

# TPL Foundation

**April 20, 2015**

Gillian Smith, Chair  
Heather Rumball, President

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Toronto's Library. With you for life.



# About the Foundation

- 1 Who, What, How
- 2 A History of Success
- 3 Strategic Focus
- 4 How You Can Help

# 1 Who We Are

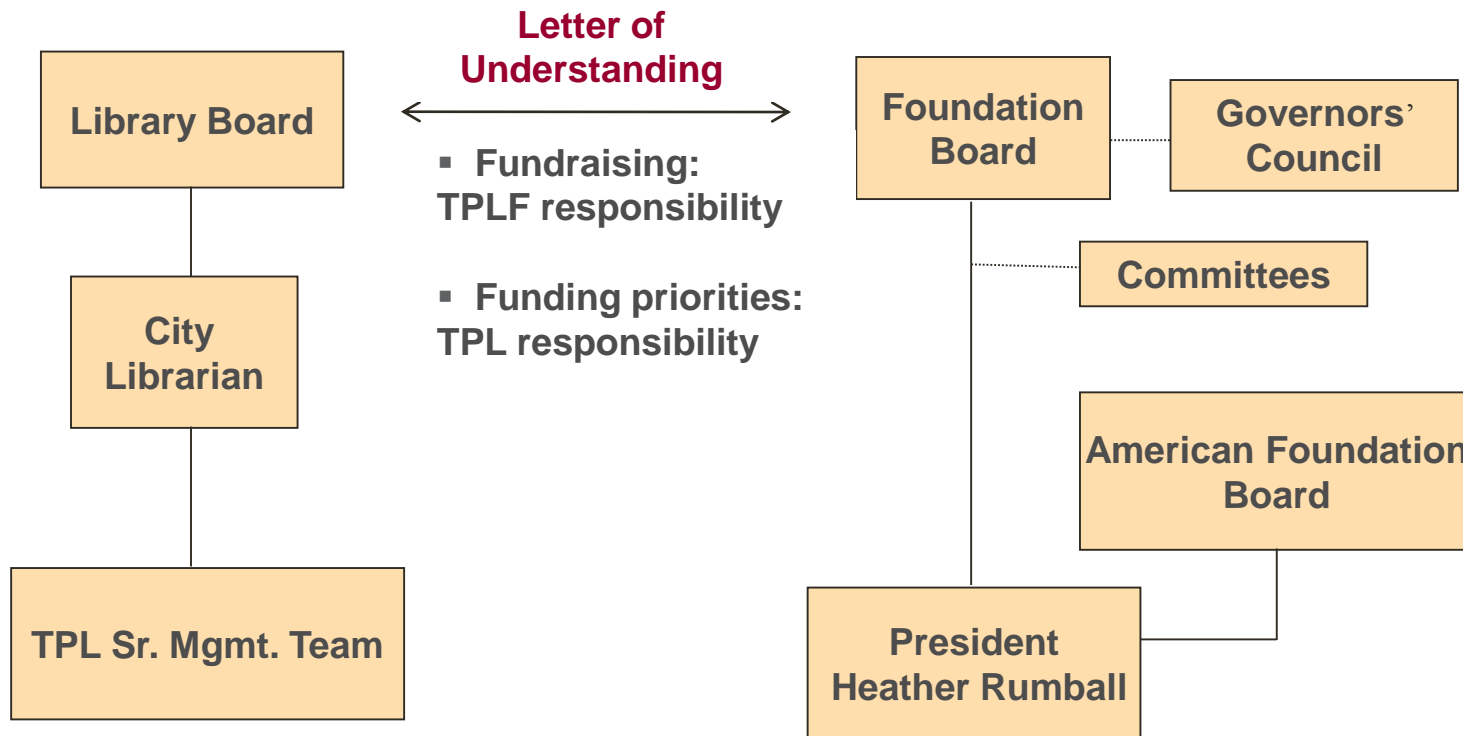
**Status:** Independent charitable organization

**Mission:** We inspire private sector giving to create

- ✧ exemplary collections
- ✧ ground-breaking programs and services
- ✧ innovative community spaces

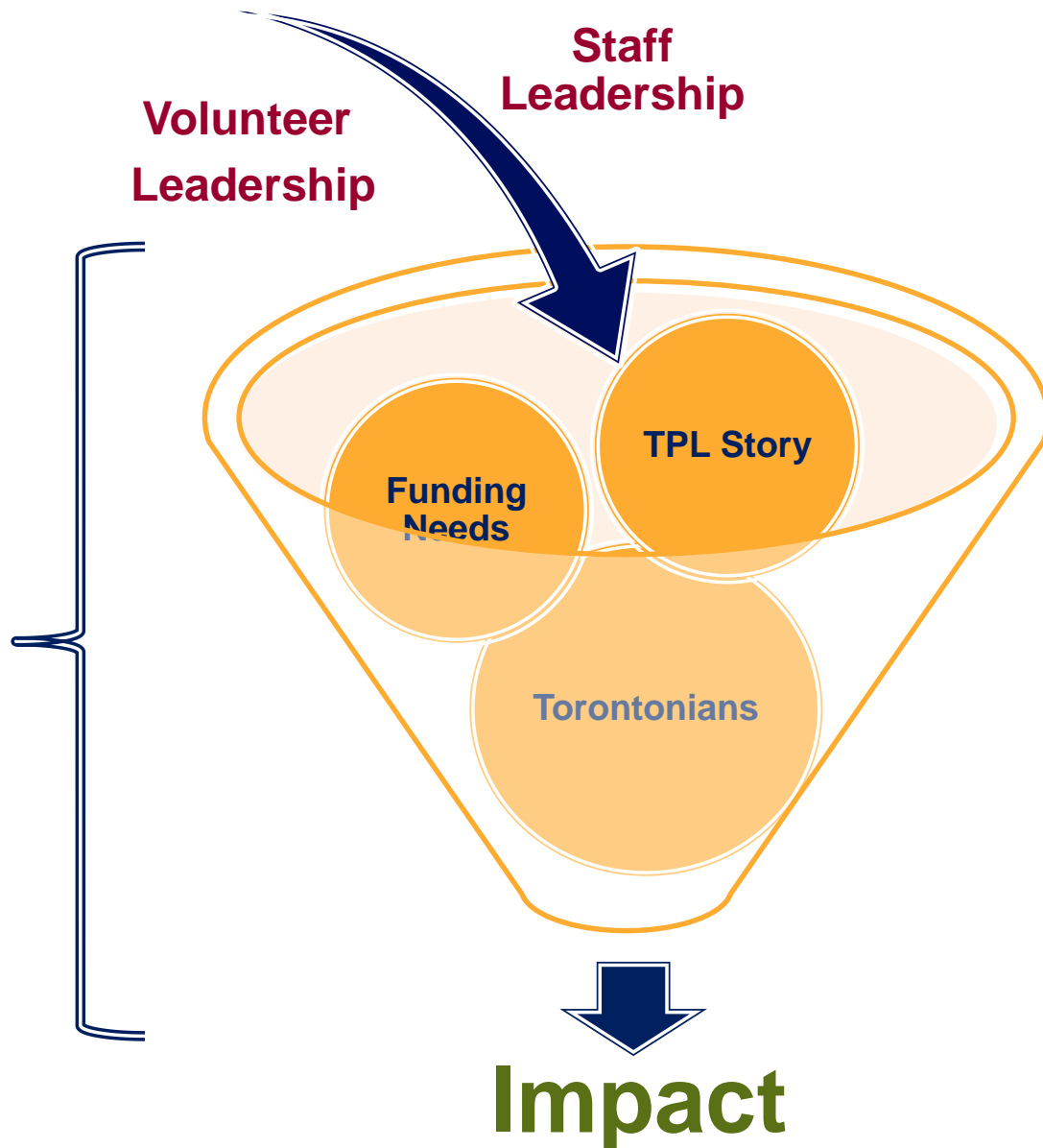
**Vision:** Build a city of life-long readers, learners and creators for a successful Toronto.

# Relationship to TPL



# What We Do

Relationship-  
building



# How We Do It

**Leadership Gifts**  
Third Party Events  
**Major Individual Giving** **Planned Giving**  
**Annual Campaign**  
Designated Gifts  
On-line Giving **Special Events**  
Social Media **Corporate Sponsorship**  
Face-to-face  
Telemarketing **Capital Campaign**  
**Endowments**  
**Direct Mail** Cause-related Marketing  
Undesignated Gifts

## 2 History of Success

\$69 million

Since 1997

# Obstacles to Fundraising

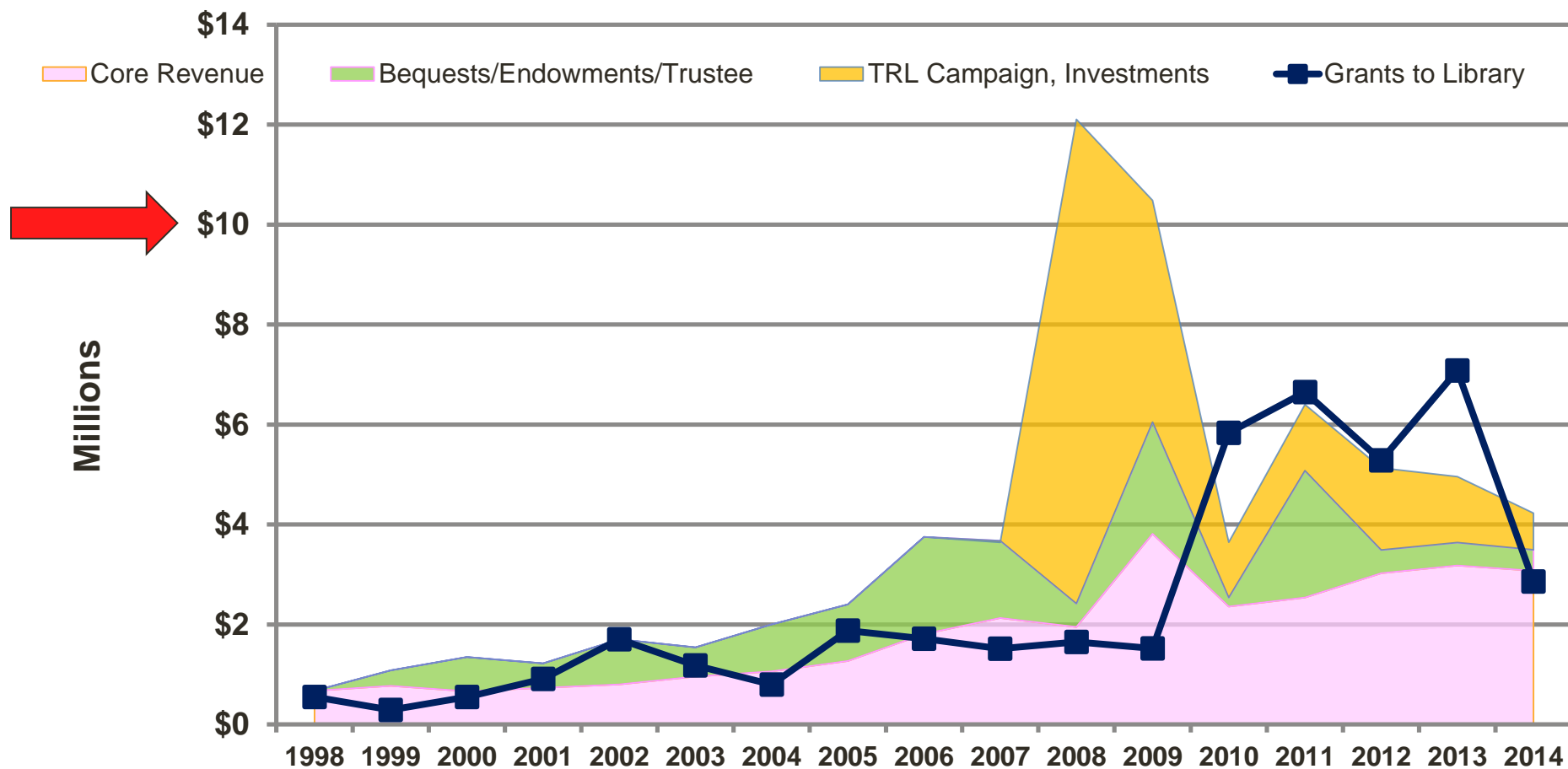
- ✱ “My tax dollars pay for the Library.”
- ✱ “Do people still use the Library?”
- ✱ “Donation” = donation of books
- ✱ Only 1 out of 3 may become a donor
- ✱ Major gifts can take years to realize



# Volunteer Leaders

- ★ Foundation Board
- ★ Governor's Council
- ★ Committees:
  - Book Lover's Ball
  - Individual Giving
  - Corporate Giving
  - New Collection
- ★ TPL Board and Staff

# Foundation Revenue Growth



# Donors Help Grow a City of Readers



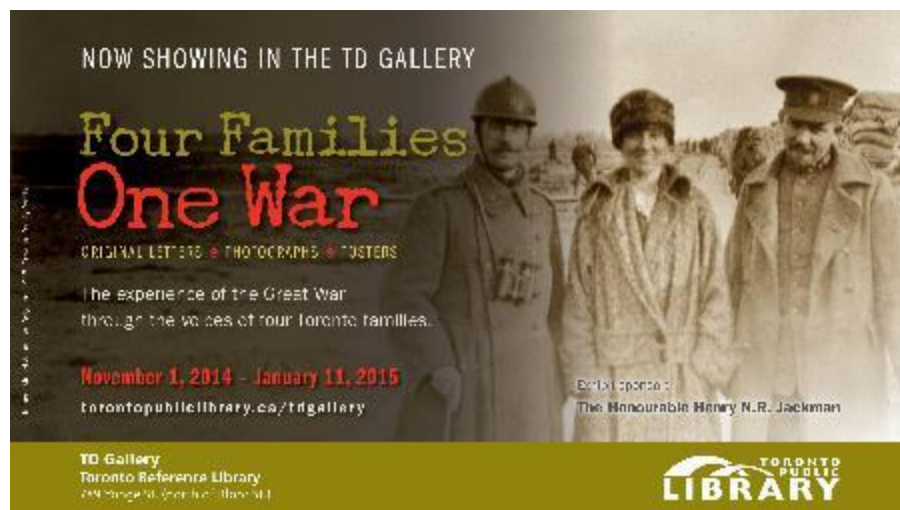
# Donors Help

## Develop a City of Learners



# Donors Help

## Connect a City of Creators



SUN LIFE FINANCIAL  
**map**  
MUSEUM+ARTS PASS

# Business Inc.



# Donors Help Connect a City of Creators



TORONTO REFERENCE  
LIBRARY CAMPAIGN

## re:vitalize



# 3 Strategic Focus

**Plan Framework:** Set stage for increased current and future success

**Goal:** **\$10 million annually**

**Focus Areas:**

- ✱ Corporate Sponsorships
- ✱ Major Individual Giving
- ✱ Community Giving
- ✱ Planned Giving

# Critical Success Factors

- \* Compelling Message
- \* Funding Opportunities
- \* Business Management
- \* Culture of Fundraising
- \* Efficiency and Effectiveness

*Why*

*What*

*How*

*Together*

*Together*



# 2015 Focus

## 100 Reasons to Give

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

[tplfoundation.ca/100-reasons](http://tplfoundation.ca/100-reasons)

# Communication Strategy



## June 2: Giving Day



"To cut a long story short, I donate because we love Storytimes."

There are 100 reasons to give to Toronto Public Library.  
Donate now and tell us yours.

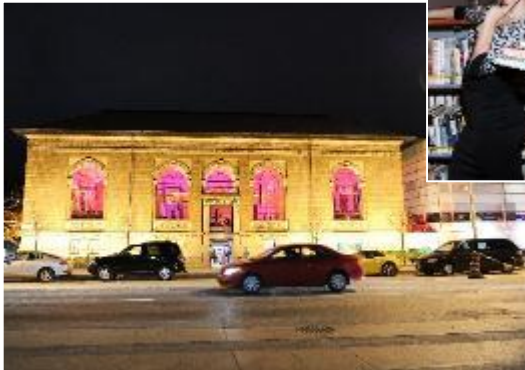
Gen has always loved the library. Now she enjoys taking her son to Storytimes at their local branch. When she learned that helpful resources like the *Let's Get Ready for Reading* guide are funded by donors, she decided to donate. Thanks to donors like Gen, Toronto Public Library can create exceptional programs, services and collections for all to enjoy.

Share your reason to give at [tplfoundation.ca/100-reasons](http://tplfoundation.ca/100-reasons)  
Donate now at [tplfoundation.ca](http://tplfoundation.ca)

**TORONTO PUBLIC LIBRARY**  
Foundation

# Communication Strategy

 <p>Scotiabank™ TORONTO WATERFRONT MARATHON</p>	<p><b>Pace, stride, endurance.</b> Register now and sign up for the Scotiabank Charity Challenge</p>	<p><b>October 19, 2014</b> <b>#STWM</b></p>
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## Council of 100

# Communication Strategy

## Why does the Library matter?

- ★ Toronto's Library is with you for life.

## Why does the Library need donors?

- ★ Municipal taxes provide most, but not all the funding the Library needs

## Why should I donate?

- ★ Donors create life-changing programs, services, spaces and collections

# 4 How You Can Help

**2015 Goal: \$4.75 million**

1. Share our goal
2. Become a donor
3. Help open doors
4. Spread the word

**[tplfoundation.ca/100-reasons](http://tplfoundation.ca/100-reasons)**

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