

# Update & 2021 Business Plan

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January 25, 2021

# 2017 – 2026 STRATEGIC OVERVIEW

**The Mission of TPLF is to inspire Torontonians to invest in the economic vitality and social cohesion of their city by supporting TPL. Our Vision is to become a well-known and sought after charity in Toronto, significantly increasing our support of Toronto Public Library.**

**1**

Grow annual revenue from \$4M to \$10M by 2026

**2**

Build brand awareness among philanthropists, city builders and grassroots communities to inspire giving

**3**

Increase Foundation allocation to TPL



**Build a High Performance Team**



**Transform Board Leadership**



**Create Extraordinary Donor Relations**



**Build Compelling Communications**



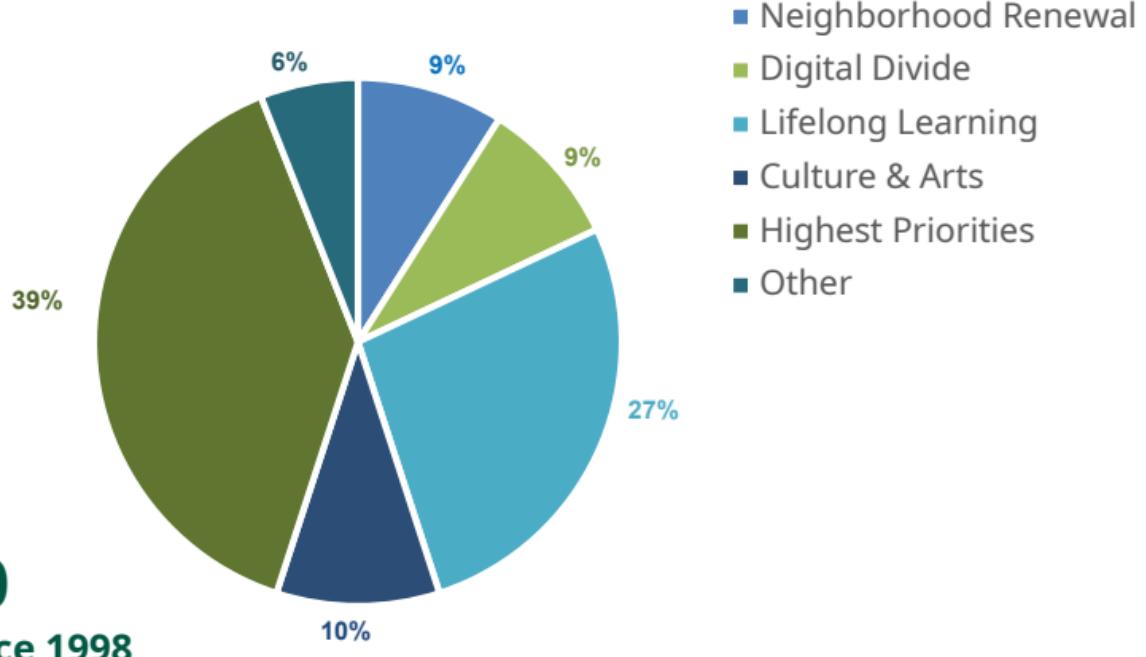
**Invest in Major Gifts**



**Create a Culture of Philanthropy**

## SUMMARY OF IMPACT

### Where donors allocated their \$2.5M in 2021



**\$65,000,000**  
allocated to TPL since 1998

# 2021 PRIORITIES

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✓ **Continue to Strategically Integrate TPLF and TPL**

With support from the Task Force, build out strategic planning and operationalization integration for mutually beneficial goals

✓ **Ensure Sustainable Financial Health of TPLF**

Secure a balance of designated and undesignated gifts to maintain a healthy operating cash balance and keep costs lean

✓ **Create Impactful TPL Gifting Major Gift Opportunities**

- Key success factors in securing Major Gifts
- Maximize database and cultivate current pipeline of prospects/donors

✓ **Generate Revenue with New Fundraising Projects**

Prospect activity required to get to revenue target

✓ **Maximize Donor Relationships**

Maximize the renewal of current donors and move individuals into higher level of giving

✓ **Expand our Community of Library People**

Continue to engage our library users and donors at the grassroots level

# 2021 GRANT GOAL OF \$3.1M – HOW YOU CAN HELP!



Donate and encourage others to



Purchase *I'm Library People* merchandise



Companies and individuals in your network and community



Introduce prospects to the Foundation



Share our newsletter



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Comments? Questions? Inspired ideas?

