

2018 Strategic Plan

Toronto Public Library Foundation

Reminder of Our 4 Year Plan

WE PLANTED THE EARLY TREES SO THAT THEY GREW TO SIGNALS

2017-2020 STRATEGIC OVERVIEW

**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 2020

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**



**Invest in
Major Gifts**



**Create
Extraordinary
Donor
Relations**



**Build
Compelling
Communications**



**Create a
Culture of
Philanthropy**

2017-2020 STRATEGIC OVERVIEW

Our path from getting from good to great



What We Did In 2017



WE PLANTED EARLY TREES SO THAT THEY GREW TO SIGNALS

FY17 FINANCIALS

Achieved 1% over plan and 14% growth over 2016

- **Budget:** \$5,509,000
- **Actual:** \$5,584,107
- **Variance:** 1%

FY18 Plan

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OBJECTIVES

- Raise \$6.4M (17% increase vs LY)
- Increase Major Gifts 56% increase vs LY
- Increase Leadership by 45%



REFRAMING THE STORY

Lead with the city! High net wealth donors (City Builders and Culture Boosters) want to hear how TPL is making our city, stronger, healthier and vibrant

September 2016

■ Negative Voice

“TPL doesn't get enough government funding”

May 2017

✚ Positive voice

“TPL is a winning team”

Jan 2018

★ Voice of impact and transformation

“The city has challenges and with its 100 branches, TPL is uniquely set up help solve...”

Biblio Bash 2018

Update

FUNDS RAISED AT BIBLIO BASH 2018

Total dollars raised: **\$700,000**

- \$535,000 through sponsorship, tables and tickets
- \$88,050 auction
- \$70,000 onsite donations (95 donations)
- Post event donations - \$5,000 (anonymous) and \$3,000 (South Friends of the Library)

MARKETING & COMMUNICATIONS

- Toronto Star editorial coverage featuring Toronto Public Library Chair, Sue Graham-Nutter

58 | TORONTO STAR SATURDAY, MAY 5, 2018

CITY NIGHTS

Biblio Bash

Toronto Reference Library, April 26

If you have an event or gala you'd like the Star to cover, email: mycity@thestar.ca



Author Gisela Podleski, Dave Chilton, host for the event, and author Alana Somerville. Money raised at the Biblio Bash supports Toronto Public Library programs and services that empower at-risk youth in vulnerable Toronto neighbourhoods.

Author Linwood Barclay, with Vicki Bowles, chief librarian of Toronto Public Library; Sue Graham-Nutter, library board chair, and John Honderich.

Joel Richardson, Kamal Al-Solaylee and Deborah Dundas

MARKETING & COMMUNICATIONS



BIBLIO BASH COVERAGE



OPEN BOOK



Metro
Morning

» TORONTO STAR «

Bay Street Bull

ELLE
CANADA

TORONTO
LIFE

NATIONAL POST



COMMUNICATIONS



Comments & Questions
