

Update & 2019 Strategy

TORONTO PUBLIC LIBRARY FOUNDATION

MARCH 25, 2019

FOUNDATION FACTS

- The Foundation was established in 1997 to support the Toronto Reference Library. Following amalgamation, the Foundation assumed fundraising responsibility for all TPL branches
- The purpose of the Foundation is to fundraise exclusively for TPL
- **Since established, Toronto Public Library Foundation has granted TPL over \$59M**
- Donors are comprised of individuals, associations, foundations and companies
- The Foundation team has 12 people and we're expanding this year
- The Foundation's Board has 20 Directors with Sarah Fulford (Editor, Toronto Life) as Chair

HOW WE FUNDRAISE

CORPORATE

Bank of American Merrill Lynch
Google
Shopify
Sun Life
TD
Visa

MAJOR GIFTS & INDIVIDUAL GIVING

A. Charles and Marilyn Baillie
The Bennett Family Foundation
The Haynes-Connell Foundation
Ira Gluskin and Maxine Granovsky Gluskin
Gerald Sheff and Shanitha Kachan

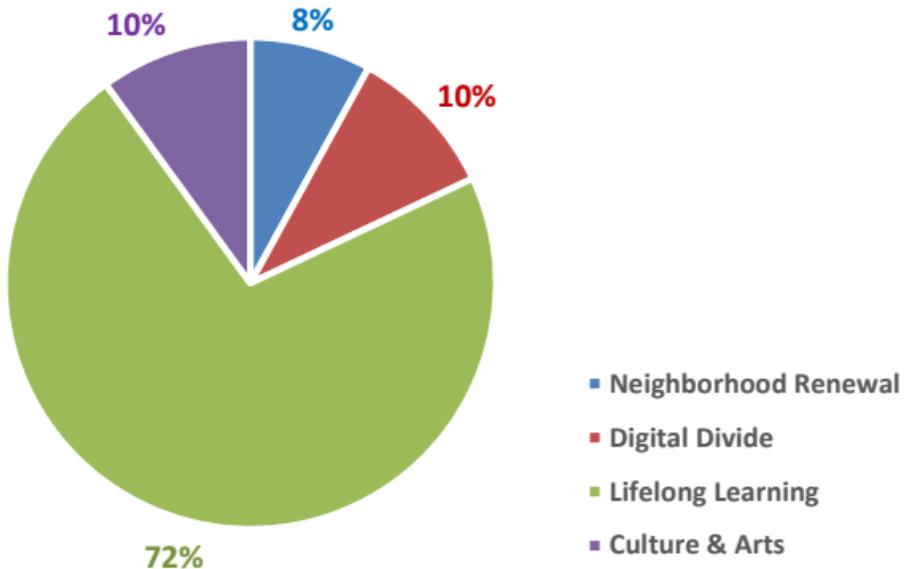
SPECIAL EVENTS

- ➔ Biblio Bash – annual black-tie gala at Toronto Reference Library
- ➔ Hush Hush – annual #partyinthestacks event for young patrons
- ➔ Other cultivation and stewardship events throughout the year

PLANNED GIVING

Legacy gifts and bequests left through estates

WHERE DONORS DESIGNATED THEIR FUNDS IN 2018



2017-2024 STRATEGIC OVERVIEW

Become a well-known and sought after charity in Toronto, significantly increasing our support of Toronto Public Library

1

Grow annual revenue from \$4M to \$10M by 2024

2

Build brand awareness among philanthropists, city builders and grassroots communities to inspire giving

3

Increase Foundation allocation to TPL



Build a High Performance Team



Transform Board Leadership



Invest in Major Gifts



Create Extraordinary Donor Relations



Build Compelling Communications



Create a Culture of Philanthropy

2019 GRANT GOAL OF \$3M

HOW YOU CAN HELP!



Donate and
encourage others to

Purchase *I'm Library People* merchandise



Share our newsletter



2019 GRANT GOAL OF \$3M

HOW YOU CAN HELP!

Companies and
Individuals in your
network

Attend TPLF events
with prospective
donors

BIBLIO

BASH

2019

Introduce prospects
to the Foundation



Bring guests to the
Appel Salon talks