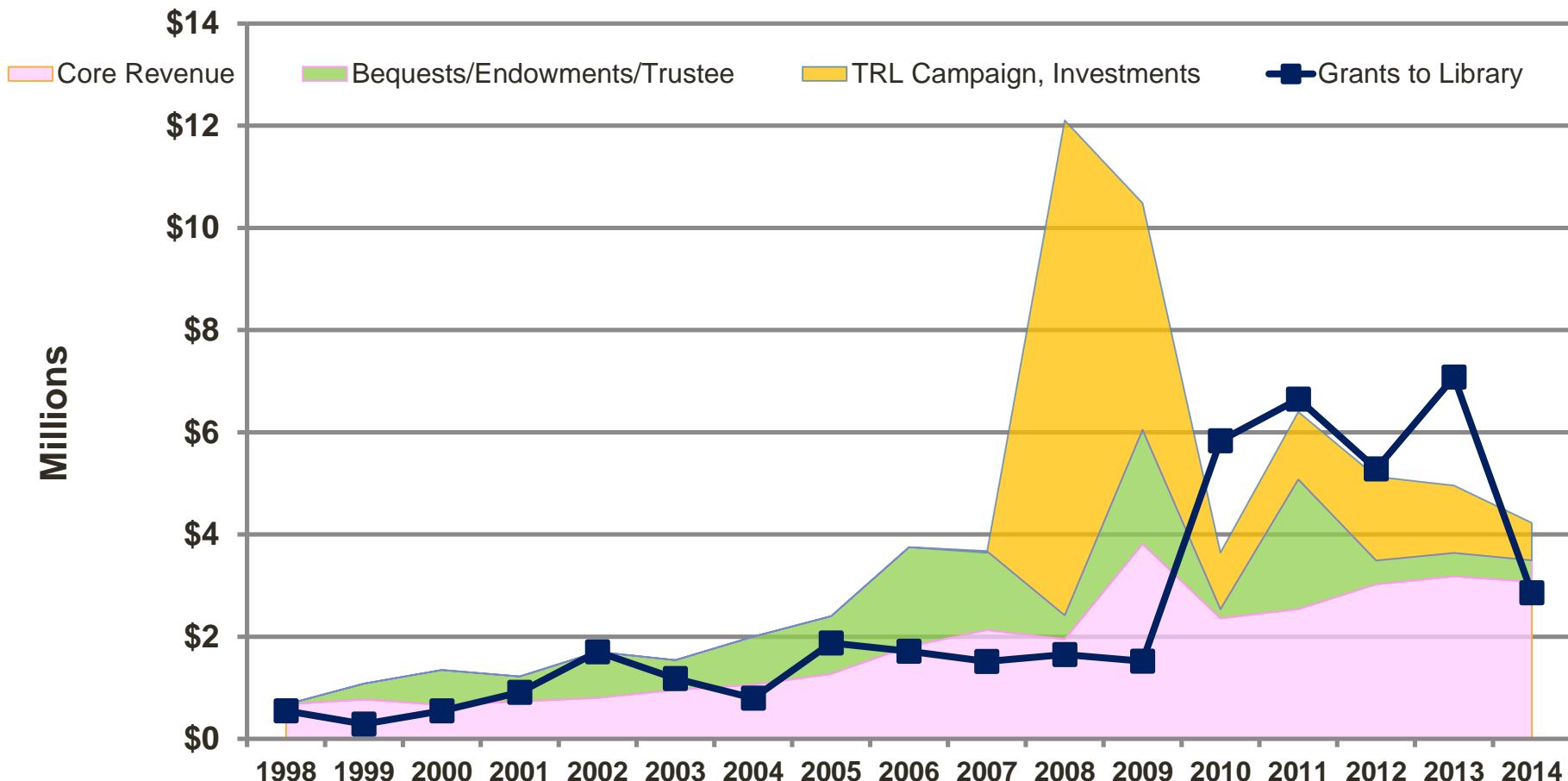
Pamela Laycock, Vice Chair  
Heather Rumball, President

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Toronto's Library. With you for life.



# Foundation Revenue Growth



# 2014 Fundraising Activity Summary

<b>Funds Received</b>	\$3.79M
▪ For 2014	\$1.64M
▪ For future-years	\$2.15M
<b>Future Year Pledges</b>	<u>\$1.98M</u>
<b>Total Commitments Secured</b>	<u>\$5.77M</u>

# TPL Fundraising Priorities

## Provided funding for:

22 of the 39 identified 2012 - 2014 priorities

- Welcoming Places and Spaces \$ 565,681
- Collections, Literacy and the Joy of Reading \$1,135,932
- Lifelong Learning and Skill Development \$ 443,228
- Cultural and Social Connection \$ 307,003

**sub total: \$2,451,844**

## Plus:

Additional funding\*: \$ 350,123  
**Total: \$ 2,801,967**

*\*for other approved fundraising priorities, gifts in kind, Friends expenses*

# 2014 Corporate Sponsorships

Funding Priority	Sponsor	Value	Recognition
Summer Reading Club	TD Bank Group First installment of \$2.6m three year pledge	\$867K	Program name
TPL Teens: Summer Edition	TD Bank Group	\$80K	Logo credit (promotional materials)
Digitization	Toronto Star	\$65K	Donor Credit
After School Newcomer Hubs	RBC Foundation	\$50K	Donor credit

# 2014 Corporate Donors

Funding Priority	Donor	Value	Recognition
After School Newcomer Hubs	RBC Foundation	\$50K	Donor credit
Marginalized Customers	Bell Canada	\$20K	Donor credit
Green Program Series (and collections)	TDFEF	\$15K	Donor credit
Young Voices	Deloitte	\$10K	Donor credit

# Sponsorship of Wifi

## TPL Board Request

### Findings

1. TPL not seen as a marketing opportunity
2. More sponsorship “value” would need to be provided

# 2015 Focus

## 100 Reasons to Give

- \* Toronto's Library is with you for life.
- \* Donors make life-changing programs possible.

June 2: Giving Day  
➤ \$10,000 goal

# Our Beginnings



Metropolitan Toronto  
Library circa 1997



# \$69 million

Since 1997

Thanks to our Founders:

**Richard Boxer  
Janet McKelvey**

# Thank you!

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