



**Toronto's Library.**  
**Absolutely Vital.**

## Foundation Update 2011 Achievements

April 30, 2012

Heather Rumball  
President  
Toronto Public Library Foundation



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# Presentation Overview

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



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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



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# TORONTO'S LIBRARY

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



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# History of Success

## Our Donors:

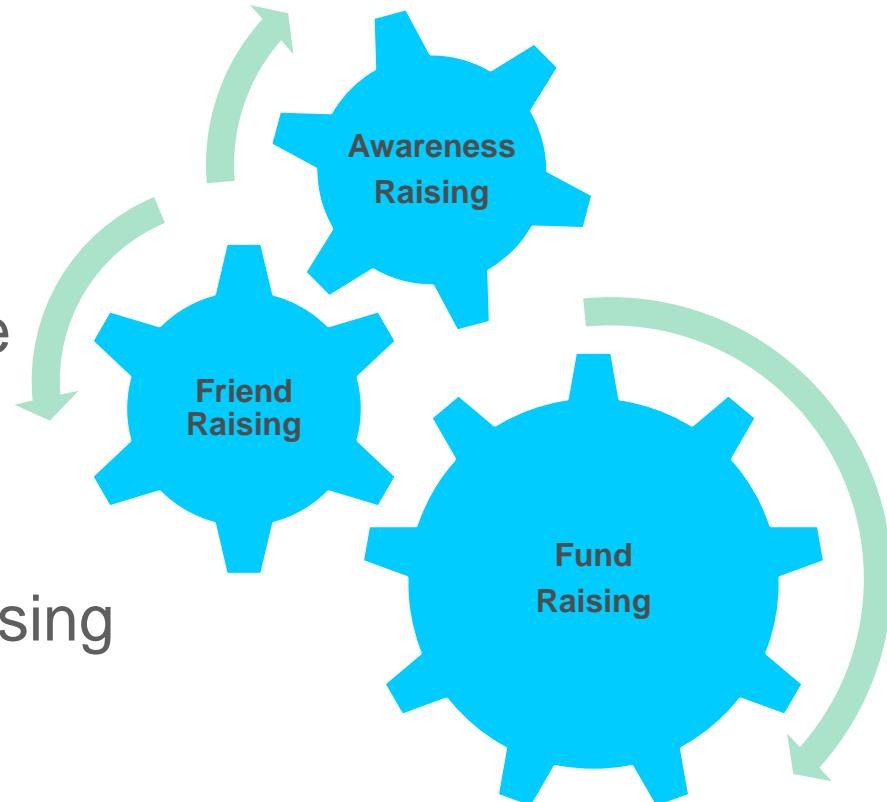
- Want to give back and/or make a difference in the lives of others
- Like to generously support specific projects



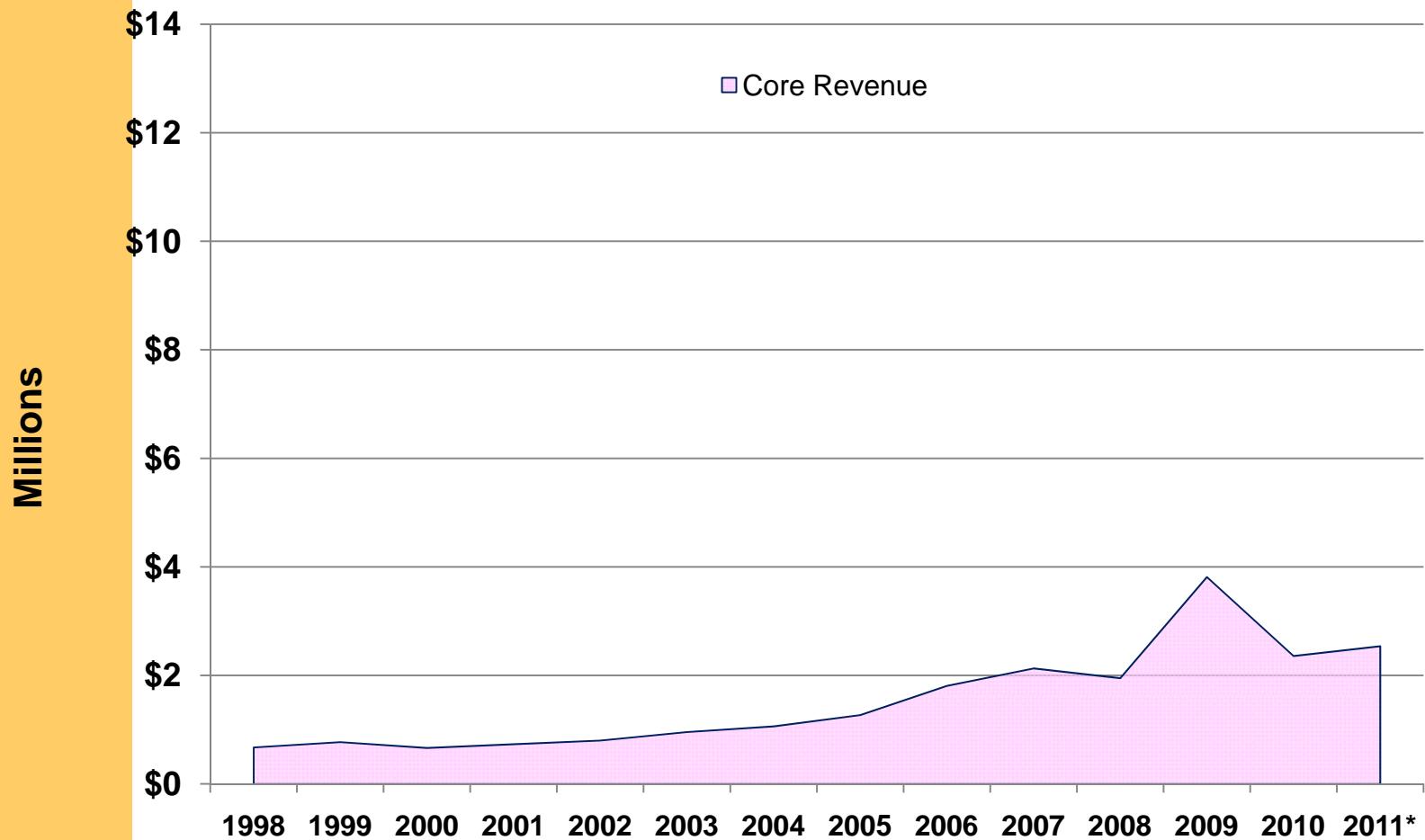
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# What's Worked

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

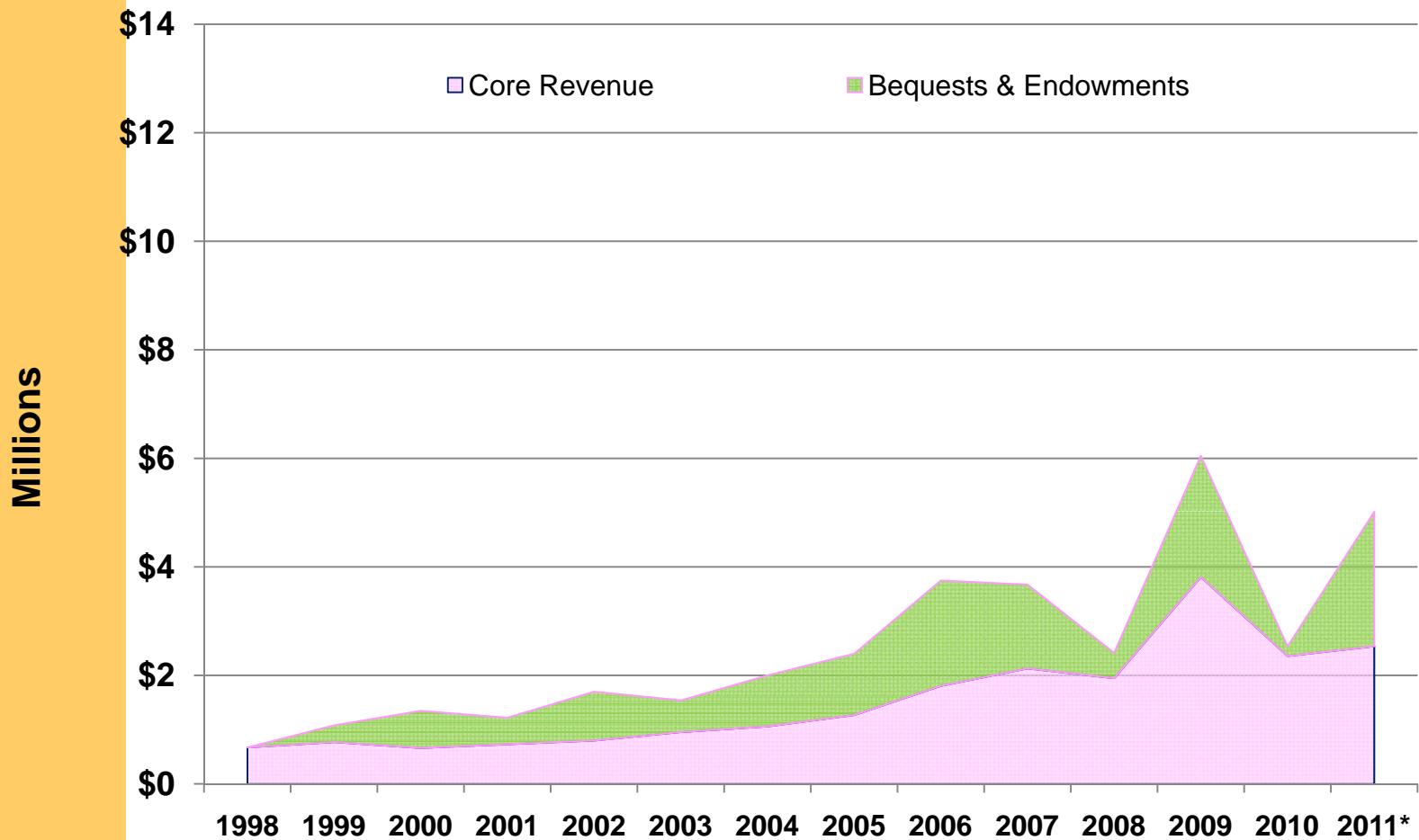


# Foundation Revenue Growth



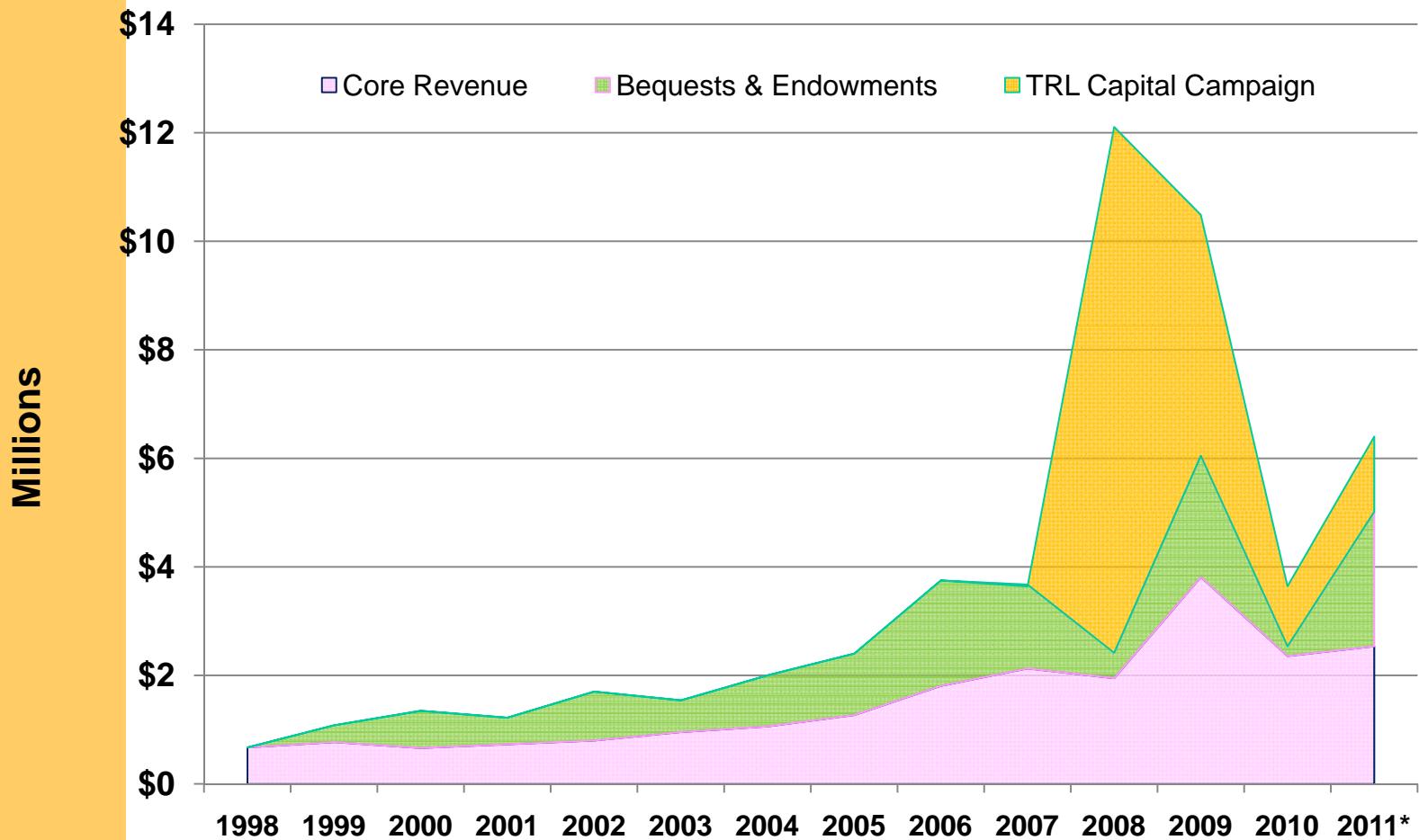
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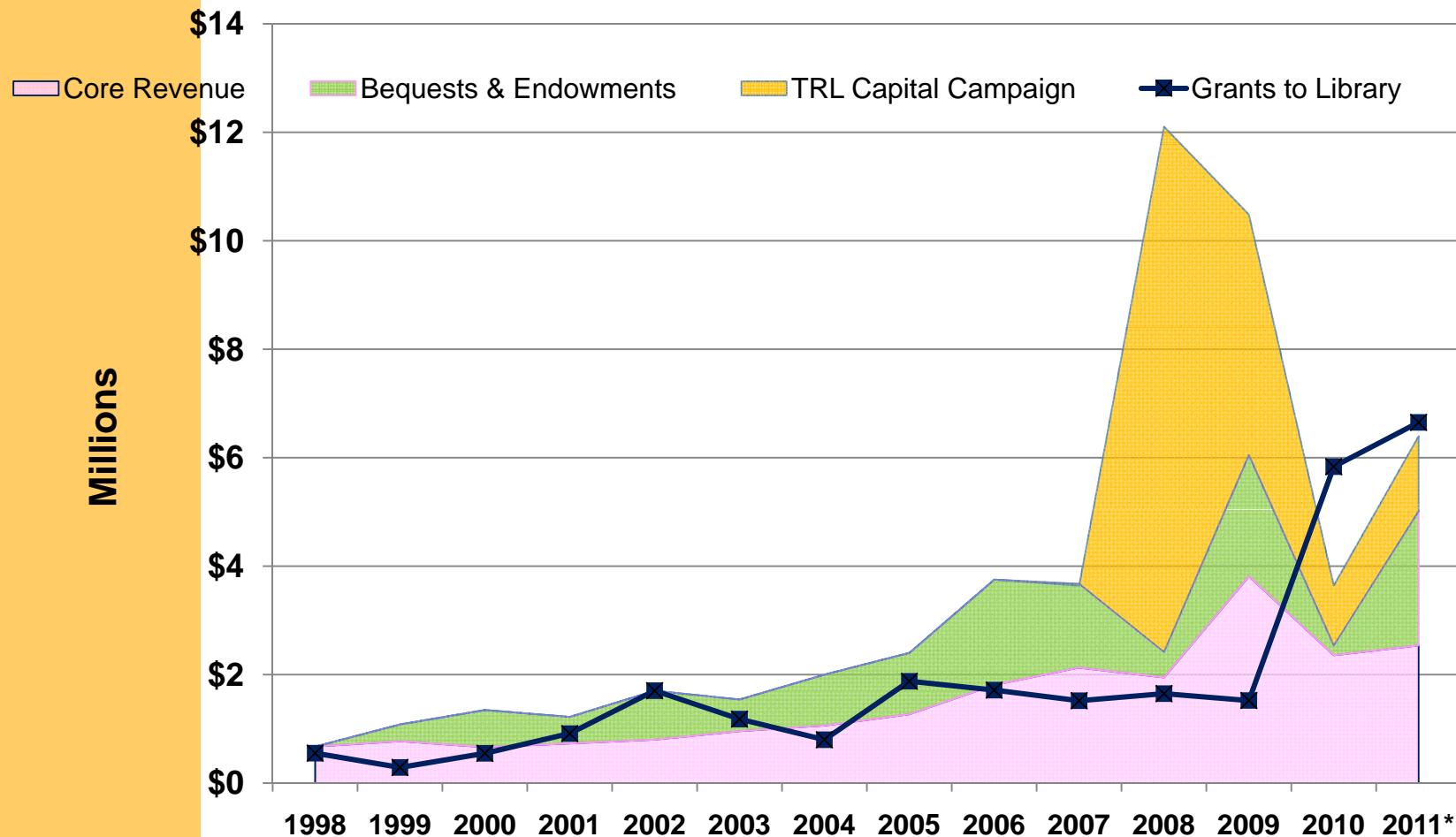
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# Foundation Revenue Growth



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# Foundation Revenue Growth



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# 2011 Fundraising Summary

	Collections, Programs & Services	Community Spaces		
	Annual Funds	Endowed Funds	Capital Funds (re:vitalize TRL)	Total
<b>Funds Received</b>				
▪ For 2011	\$4.63M	\$487K	\$750K	\$5.87M
▪ For future-years	\$2.42M	\$487K	\$750K	
	\$2.21M			
<b>Future Year Pledges</b>	\$1.70M		\$1.15M	\$2.85M
<b>Total Commitments Secured</b>	\$6.33M	\$487K	\$1.90M	\$8.72M
<b>Funds Allocated to TPL</b>				
▪ Raised in 2011	\$1.69M	\$105K	\$4.89M	\$6.68M
▪ Raised prior years	\$1.46M			\$1.46M
	\$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**



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# 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



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**Leadership Gifts**  
Third Party Events

**Major Individual Giving**      **Planned Giving**

**Annual Campaign**

**Designated Gifts**      **Literary Circle**

On-line Giving      **Special Events**

Social Media      **Corporate Sponsorship**

**Face-to-face**      **Grassroots Support**

Telemarketing      **Capital Campaign**

Direct Dialogue      **Endowments**

Direct Mail      Cause-related Marketing

Undesignated Gifts



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# 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)



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# 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



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# 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



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# 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



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# 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**



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# 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



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# Strategic Pillars

## 4. Culture of Fundraising

- Organizational priority
- Throughout TPL

## 5. Business Relationship with TPL

- Streamlining processes within policy framework



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# 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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