



STAFF REPORT ACTION REQUIRED

12.

2017-2019 Fundraising Priorities

Date:	October 24, 2016
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

The purpose of this report is to present Toronto Public Library's (TPL's) 2017-2019 fundraising priorities to the Toronto Public Library Board for approval. The new Fundraising Priorities and a new approach to donation designation provide transformational opportunities to attract major gifts and sustained giving to contribute to achieving the outcomes of the Library's Strategic Plan, *Expanding Access, Increasing Opportunity, and Building Connections 2016-2019*.

The priorities were developed in response to a recommendation by the Library Board that the Library and Foundation work together to better achieve both the Library's strategic goals and the Foundation's fundraising efforts on behalf of the Library.

Toronto Public Library's 2017-2019 Fundraising Priorities are as follows:

- Neighbourhood Renewal: Building and Spaces;
- Life Long and Self Directed Learning;
- Innovation: New and Emerging Technologies;
- Access to Culture and Preserving Heritage.

RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1. approves the 2017-2019 Fundraising Priorities: Neighbourhood Renewal: Building and Spaces; Life Long and Self Directed Learning; Innovation: New and Emerging Technologies; and Access to Culture and Preserving Heritage; and
2. directs library staff to work with the Toronto Public Library Foundation to implement the new approach to fundraising in support of the 2017-2019 Fundraising Priorities pending approval of the Toronto Public Library Foundation Board.

FINANCIAL IMPACT

The Foundation's contribution to the Library's programs and services supplement the Library's approved capital and operating budgets. The Toronto Public Library Foundation is an important source of funding and builds capacity for the Library to enhance the level, range and quality of library service for residents and communities across Toronto.

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

DECISION HISTORY

At its March 21, 2016 meeting, the Toronto Public Library Board approved the 2016 Fundraising Priorities report <http://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2016/mar21/11-2016-fundraising-priorities.pdf> outlining that the Library and Foundation would work collaboratively to develop a new approach to fundraising to *better achieve both the Library's strategic goals and the Foundation's fundraising efforts on behalf of the Library*.

BACKGROUND

The Letter of Understanding between the Toronto Public Library Board and the Toronto Public Library Foundation Board sets out responsibilities for fundraising:

- *The Library is responsible for setting identified funding priorities. The Library will work closely with the Foundation to determine appropriate fundraising goals and priorities for the enhancement of the Library;*
- *The Foundation agrees to seek funding on behalf of the Library toward identified Library funding priorities.*

COMMENTS

The 2017-2019 Fundraising Priorities were developed in response to insights gained through an assessment of the Foundation and Library's state of readiness to capture transformational investment through major gifts. The assessment was led by a fundraising consultant engaged by the Foundation and included consultation and collaboration between Library and Foundation staff.

The assessment outlined two overarching issues: TPL's fundraising priorities in prior years focused on projects that were not large enough in scope to attract major donations, and that fundraising efforts by the Foundation for smaller programs and projects were inefficient.

To address these insights the consultant worked with TPL and the Foundation to develop four fundraising priorities to advance the outcomes of the strategic plan, and a new approach to fundraising to attract both major gifts and sustained annual giving.

2017-2019 Fundraising Priorities

It is recommended that the Library Board approve the 2017-2019 fundraising categories as summarized below. **Sample** programs and projects are outlined below to illustrate the types of fundraising initiatives that could be undertaken.

- **Neighbourhood Renewal: Building and Spaces**
 - Enhancing the transformation of North York Central Branch as a technology hub and centre of digital innovation and learning;
 - Renovating Downsview Branch as a vital community hub connecting residents and offering a high quality public space;
 - Rebuilding Parkdale Branch as a catalyst for neighbourhood revitalization and a resource for local residents.
- **Life Long and Self Directed Learning**
 - Providing supportive after school opportunities for children and youth across the City;
 - Offering cutting edge learning technology and STEM programs supported by leading edge technology and equipment across the city.
- **Innovation: New and Emerging Technologies**
 - Introducing interactive visualization walls and other technology enhancements with collocated learning spaces;
 - Leveraging existing partnerships to expand WiFi Hotspot ending to additional participants.
- **Access to Culture and Preserving Heritage**
 - Delivering world class literary and cultural programs with new opportunities for engagement;
 - Celebrating local music, through collections, concerts, instrument lending, practice and recording spaces and equipment.

With the approval of the Fundraising Priorities by the Library Board, library staff will work with the Foundation to further develop cases for support. The Foundation will assess the feasibility of funding the projects and prioritize fundraising efforts to achieve the best possible results.

To increase the efficiency of the Foundation's fundraising efforts, a new approach to donation designation is recommended. Going forward new donors who commit \$25,000 or more may choose to restrict the funds to one of the Fundraising Priorities. Donations under \$25,000 will generally support the Library's Fundraising Priorities and cannot be restricted to a specific program, giving the Foundation and Library the flexibility to designate funds to areas of highest priority. This new approach will be phased in pending approval by the Toronto Public Library Foundation Board.

Any naming opportunity related to the 2017-2019 Fundraising Priorities will be brought forward to the TPL Board for consideration and approval in compliance with the Library

Board's Naming Policy, which requires Board approval for the naming of branches, rooms, programs and collections in relation to recognition, donations or sponsorship.

Going forward, the Foundation and Library reporting will highlight how fundraising by the Foundation supports the achievement of the Library's Strategic Plan and its outcomes as aligned with the recommended Fundraising Priorities.

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SIGNATURE

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