



STAFF REPORT ACTION REQUIRED

11.

2015 Fundraising Priorities

Date:	November 17, 2014
To:	Toronto Public Library Board
From:	Acting City Librarian

SUMMARY

The purpose of this report is to present Toronto Public Library's 2015 fundraising priorities to the Board for approval. As outlined in the Letter of Understanding between the Library and Foundation, the Library is responsible for setting fundraising priorities. Once the priorities are approved, they are presented to the Foundation for funding consideration, and both the Library and Foundation work collaboratively to enhance collections, programs, technology, services and buildings.

The fundraising priorities are developed to align and support the Library's strategic plan. The 2015 fundraising priorities are organized under the pillars of: *Read, Learn, Create, Deliver 2012 - 2015*. A new strategic plan and fundraising priorities will be developed for 2016 and reflect the next strategic planning cycle.

The 2015 priorities generally reflect those approved by the Board in 2012 as many programs are ongoing. New priorities support the City's Seniors Strategy, Newcomer Hubs and the Pan Am and Para Pan Am Games in 2015.

RECOMMENDATIONS

The Acting City Librarian recommends that the Toronto Public Library Board:

1. approves the Toronto Public Library fundraising priorities for 2015 included in Attachment 1; and
2. submits the list to the Toronto Public Library Foundation for consideration and requests that the Foundation reviews and responds on the funding potential of the identified initiatives.

FINANCIAL IMPACT

The Foundation's contributions to the Library's programs and services supplement the Library's approved capital and operating budgets.

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

DECISION HISTORY

At the April 2, 2012 Board meeting the Library adopted the fundraising priorities for 2012 - 2014.

<http://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2012/apr2/14.pdf>

At its meeting on June 25, 2012, the Library Board received the Foundation's response to the fundraising priorities.

<http://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2012/jun25/26.pdf>

COMMENTS

Funds raised through the Foundation provide supplementary revenue to enhance the level, extend the range and improve the quality of library service within Toronto. The Library is responsible for setting funding priorities and working with the Foundation to determine appropriate fundraising goals and priorities for the enhancement of the Library.

Attachment 1 includes the fundraising priorities for 2015 which reflect the current strategic planning cycle and priorities approved by the Board in April 2012 with some changes:

- Priorities are arranged in terms of the Strategic Plan 2012 - 2015 themes to better align with the strategic goals;
- The addition of new priorities that were identified subsequent to the Board's approval of the priorities, which support City initiatives and these include:
 - National Reading Research for Youth that is aimed at discovering needs of both teens and libraries from a range of markets across the country;
 - The 100 Reasons Campaign that replaces the Keep Toronto Reading Campaign and is an external marketing campaign;
 - The After School Newcomer Hubs at the Centennial and Sanderson branches that provides after school programming for youth in grades 7 – 10;
 - Development of a comprehensive, multi-faceted seniors program and outreach in support of the City of Toronto's Seniors Strategy;
 - Funding for the enhancement of the Spectator Jam and Poetry Slam as part of the Pan Am and Para Pan Am Games.

- Minor changes to the funds required for individual initiatives as a result of updates to budgets related to various program elements.

These funding priorities have been identified by building on existing strategic considerations and current trends. New strategic priorities that result from the development of the next strategic plan for 2016 - 2019 and associated fundraising needs will be identified. These new fundraising priorities will be presented to the Board for approval in 2016 following the approval of the new strategic plan.

CONTACT

Paul Trumphour; Acting Director, Planning, Policy & E-Service Delivery; Tel: 416-395-5602
E-mail: ptrumphour@torontopubliclibrary.ca

SIGNATURE

Anne Bailey
Acting City Librarian

ATTACHMENTS

Attachment 1: Toronto Public Library Fundraising Priorities 2015