



Fundraising Priorities Development

Toronto Public Library & Foundation

Presentation to the Board: October 24, 2016



Process

- Presentations, consultation, group sessions held to develop new fundraising priorities for the Library & Foundation 2016 and beyond
- 4 group sessions held:
 - March 29
 - April 26
 - May 16
 - May 18

Insights

- More effective and efficient administration of donor dollars that will increase impact for both donors and the Library
- Big ideas to get Library on radar for major philanthropists
- More focus and visionary projects to generate increase in Individual Major Gifts
- New strategic plan
- New leadership
- Ability to showcase TPL programs, people and impacts in more significant way

From the TPL Strategic Plan 2016-2019



Expanding **A**ccess
Increasing **O**ppportunity
Building **C**onnections

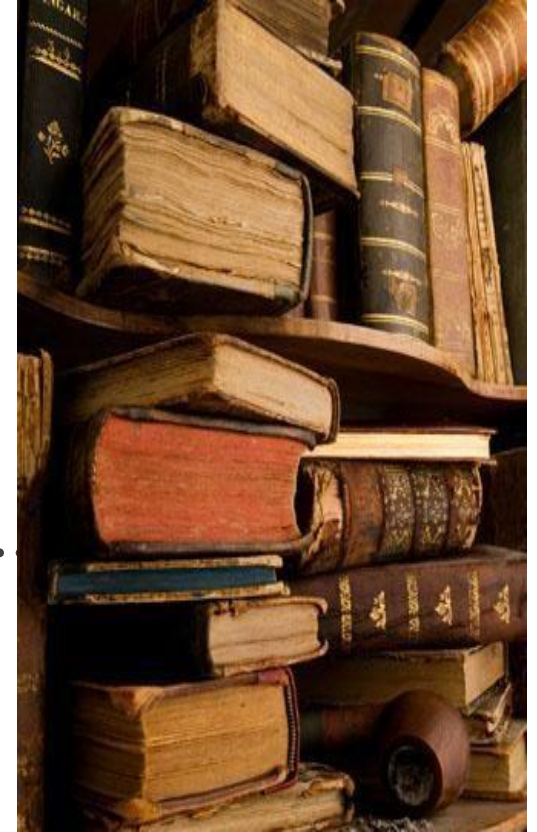
Outcome:

With expanded access to technology, lifelong learning, and diverse cultural and leisure experiences, Torontonians have increased opportunities for growth and success, and stronger connections.

**Partnerships and private sector funding
will be key to the success of this plan**

What We Know

- Impact is key
- Donors want to engage
- Big donations take time
- “You get what you pay for...”
- People assume the Library means.....



Funding Priorities

1. Neighbourhood Renewal (Capital Buildings & Spaces)
2. Lifelong & Self Directed Learning (Programs & Collections)
3. Innovation (New & Emerging Technologies)
4. Access to Culture & Preserving Heritage

So what is new about this approach?

Transformational Gifts: \$1,000,000+

Leadership Gifts: \$100,000 to \$999,999

Major Gifts: \$25,000-\$99,999

- Gifts may be designated to specific programs, collections or priorities under the 4 priority areas

TPLF Fund Gifts: \$24,999 and under

- Gifts cannot be designated but should fall under the priority areas according to Library priorities

Critical Success Factors

- Culture of philanthropy embedded into user experience and through 100 libraries so they are ambassadors
- Focus on Transformational, Leadership and Major Gifts
- Infrastructure – right & resourced teams – TPL & TPLF
- New approach to annual fund to create flexibility, ease of reporting & additional undesignated funds towards TPL designated priorities
- Case for support for giving – higher purpose and specifics
- Strategic thinking/focus on ROI

Thank you!

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