

# 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

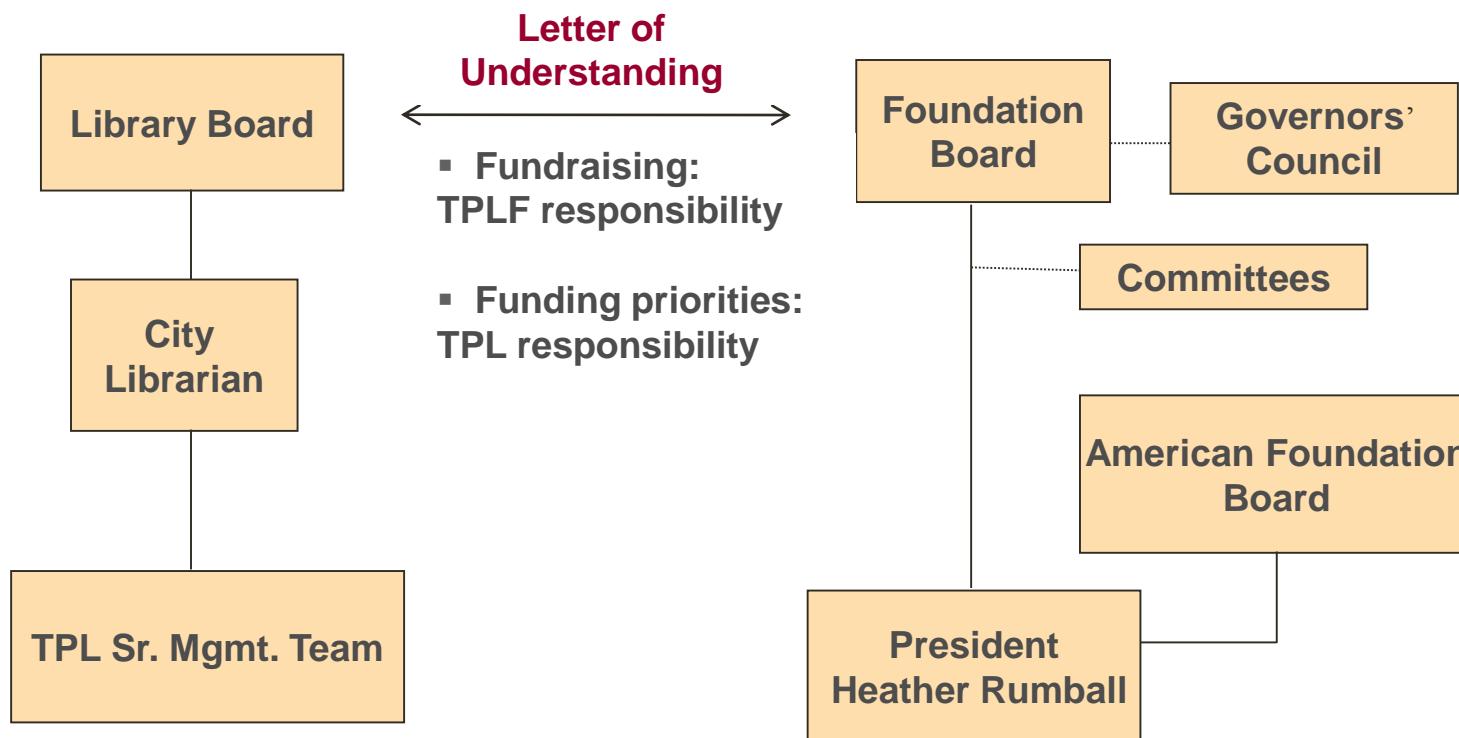
**Status:** Independent charitable organization

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

- \* exemplary collections
- \* ground-breaking programs and services
- \* innovative community spaces

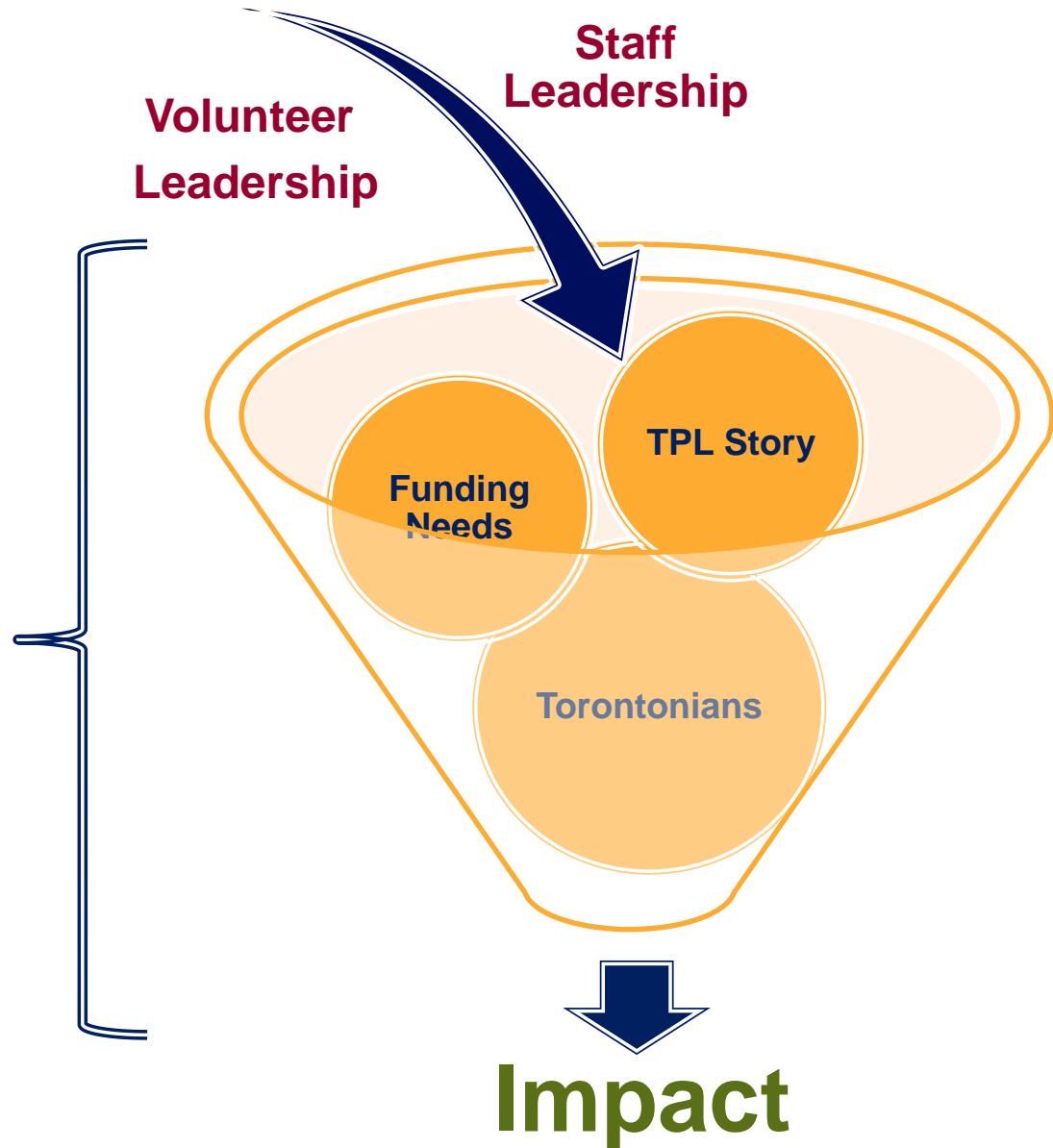
**Vision:** Build a city of life-long readers, learners and creators for a successful Toronto.

# 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

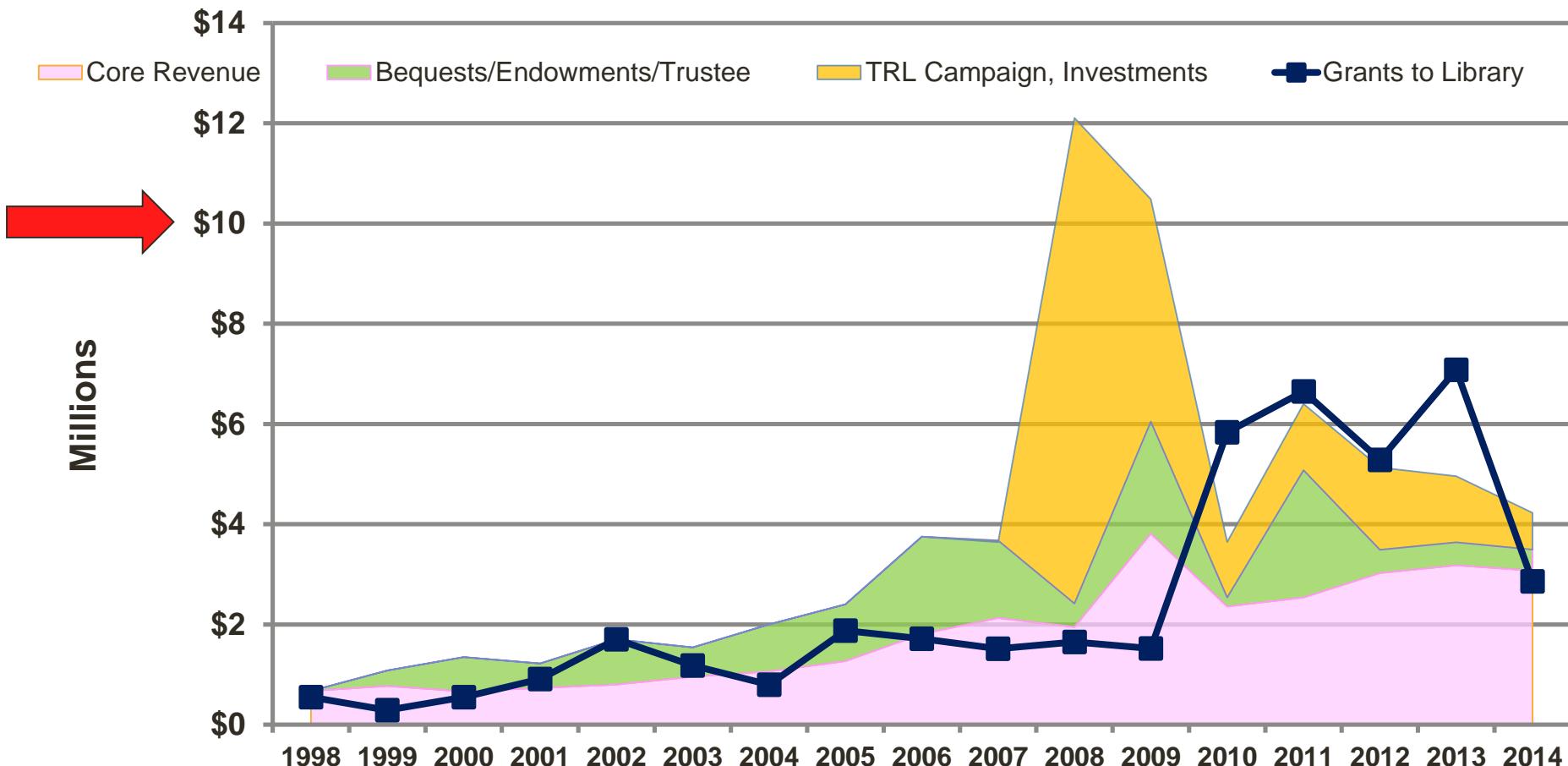
# Obstacles to Fundraising

- \* “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



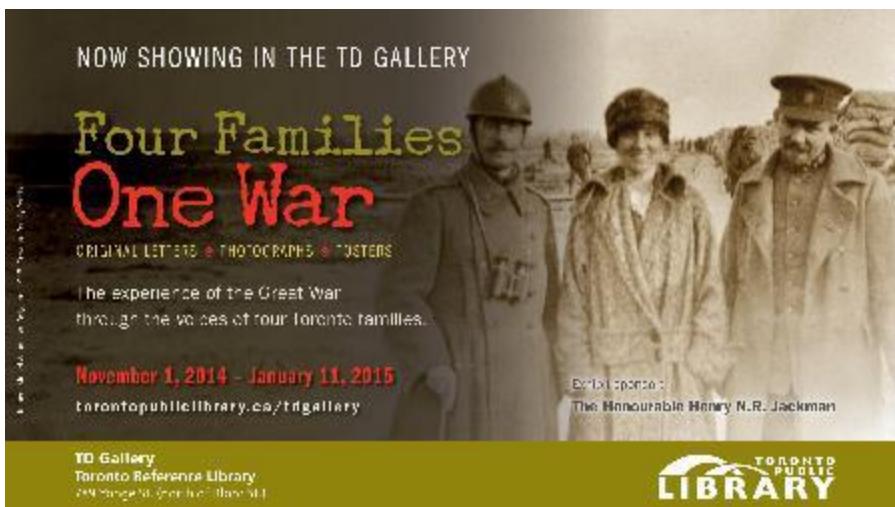
# Donors Help Grow a City of Readers



# 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



THE BLUMA LECTURE  
AT TORONTO PUBLIC LIBRARY



# 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 *Why*
- \* Funding Opportunities *What*
- \* Business Management *How*
- \* Culture of Fundraising *Together*
- \* Efficiency and Effectiveness *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

# Communication Strategy



Pace, stride, endurance.

Register now and sign up for the  
Scotiabank Charity Challenge

October 19, 2014  
#STWM



## 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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