

TPL Foundation

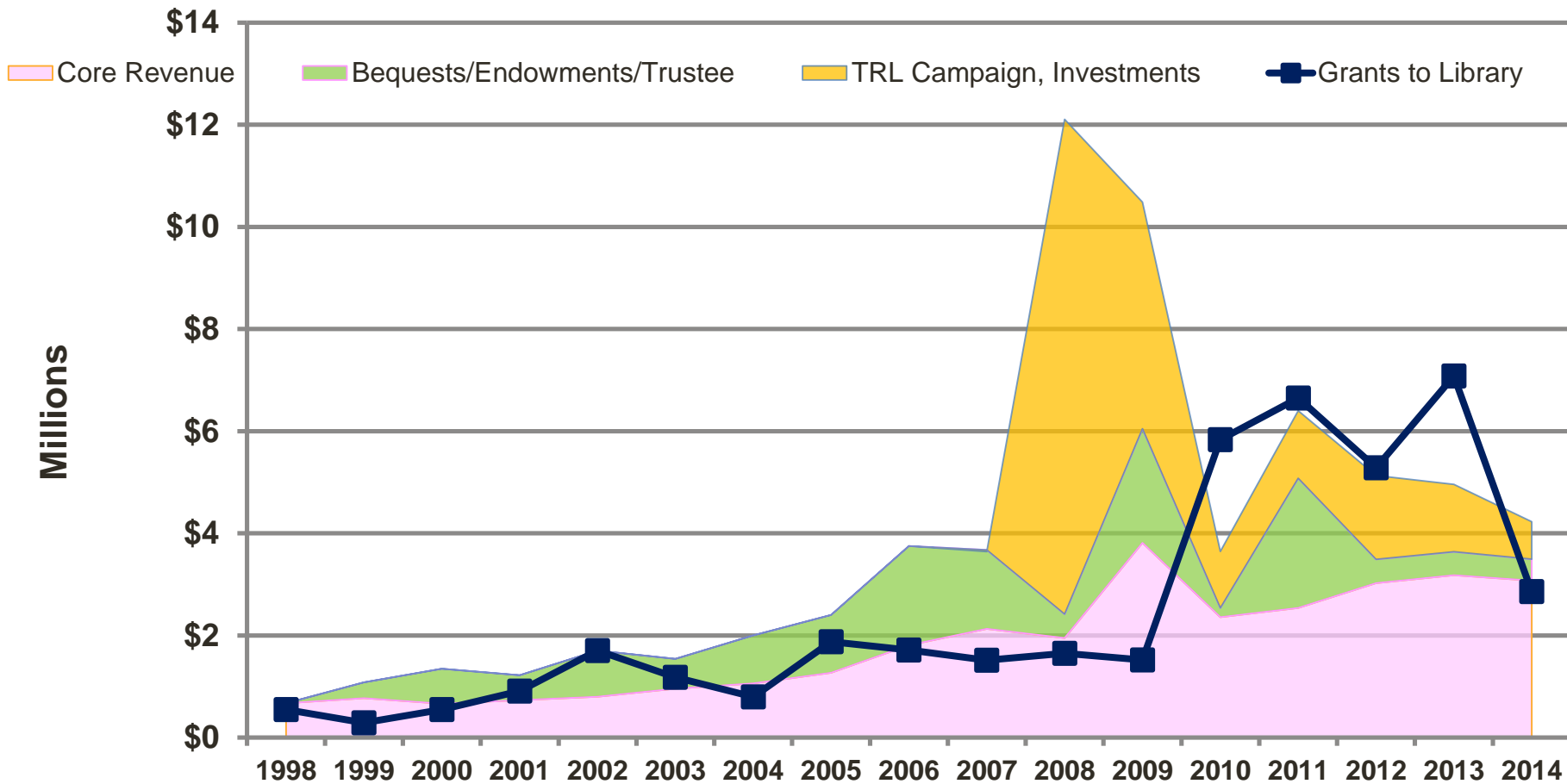
June 22, 2015

Pamela Laycock, Vice Chair
Heather Rumball, President

Toronto's Library. With you for life.



Foundation Revenue Growth



2014 Fundraising Activity Summary

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

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!

Toronto's Library. With you for life.

