

TORONTO PUBLIC LIBRARY BOARD – 2008-2009 FUNDRAISING PRIORITIES

Priority	Name of Project	Project Description	Estimated Funds Required	Target Audience
SERVICES & PROGRAMS - EXISTING				
1	TD Summer Reading Club	Designed to promote children’s reading in the summer, the national club consists of logbook, poster and stickers and an interactive website in English and French	\$370,000 annually	Children
2	Out of School Time - Leading to Reading/Homework Clubs/ Homework Help for Teens	Assist school aged children in the development of reading and homework skills	\$300,000 annually	Children/Youth
3	Ready for Reading	Improves the reading readiness of pre-school age children. Initiatives include resource guides, storytime outreach, materials to reinforce early literacy skills.	\$505,000 annually	Children
4	High School Outreach	Introduces students and teachers to the Library's electronic resources. Additional funding would allow expansion of existing program	\$181,000 annually	Youth
5	Sun Life Financial Museum & Arts Pass	Provides families with the opportunity to visit Toronto's cultural institutions.	\$225,000 over 2 years. (Funding is secure for 2008)	All/Priority Neighbourhoods
6	Elementary School Outreach	Reaches children at least twice in their elementary school career, at Kindergarten and Grade 4, to reinforce the importance of libraries to lifelong learning & reading for pleasure	\$80,000 annually	Children
7	English Can Be Fun	Supports newcomer children by helping them improve their English during the summer	\$35,700 (2008) \$40,000 (2009)	Newcomer Children
8	Keep Toronto Reading One Book	A city-wide reading event as part of Keep Toronto Reading	\$125,000 for program development, promotion, talent and delivery.	Adult
9	Out of School Time - Youth Writing Conference and Publication	Writing symposium connecting youth writers with established authors.	\$25,000 annually	Youth
10	Out of School Time - Youth Summer Reading Club	A reading program that offers incentives to encourage youth to read.	\$15,000 (\$750 per location) 2008 pilot, \$75,000 annually if program is expanded in 2009	Youth
11	Out of School Time - Youth Study Centres	Provides meeting room space for youth populations in high needs communities. Expand beyond existing 3 locations.	\$17,400 start up per location, \$2,500 annually per location	Youth
12	Toronto Reference Library Annual Lecture Series	Annual lecture series featuring professionals in the performing arts field as well as established and emerging Canadian experts. Expand and enlarge series to raise profile and brand.	\$20,000 annually	Adult

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13	June Callwood Lecture Series	To enhance the endowment supporting an annual lecture featuring social justice issues.	\$20,000 annually	Adult
14	Dial-A-Story/Hear-A-Story	A telephone/website story program	\$24,000 annually	Children
SERVICES & PROGRAMS – NEW				
15	Out of School Time - Teacher in Library	After school academic support in a safe environment with readily accessible resources	\$25,000 per branch	Children/Youth
16	Out of School Time - Gaming	Computer gaming events for youth at 8 locations across the city including NYCL.	\$75,000 start up cost. Ongoing \$5,000 per year for maintenance	Youth
17	Out of School Time - Making Change	A 10 week leadership program providing opportunities for at risk pre-teen youth	\$90,000 required to develop and run the program in 5 neighbourhoods	Youth
COMMUNITY SPACES AND TECHNOLOGY - EXISTING				
18	Toronto Reference Library Redesign	Revitalization of the Toronto Reference Library	\$20 million	All
19	KidsStops	Offers games, puzzles and other interactive literacy based activities to preschool children	\$125,000 start up costs for large KidsStop such as S. Walter Stewart and Cedarbrae and \$70,000 for a small KidsStop. The ongoing maintenance would be \$10,000 per location/year	Children
20	Out of School Time - RAMP	Expand service with a interactive Web 2.0 component.	\$70,000	Youth
21	Mobile Library Service	Enhance collections and delivery vehicles.	\$50,000	Adult
22	Assistive Equipment for People with Disabilities	Provide assistive equipment and furniture in branches for use by customers with disabilities	\$40,000 first year, \$40,000 second year	All
COMMUNITY SPACES AND TECHNOLOGY - NEW				
23	Out of School Time - Tutor.com	Tutor.com provides online homework help to students in elementary and secondary school	\$450,000	Children/Youth
24	Sherlock Holmes Walk Mural	A mural depicting Sherlock Holmes on the blank wall facing Sherlock Holmes Walk	\$40,000	Adult

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COLLECTIONS - EXISTING				
25	Creating Digital Collections	Creates digital images of historic resource material that can be "read" on-line	\$30,000 annually	Adult
26	Collection Enhancement -Branches being Renovated	Enhance the purchase of collections for renovated branches, providing refreshed collections.	\$75,000 for Neighbourhood; \$150,000-\$200,000 for District branches	Adult/Youth/ Children
27	Collection Enhancement- Multilingual Collections	Enhance the purchase of other language collections for the Library.	\$250,000	Adult/Youth/ Children
28	Rita Cox Black & Caribbean Heritage Collections	To enhance the endowment for the collection.	\$20,000	Adult/Youth/ Children
COLLECTIONS - NEW				
29	Conservation Project for Special Collections	Creation of online inventory for the Library's corporate art collection and establishment of ongoing conservation program.	\$30,000 for first year and \$30,000 thereafter for conservation for a total of five years	Adult
30	Collection Enhancement-Toronto Documentary Art	To build up the documentary art collection.	\$15,000 per year	Adult
31	Collection Enhancement-Stage Design Funding	Funding to permit the acquisition of additional stage design materials.	\$4,000 per year for 3 years	Adult