

2008 and 2009 Fundraising Priorities

Date:	February 25, 2008
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

To seek Toronto Public Library Board approval for the Library's 2008 and 2009 fundraising priorities. This will be presented to the Toronto Public Library Foundation for funding consideration in 2008 and 2009.

RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1. Adopts the list of 2008 and 2009 fundraising priorities as contained in Attachment 1;
2. Submits the list to the Toronto Public Library Foundation for their consideration and requests that the Foundation review and respond on the funding potential of the identified priority project.

FINANCIAL IMPACT

Funds raised by the Toronto Public Library Foundation are in addition to the Library's operating and capital budget, and would provide value-added funding to support the identified projects.

The Director, Finance and Treasurer has reviewed the financial impact statement and is in agreement with it.

DECISION HISTORY

The Toronto Public Library Board submits projects to the Toronto Public Library Foundation to identify the Library's priorities for the Foundation, and to assist the Foundation with the development of its annual fundraising goals.

ISSUE BACKGROUND

The projects were last reviewed and approved by the Library Board at its meeting of January 16, 2006. The Foundation provided a response to the Board at its meeting of April 27, 2006. The process for identifying financial priorities for the Toronto Public Library Foundation to consider takes place typically on a two-year cycle.

COMMENTS

In preparing this report, the Library used as a starting point the identified projects previously submitted to the Foundation and evaluated them using the following principles:

- maintaining the continuity of existing, on-going programs including Leading to Reading and TD Summer Reading Club;
- supporting the Library's current strategic priorities; books and culture, services for newcomers, youth and priority neighbourhoods. New strategic priorities will be developed this year.

The attached list is a confirmation of the previously submitted projects along with several additional projects and adjustments to on-going projects.

The projects are sorted into three broad categories: 1) services and programs, 2) community spaces and technology, and 3) collections. Within each category, projects are listed in the following order:

- existing projects;
- new projects.

Changes to existing projects include:

- TD Summer Reading Club; estimated funds raised from \$250,000 to \$370,000 to include Summer Reading Club web presence and Summer Reading Club materials potentially being translated into Chinese;
- Ready for Reading, a new initiative, builds on and expands the previously identified preschool outreach projects;
- Leading to Reading now includes the Youth Homework Club program and Homework Help for Teens;
- The Youth Writing Conference includes a publication of youth writing.

New fundraising projects include:

- Toronto Reference Library Capital Campaign;
- KidsStops: Discovery areas which promote the Ready for Reading early literacy skills;
- A suite of Out of School Time Programs including: Teacher in Library, which provides students with after-school academic support; Making Change, a leadership program for at-risk youth; Tutor.com, online homework help for elementary and secondary school students; Gaming, which provides gaming events at branches in priority neighbourhoods; and a Youth Summer Reading Club;
- A Conservation Project for Special Collections which includes the creation of an online inventory database for the Library's corporate art collection; a Sherlock Holmes Walk mural, and the Toronto Documentary Art, an initiative which will add to TPL's early twentieth century documentary art collection;
- Keep Toronto Reading One Book, a city-wide event as part of Keep Toronto Reading and the SunLife Financial Museum and Arts Pass (MAP) have already been launched, however, funding is sought to expand the scope of the program.

Although projects are identified in priority order, it is understood that the Toronto Public Library Foundation matches projects with opportunities presented by potential funders' interests and timelines. It is also recognized that these funding priorities have been identified building on existing strategic areas, and new ones may emerge as a result of the Library's current strategic planning process.

CONTACT

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SIGNATURE

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ATTACHMENTS

Attachment 1: Toronto Public Library Board – List of 2008 and 2009 Fundraising Priorities