

2010 – 2011 Fundraising Priorities

Date:	March 22, 2010
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

The purpose of this report is to present Toronto Public Library's 2010 and 2011 fundraising priorities to the Library Board for approval. After Board approval, the list will be shared with the Toronto Public Library Foundation for funding consideration in 2010 and beyond.

RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1. adopts the list of 2010 and 2011 fundraising priorities contained in Attachment 1,
2. submits the list to the Toronto Public Library Foundation for consideration, and requests that the Foundation review and respond on the funding potential of the identified initiatives.

FINANCIAL IMPACT

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

The Director, Finance and Treasurer has reviewed this 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

Toronto Public Library's funding priorities were last reviewed and approved by the Library Board at its meeting of February 2008; with a response by the Foundation at the Library Board's June, 2008 meeting.

COMMENTS

Toronto Public Library recognizes that public funding is the principal and most important source of funding for library service in Toronto. Like other public libraries, TPL pursues supplementary funding 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 for the enhancement of the Library.

Fundraising priorities are developed using the themes and goals of the Library's 2008 – 2011 strategic plan, *Our Shared Stories: Writing the Future of Toronto's Library* as a framework. Specific themes include:

- engaging Toronto's diverse communities;
- addressing the growing income gap;
- expanding access to technology and online services;
- supporting creativity and culture;
- supporting a sustainable library.

Initiatives in the strategic plan work plan are first reviewed to identify projects which could be significantly enhanced through supplementary funding beyond resources available in the capital and operating budgets. Projects are considered for inclusion using the following criteria:

- continuity; existing projects are given priority over new initiatives;
- alignment with the strategic plan; projects which complement, promote and leverage existing services, programs and collections;
- service level; how many people will benefit from the project; are the benefits city-wide or specific to individual neighbourhoods and groups of residents;
- impact on operating budget and resources; and the sustainability of the project.

Attachment 1 includes the 2010 – 2011 fundraising priorities. The list is divided into two sections: ongoing and new fundraising projects. Within the two sections, projects are grouped and roughly prioritized under strategic plan themes.

Projects support a number of broad areas including: branch development, programs for children and youth, collections, initiatives to promote barrier free access and projects to expand access to cultural and literary programs throughout the City.

Existing projects presented for continuation or enhancement include:

- completion of the Toronto Reference Library's re-**vitalization** campaign;
- ongoing support for the national summer reading club for children;
- introduction of additional KidsStops, interactive literacy centres for young children, and enhancements to existing locations;
- expanded capacity for Ready for Reading to reach newcomer children and their families through bilingual story times and translated materials;
- continued support for the museum and arts pass program to engage residents in the cultural life of the city.

New projects include:

- introduction of a Living Library where users "borrow" a person to support creativity, cultural awareness, diversity, and enhanced opportunity;
- programs celebrating and fostering family literacy;
- support for 100th Anniversary branches in 2010 and beyond;
- newly funded projects to support youth including a summer reading program, access to online tutoring and programs to build literacy skills;
- expanded access to free cultural programs to enhance the quality of life of seniors.

The Toronto Public Library Foundation has successfully provided significant funds to support achievement of the Library's Strategic Plan and improve the range and quality of services provided by the Library to Toronto residents.

CONTACT

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SIGNATURE

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ATTACHMENTS

Attachment 1: Toronto Public Library Board – List of 2010 Fundraising Priorities