

Update & 2021 Business Plan

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**



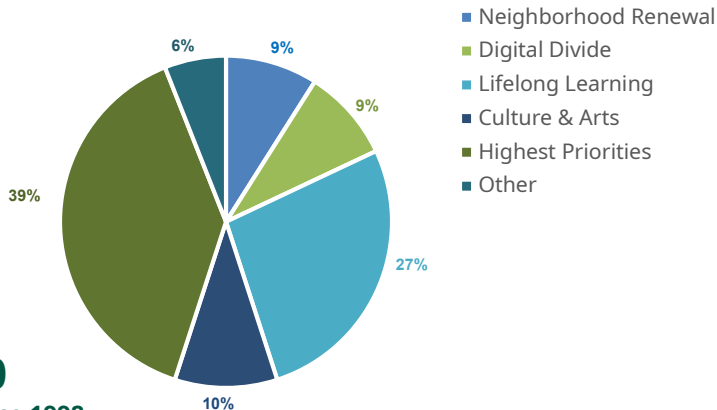
**Invest in
Major Gifts**



**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

✓ **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**

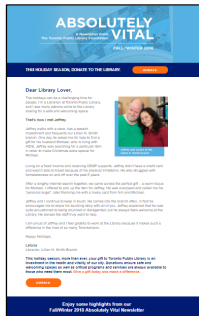
Continue to engage our library users and donors at the grassroots level

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

Share our
newsletter



Introduce prospects
to the Foundation



Comments? Questions? Inspired ideas?

