



Toronto's Library.
Absolutely Vital.

Foundation Update 2011 Achievements

April 30, 2012

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President
Toronto Public Library Foundation



Toronto's Library. Absolutely Vital.

Presentation Overview

- 1** A History of Success
- 2** 2011 Achievements
- 3** Future Goals
- 4** How TPL Board Can Help

1

History of Success

**Awareness
Raising**

Knowing Us

**Friend
Raising**

Helping Us

**Fund
Raising**

Giving to Us

Business Management

Trusting Us

\$55 million

Since 1997

Relationship Building

TORONTO'S LIBRARY

Vital for community
Vital for growth
Vital for prosperity
Vital for the future
Absolutely Vital.

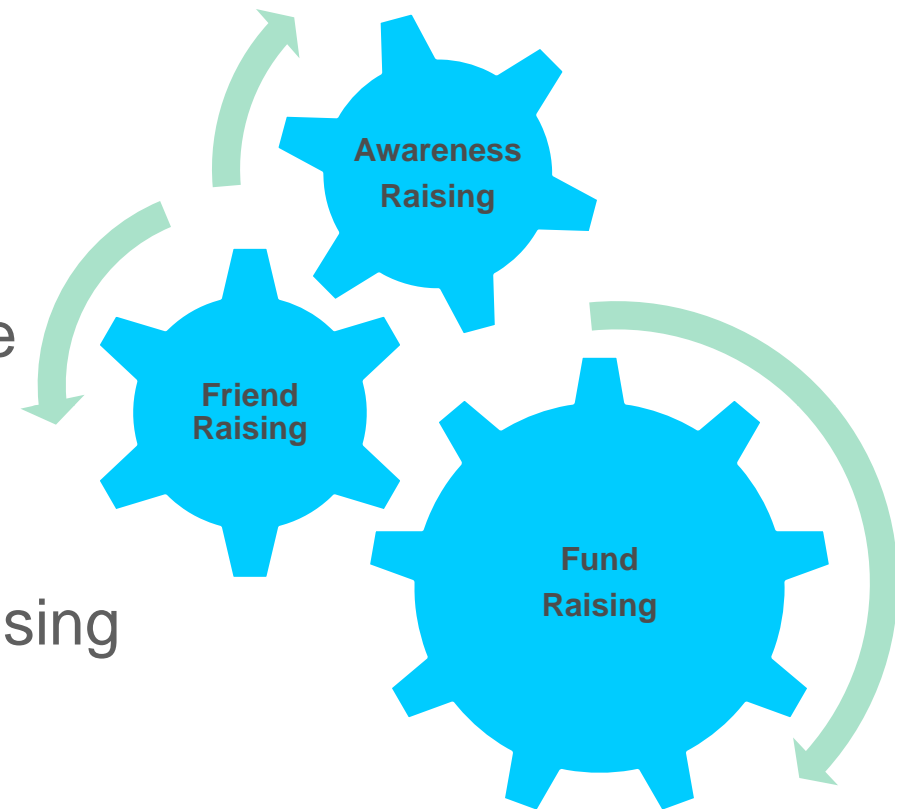
History of Success

Our Donors:

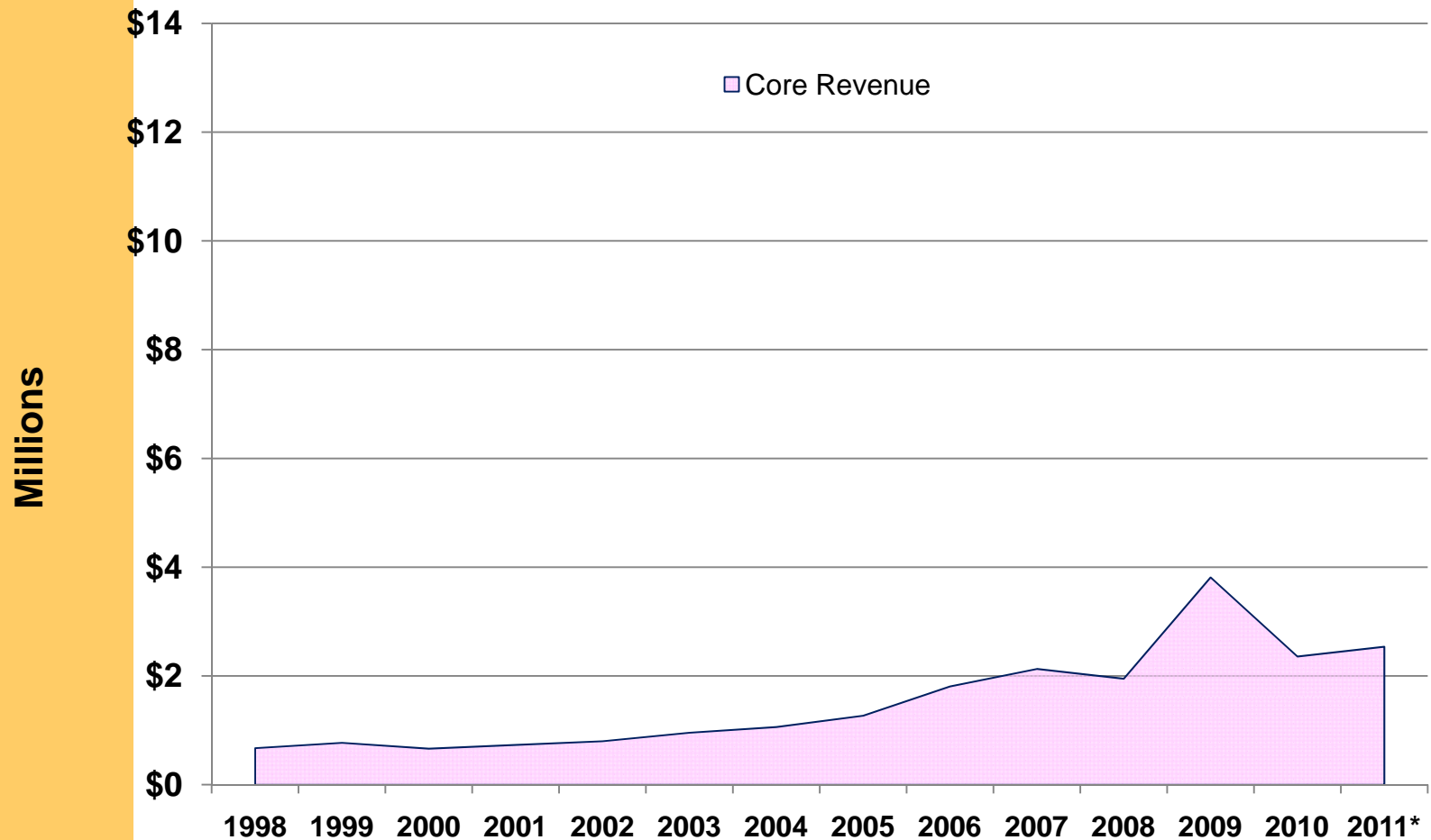
- Want to give back and/or make a difference in the lives of others
- Like to generously support specific projects

What's Worked

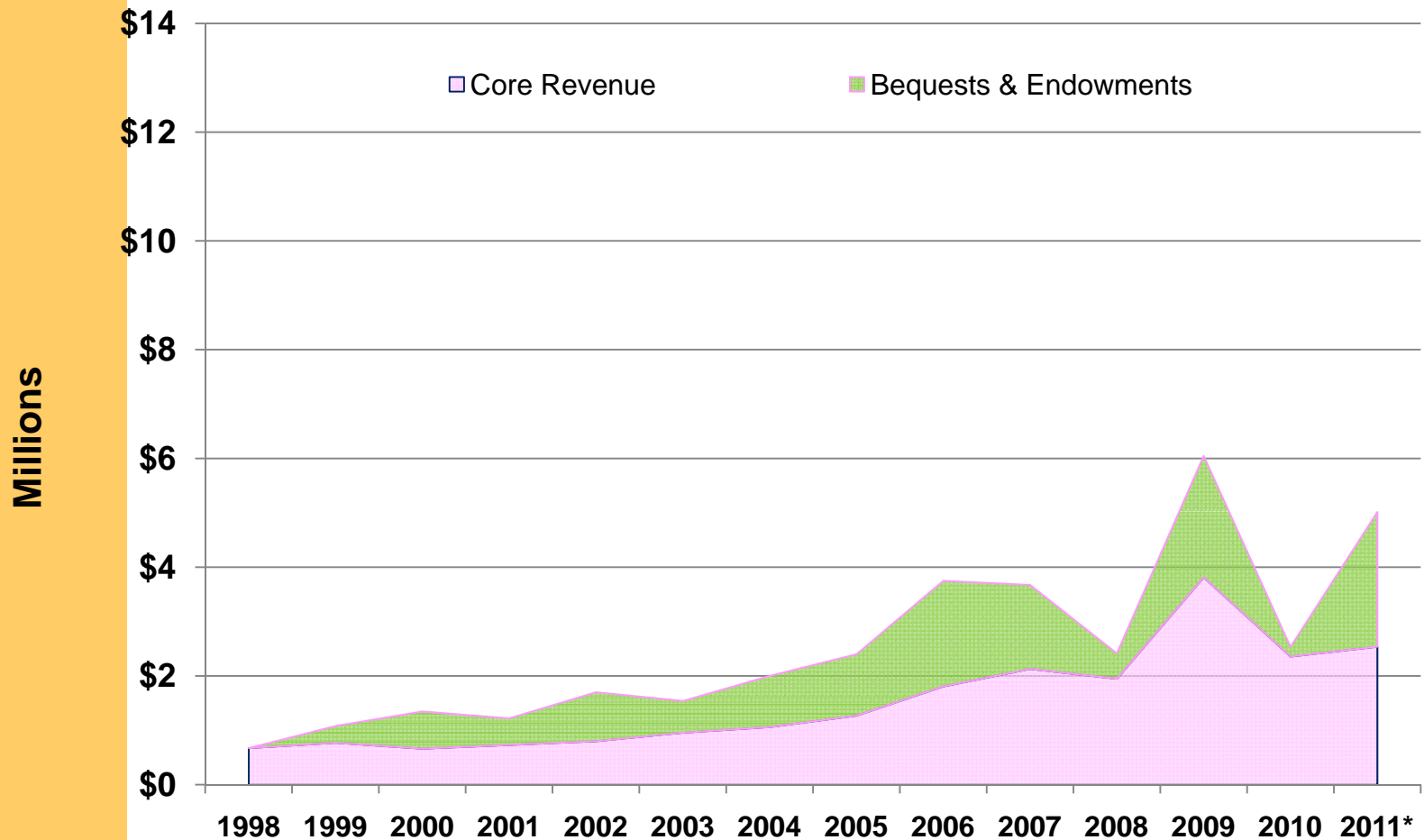
- Compelling Message
- Strong Volunteer Base
- Multi-pronged Fundraising
- Focus on Areas of Greatest Return



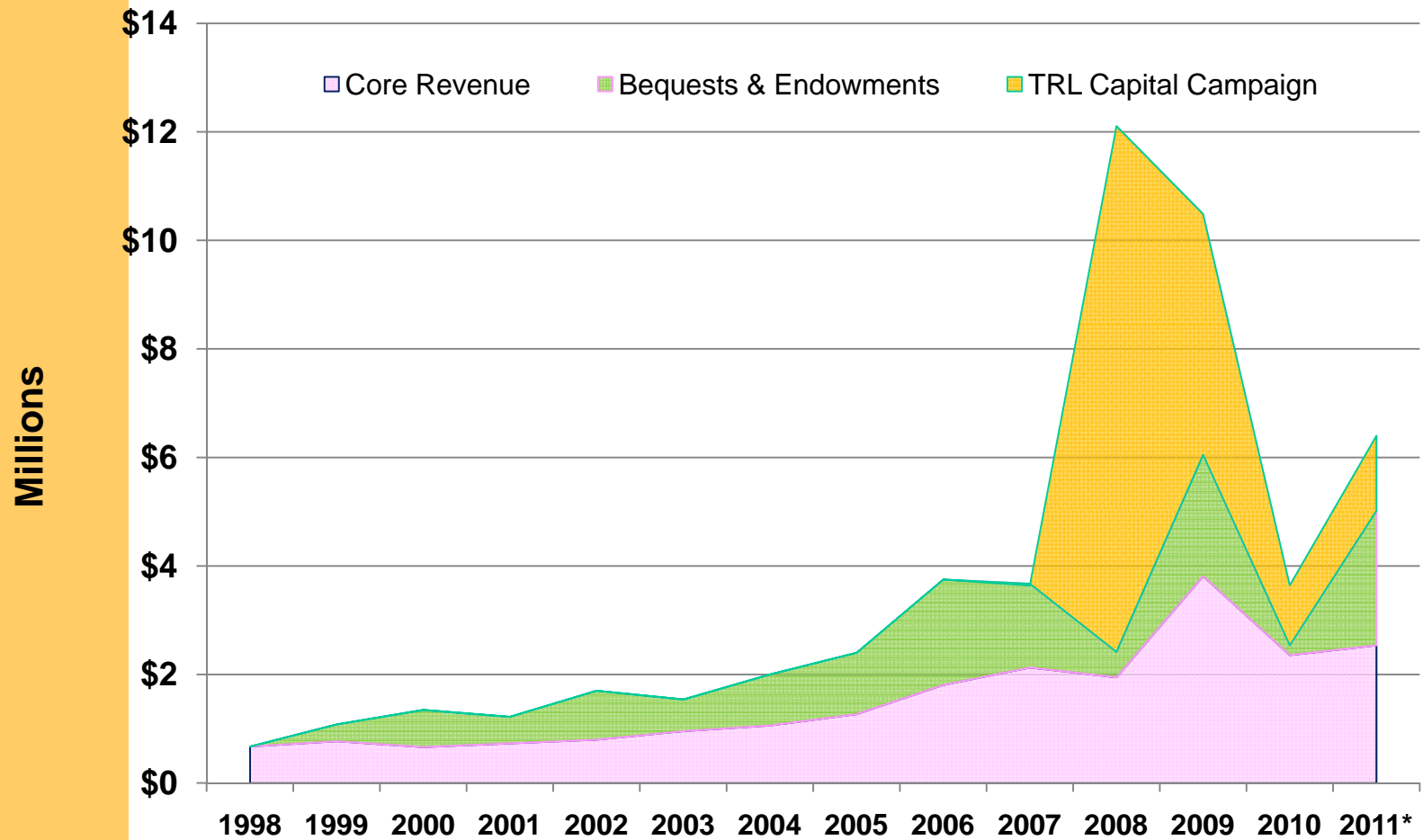
Foundation Revenue Growth



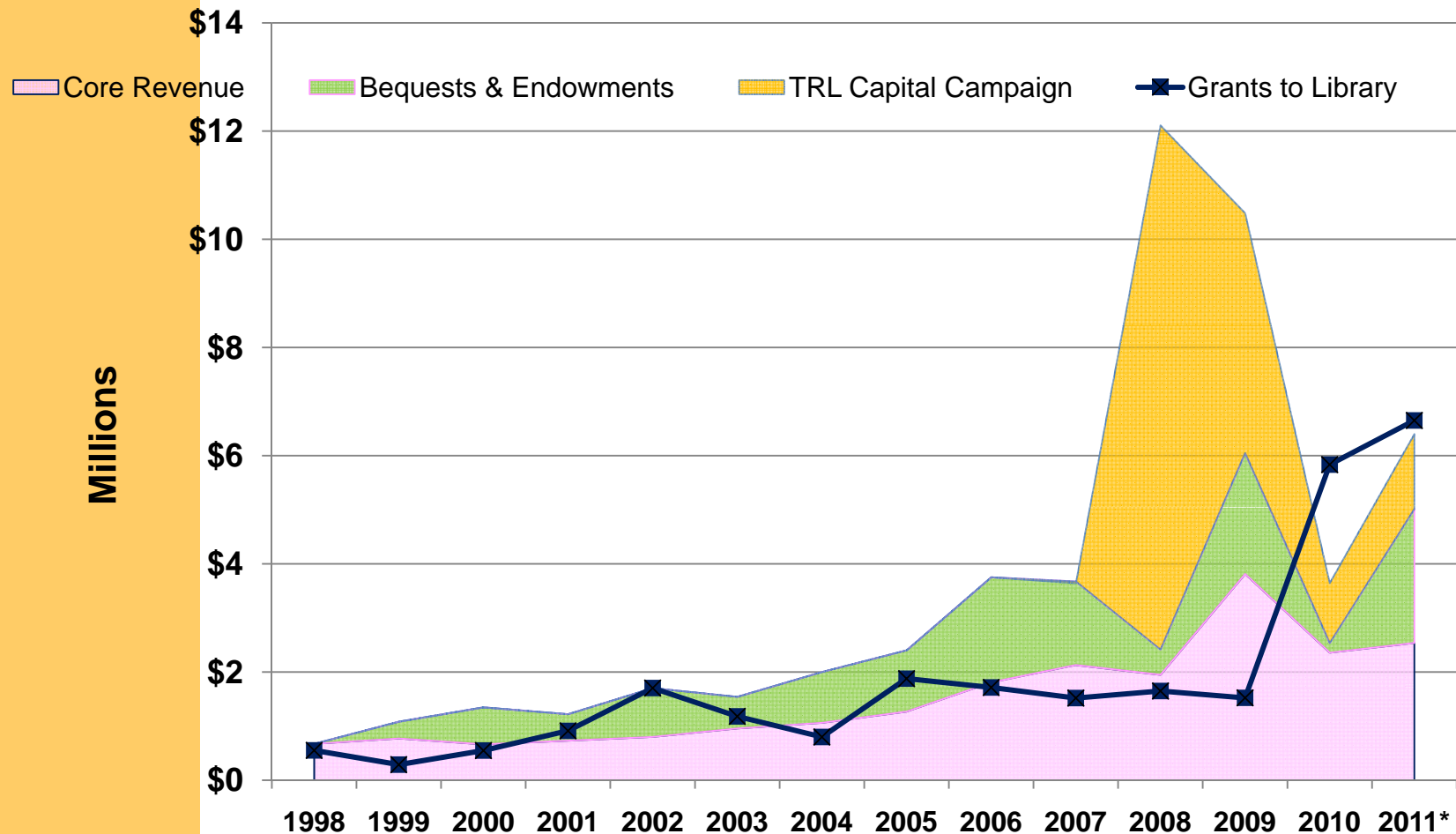
Foundation Revenue Growth



Foundation Revenue Growth



Foundation Revenue Growth



2011 Fundraising Summary

Collections, Programs & Services

Community Spaces

	Annual Funds	Endowed Funds	Capital Funds (re:vitalize TRL)	Total
Funds Received	\$4.63M	\$487K	\$750K	\$5.87M
▪ For 2011	\$2.42M	\$487K	\$750K	
▪ For future-years	\$2.21M			
Future Year Pledges	\$1.70M		\$1.15M	\$2.85M
Total Commitments Secured	\$6.33M	\$487K	\$1.90M	\$8.72M
Funds Allocated to TPL	\$1.69M	\$105K	\$4.89M	\$6.68M
▪ Raised in 2011	\$1.46M			\$1.46M
▪ Raised prior years	\$228K	\$105K	\$4.89M	\$5.22M

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Fundraising Priorities

Secured funding for:

- **24** of the **39** identified 2010/2011 priorities
 - Collections: \$ 230,000
 - Programs & Services: \$1,422,500
 - Community Spaces: \$1,990,000
 - **\$3.64M** (of \$4.95M identified minimum) **plus**
 - **\$2.42M** (future year pledges: TD, Sun Life)

Secured additional funding for other approved:

- Collections: \$ 78,000
- Branch programming: \$ 25,200
- Community Spaces: \$ 105,000
- Other: \$ 19,400
- **\$227,000 additional**

Annual Campaign Highlights

2011 Achievements

- \$800,000 renewed Corporate support; \$133,000 new
- Increased future support for TD SRC and Sun Life MAP
- Secured \$100,000 individual gift (to Special Collections)
- Realized \$1,000,000 bequest from long-time annual donor
- \$21,000 in additional gifts from new donor newsletter mailings

2011 Challenges

- Economy
- Mail strike
- TPL budget process



A word cloud of various fundraising methods. The words are arranged in a cluster, with 'Annual Campaign' and 'Capital Campaign' being the largest and most prominent. Other significant words include 'Corporate Sponsorship', 'Leadership Gifts', 'Major Individual Giving', 'Designated Gifts', 'Endowments', 'Grassroots Support', 'Special Events', 'Planned Giving', 'Face-to-face', 'Telemarketing', 'On-line Giving', 'Social Media', 'Direct Mail', 'Cause-related Marketing', 'Undesignated Gifts', 'Literary Circle', and 'Third Party Events'. The colors used for the text include yellow, blue, black, pink, and grey.

Leadership Gifts

Third Party Events

Major Individual Giving

Planned Giving

Annual Campaign

Designated Gifts

Literary Circle

Special Events

On-line Giving

Social Media

Corporate Sponsorship

Face-to-face

Grassroots Support

Telemarketing

Direct Dialogue

Capital Campaign

Endowments

Direct Mail

Cause-related Marketing

Undesignated Gifts

2011 Sponsorship Overview

Funding Priority	Sponsor	Value	Recognition
Summer Reading Club	TD Bank Group for 2012 2013 – 2014	\$642K \$1.28M	Program name
Museum & Arts Pass Program	Sun Life Financial Group 2012-2013	\$418K	Program name
Asian Heritage, Black History, Aboriginal Months	RBC Royal Bank	\$50K	Logo credit (promotional materials)
Kindergarten Outreach	TD Bank Group	\$45K	Logo credit (in KO package)
Registration Campaign	Canadian Tire	\$30K	Logo credit (promotional materials)

2011 Sponsorship Overview

Funding Priority	Sponsor	Value	Recognition
Leading to Reading	Manulife Financial	\$25K	Donor credit (name listing in What's On, Annual Report, TPLF website)
Adult Literacy	Great West Life	\$20K	Donor credit
Homework Help Clubs	Rogers	\$20K	Donor credit
Leading to Reading	Jays Care Foundation	\$15K	Donor credit
Leading to Reading	Procter & Gamble	\$15K	Donor credit
High School Outreach	Deloitte	\$10K	Donor credit

2011 Sponsorship Overview

Funding Priority	Sponsor	Value	Recognition
Collections	TDFEF	\$12.5K	Donor credit
Special Collections	TD Bank Group	\$13K	Donor credit
Word Out	CIBC	\$10K	Donor credit
Human Library	Anonymous	\$5K	Donor credit
Dial A Story	Saunders, Federal Security Agency	\$7.5K	Donor credit

Total Sponsorships Secured: \$2.61M
2011 Sponsorship Funding: \$915K

re:vitalize TRL

Capital Campaign Highlights

2011 Achievements

- Secured \$1.5M individual gift
- Exceeded **re:vitalize** campaign goal by \$600,000
 - \$10.6M raised in total
- Staff/alumni campaign
 - \$45,000 raised in total (goal: \$25,000)

2011 Challenges

- Economy
- Competition
- Base of support

3 What's Planned

Foundation Strategic Plan 2011 - 2016

Plan Framework: Set stage for increased current and future success

Goal: \$10 million Annually, by 2016

Focus Areas:

- Corporate Sponsorships - **\$500K new**
- Major Individual Giving – **R&R Collections**
- Planned Giving - **Promotion**
- Endowment/**Multi-year Gift Campaign**
- Community Giving – **Online**

Strategic Pillars

1. Compelling Message

- Speaks to need
- Identifies impact and outcomes

2. Appealing offerings

- Broad range
- Aligned with donor interests
- Providing donors with the opportunity to make a difference

3. Sound Business Management

- Investing to grow
- Minimizing expenses

Strategic Pillars

4. Culture of Fundraising

- Organizational priority
- Throughout TPL

5. Business Relationship with TPL

- Streamlining processes within policy framework

How TPL Board Can Help

1. Become a Donor
2. Be an Ambassador
3. Help open doors to potential supporters

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OUR CITY NEEDS
ITS LIBRARY.
AND TORONTO'S
LIBRARY NEEDS YOU.



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