



Toronto's Library. Absolutely Vital.

MEMO

To: Toronto Public Library Board
From: Chair, Toronto Public Library Foundation
Date: February 26, 2009
Subject: Toronto Public Library Foundation Assessment of 2008/2009 Library
Fundraising Priorities

Purpose:

To respond on the funding potential of the identified 2008/2009 fundraising priority projects as submitted for consideration to the Toronto Public Library Foundation by the Toronto Public Library Board.

Funding Implications and Impact Statement:

The Foundation is committed to providing, on an annual basis, enhanced funding towards the collections, programs and services and community space and equipment needs of the Library.

Recommendation:

It is recommended that the Toronto Public Library Board:

- 1) Receive the assessment of funding potential as contained in Appendix 1

Comments:

The Foundation's annual fundraising goals are developed on the basis of the prior year's achievements as well as current economic conditions, and are informed by priority projects identified by the Library as well as donor areas of interests.

The 2009 Foundation budget projects a 90% increase in funds raised for allocation to the Library as compared to 2007, a projected total of approximately \$2,300,000. While the Foundation is not currently able to fund all the projects identified by the Library, the Foundation is developing and implementing strategies to meet the identified annual needs.

The Foundation has reviewed the list of 2008/2009 fundraising priorities and assessed their funding potential based on, in order of priority: secured funding or likelihood of renewed funding (in order of dollar amount); project appeal and likelihood of new funding. In some instances, applying these criteria has resulted in there being significant differences in ranking as provided by the Library and the Foundation. For example, the Foundation has been successful in securing significant funding for the Toronto Reference Library revitalization (18), Multilingual Collection Enhancement (27) and Mobile Library Services (21), thereby changing their rankings from the Foundation's perspective to 1, 5 and 7, respectively.

Funds are raised from a variety of sources including individuals, corporations and by means of a variety of methods including personal solicitations, sponsorship proposals, direct mail, telemarketing, and special events.

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Chair, Toronto Public Library Foundation

List of Attachments:

Appendix 1: Toronto Public Library Board – Foundation Assessment of 2008/2009 Library Fundraising Priorities