

**Toronto Public Library Board - List of 2008-2009 Fundraising Priorities**

<b>Funding Potential by Rank</b>	<b>TPL Priority by Rank</b>	<b>Name of Project</b>	<b>Project Description</b>	<b>Estimated Funds Required</b>	<b>Target Audience</b>
<b>Fundraising Priorities with Confirmed Funding</b>					
<b>1</b>	18	Toronto Reference Library Redesign	Revitalization of the Toronto Reference Library	\$20 million	All
<b>2</b>	1	TD Summer Reading Club	Designed to promote children's reading in the summer, the national club consists of logbook, poster and stickers and an interactive website in English and French	\$370,000 annually	Children
<b>3</b>	5	Sun Life Financial Museum Pass (MAP)	Provide families with the opportunity to visit Toronto's cultural institutions	\$225,000 over two years	All/Priority Neighbourhoods
<b>4</b>	2	Out of School Time - Leading to Reading/Homework Clubs/ Homework Help for Teens	Assist school aged children in the development of reading and homework skills	\$300,000 annually	Children/Youth
<b>5</b>	27	Collection Enhancement - Multilingual Collections	Enhance the purchase of other language collections for the Library	\$250,000	Adult/Youth/ Children
<b>6</b>	3	Ready for Reading	Improve the reading readiness of pre-school age children. Initiatives include resource guides, storytime outreach, materials to reinforce literacy skills	\$505,000 annually	Children
<b>7</b>	21	Mobile Library Service	Enhance collections and delivery vehicles	\$50,000	Adult
<b>8</b>	7	English Can Be Fun	Support newcomer children by helping them improve their English during the summer	\$35,700 (2008) \$40,000 (2009)	Newcomer Children
<b>9</b>	6	Elementary School Outreach	Reach children at least twice in their elementary school career, at Kindergarten and Grade 4, to reinforce the importance of libraries to lifelong learning & reading for pleasure	\$80,000 annually	Children
<b>10</b>	19	KidsStops	Offer games, puzzles and other interactive literacy based activities to preschool children	\$125,000 start up costs for large KidsStop such as S. Walter Stewart and Cedarbrae and \$70,000 for a small KidsStop. The ongoing maintenance would be \$10,000 per location/year	Children
<b>11</b>	8	Keep Toronto Reading One Book	A city-wide reading event as part of Keep Toronto Reading	\$125,000 for program development, promotion, talent and delivery	Adult
<b>12</b>	4	High School Outreach	Introduce students and teachers to the Library's electronic resources. Additional funding would allow expansion of existing program	\$181,000 annually to expand and enrich existing program by adding additional capacity	Youth
<b>13</b>	13	June Callwood Lecture Series	Enhance the endowment and to support an annual fundraising series featuring social justice	\$20,000 annually	Adult
<b>14</b>	28	Rita Cox Black Heritage Collections	Enhance the endowment for the collection	\$20,000	Adult/Youth/ Children

Funding Potential by Rank	TPL Priority by Rank	Name of Project	Project Description	Estimated Funds Required	Target Audience
<b>Remaining Priorities by Funding Potential</b>					
15	14	Dial-A-Story/Hear-A-Story	A telephone/website story program	\$24,000 annually	Children
16	16	Out of School Time - Gaming	Computer gaming events for youth at eight locations across the city including NYCL	\$75,000 start up cost. Ongoing \$5,000 per year for maintenance	Youth
17	22	Assistive Equipment for People with Disabilities	Provide assistive equipment and furniture in branches for use by customers with disabilities	\$40,000 first year, \$40,000 second year	All
18	9	Out of School Time - Youth Writing Conference and Publication	Writing symposium connecting youth writers with established authors	\$25,000 annually	Youth
19	12	Toronto Reference Library Annual Lecture Series	Annual lecture series featuring professionals in the performing arts field as well as established and emerging Canadian experts. Expand and enlarge series to raise branch profile and brand	\$20,000 annually	Adult
20	32	Public Funding - Research	Raise funds for TPL to conduct research to access additional public funding	\$75,000	All/Priority Neighbourhoods
21	25	Creating Digital Collections	Create digital images of historic resource material that can be "read" on-line	\$30,000 annually	Adult
22	26	Collection Enhancement - Branches being Renovated	Enhance the purchase of collections for renovated branches, providing refreshed collections	\$75,000 for Neighbourhood; \$150,000-\$200,000 for District branches	Adult/Youth/ Children
23	29	Conservation Project for Special Collections (as an enhanced service)	Creation of online inventory for the Library's corporate art collection and ongoing treatment conservation	\$30,000 for first year and \$30,000 thereafter for conservation for a total of five years	Adult
24	30	Collection Enhancement -Toronto Documentary Art	To build up the documentary art collection	\$15,000 per year	Adult
25	24	Sherlock Holmes Walk Mural	A mural depicting Sherlock Holmes on the blank wall facing Sherlock Holmes Walk	\$40,000	Adult
26	31	Collection Enhancement - Stage Design Funding	Funding to permit the acquisition of additional stage design materials	\$4,000 per year for three years	Adult
27	17	Out of School Time - Making Change	A 10-week leadership program providing opportunities for at risk pre-teen youth	\$90,000 required to develop and run the program in five neighbourhoods	Youth
28	20	Out of School Time - RAMP	Expand service with a interactive Web 2.0 component	\$70,000	Youth
29	11	Out of School Time - Youth Study Centres	Provide meeting room space for youth populations in high needs communities. Expand beyond existing three locations	\$17,400 start up per location, \$2,500 annually per location	Youth
30	15	Out of School Time - Teacher in Library	After school academic support in a safe environment with readily accessible resources	\$25,000 per branch	Children/Youth
31	10	Out of School Time - Youth Summer Reading Club	A reading program that offers incentives to encourage youth to read	\$15,000 (\$750 per location) 2008 pilot, \$75,000 annually if program is expanded in 2009	Youth
32	23	Out of School Time - Tutor.com	Tutor.com provides online homework help to students in elementary and secondary school	\$450,000	Children/Youth