



Toronto's Library.
Absolutely Vital.

Foundation Update 2013 Achievements

June 23, 2014

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Toronto's Library. Absolutely Vital.

Presentation Overview

- 1** A History of Success
- 2** 2013 Achievements
- 3** Future Goals
- 4** How TPL Board Can Help

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History of Success

Relationship Building

**Vital
Voices**

Knowing Us

**Vital
Connections**

Helping Us

**Vital
Resources**

Giving to Us

\$65 million

Since 1997

Business Management

Trusting Us

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

2013 Fundraising Summary

Collections, Programs & Services

Community Spaces

	Annual Funds	Endowed Funds	Capital Funds	Total
Funds Received	\$3.76M	\$62.6K	\$479.50K	\$4.30M
▪ For 2013	\$2.68M		\$479.50K	
▪ For future-years	\$1.08M	\$62.6K		
Future Year Pledges	\$ 50K			
Total Commitments Secured	\$3.81M	\$62.6K	\$479.50K	\$4.35M
Funds Allocated to TPL	\$2.20M	\$ 3.3K	\$5.00M	\$7.20M
▪ Raised in 2013	\$0.77M		\$ 20K	\$0.78M
▪ Raised prior years	\$1.43M	\$ 3.3K	\$4.99M	\$6.42M

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Fundraising Priorities

Provided funding for:

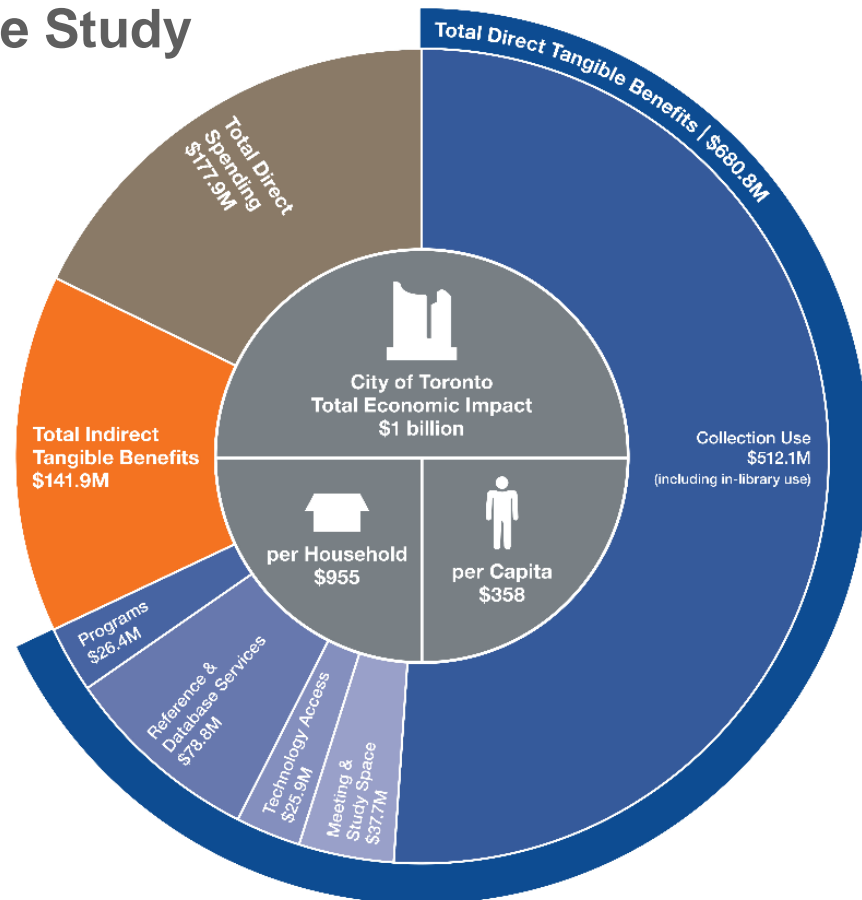
- **17** of the **39** identified 2012 - 2014 priorities
 - Welcoming Places and Spaces: \$ 99,288
 - Collections, Literacy and the Joy of Reading: \$1,083,635
 - Lifelong Learning and Skill Development: \$ 84,500
 - Cultural and Social Connection: \$ 277,410
- **\$1.55M** (of ~ \$6M identified minimum) **plus**
- **\$5.00M** for the Reference Library Capital Campaign

Secured \$290K in additional funding for other approved fundraising priorities (e.g. Economic Value Study)

2013 Highlights

Toronto Public Library creates over \$1 billion in total economic impact

Economic Value Study

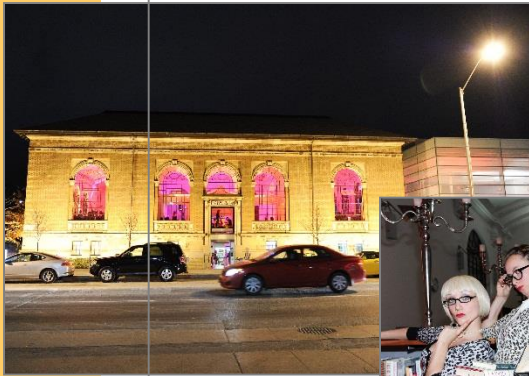


\$1 invested = \$5.63 of economic impact

2013 Highlights

Financial

- *Hush Hush* achieved \$50,000 goal



- Endowment surpassed \$6M
- Planned giving program generated 17 new bequest expectancies
- Secured 2 new major gift commitments totaling \$125,000

2013 Highlights – Non-financial

Non-Financial

- Volunteer leadership
- “Donate Now” presence on TPL website
- Branch Fundraising Advisory Committee
- In-house on-line giving mechanism
- New donor database
- Imagine Canada Standards Program Accreditation



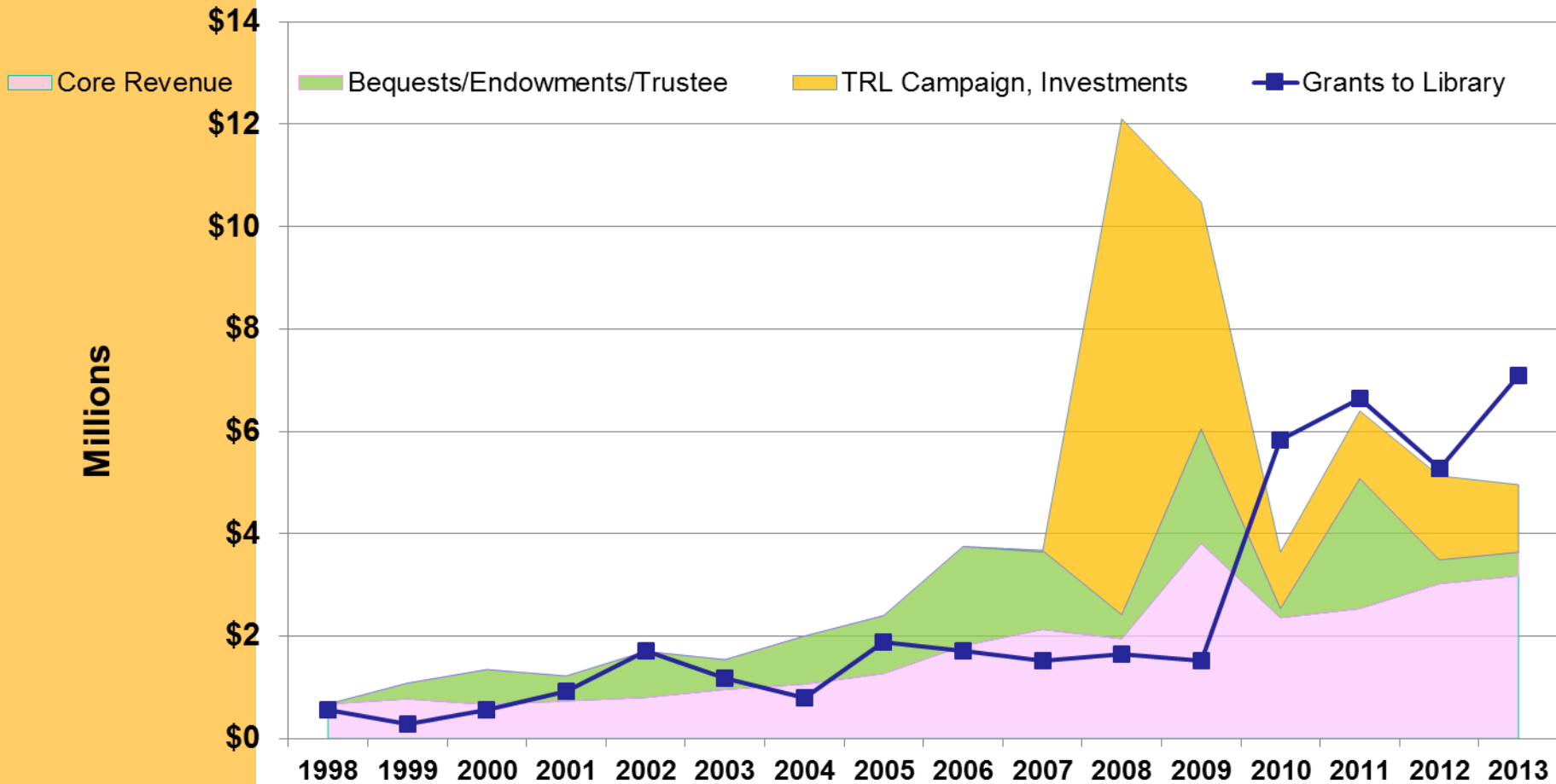
2013 Corporate Sponsorships

Funding Priority	Sponsor	Value	Recognition
Summer Reading Club	TD Bank Group for 2013 for 2014	\$642K \$679K	Program name
Museum & Arts Pass Program	Sun Life Financial for 2013-2014	\$366K	Program name
Word Out – Teen Summer Reading	TD Bank Group	\$80K	Logo credit (promotional materials)
Economic Value Study	TD Bank Group	\$60K	Logo credit (promotional materials)
Fairview KidsStop	Canada Post Foundation	\$50K	Logo credit (promotional materials and on KidsStop)

2013 Corporate Donations

Funding Priority	Donor	Value	Recognition
Asian Heritage and Black History Month	TD Bank Group	\$50K	Logo credit (promotional materials)
After School Newcomer Hubs	RBC Foundation	\$40K	Donor credit
Adult Literacy	Great West Life	\$20K	Donor credit
Programs/Collections	TDFEF	\$13K	Donor credit
Young Voices	Deloitte	\$10K	Donor credit
Special Collections	TD Bank Group	\$10K	Donor credit
Fairview KidsStop	Cadillac Fairview	\$5K	Donor credit
Children's Collections	Smuckers	\$5K	Donor credit

Foundation Revenue Growth



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Future Goals

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

2014 Highlights Preview

Sponsorship Assessment

- Wi-Fi Networks, etc.

re:vitalize – TRL Celebration

- September 19

100th branch

- Special initiatives

The Book Lover's Ball 2015

- At the Toronto Reference Library

Challenges & Opportunities

- Established competition
- Resource requirements
- New Legislation (CASL)
- 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.