

2018 Strategic Plan

Toronto Public Library Foundation

Reminder of Our 4 Year Plan

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

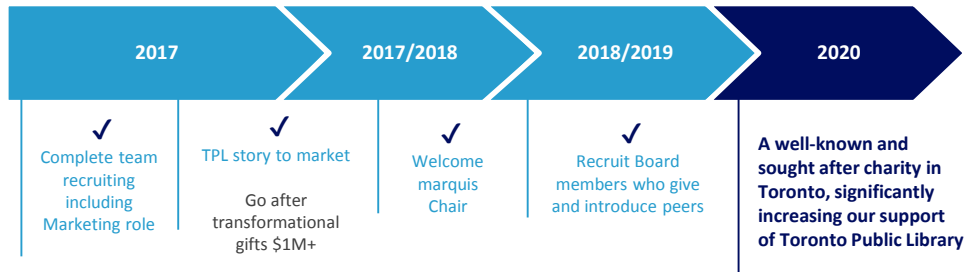
Our path from getting from good to great

GOOD

\$4M Revenue

GREAT

\$10M Revenue



What We Did In 2017

FY17 FINANCIALS

Achieved 1% over plan and 14% growth over 2016

➔ **Budget:** \$5,509,000

➔ **Actual:** \$5,584,107

➔ **Variance:** 1%

FY18 Plan

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



MARKETING & COMMUNICATIONS



BIBLIO BASH COVERAGE



OPEN BOOK



COMMUNICATIONS



Comments & Questions
