

# Update & 2020 Strategy

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TORONTO PUBLIC LIBRARY FOUNDATION

JANUARY 27, 2020

## FOUNDATION FACTS:

- The Foundation was established in 1997 to support the Toronto Reference Library. Following amalgamation, the Foundation assumed fundraising responsibility for all TPL branches
- The purpose of the Foundation is to fundraise exclusively for TPL
- Since established, Toronto Public Library Foundation has granted TPL over \$62M
- Donors are comprised of individuals, associations, foundations and companies
- The Foundation team has 16 full time people and over 60 volunteers
- The Foundation's Board has 15 Directors with Sarah Fulford (Editor, Toronto Life) as Chair

## HOW WE FUNDRAISE:

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### **CORPORATE**

Bank of American Merrill Lynch  
Google  
RBC  
Shopify  
Sun Life  
TD

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### **MAJOR GIFTS & INDIVIDUAL GIVING**

The Bluma Appel Community Trust  
A. Charles and Marilyn Baillie  
The Bennett Family Foundation  
The Haynes-Connell Foundation  
Ira Gluskin and Maxine Granovsky Gluskin  
Gerald Sheff and Shanitha Kachan  
Monthly Givers!

### **SPECIAL EVENTS**

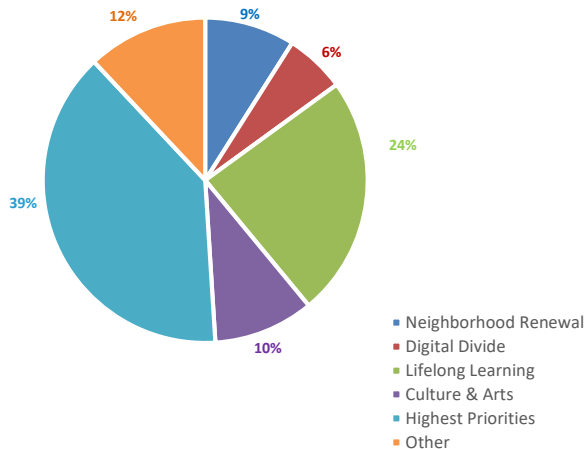
Biblio Bash – annual black-tie gala at TRL  
April 23, 2020  
Hush Hush – annual #partyinthestacks event for  
young patrons at TRL, Oct 24, 2020  
Other cultivation and stewardship events throughout  
the year

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### **PLANNED GIVING**

Legacy gifts and bequests left through estates

## WHERE DONORS ARE ALLOCATING THEIR MONEY



## 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



Invest in  
Major Gifts



Create  
Extraordinary  
Donor  
Relations



Build  
Compelling  
Communications



Create a  
Culture of  
Philanthropy

## 2020 GRANT GOAL OF \$3M – HOW YOU CAN HELP!

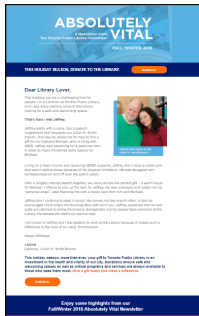


Donate and encourage others to

Purchase *I'm Library People* merchandise



Share our newsletter



## 2020 GRANT GOAL OF \$3M – HOW YOU CAN HELP!

