

Toronto Public Library Board – List of 2006/2007 Fundraising Priorities

(Listed in Funding Priority Order)

Funding Potential (by rank)¹	Name of Project	Strategic Plan Priority Area	Project Description	Estimated Funds Required²	Library Priority Ranking
1.	Summer Reading Club	Books and Culture	Designed to keep children reading over the summer months, distributing 50,000 packages to children across the City of Toronto.	\$250,000 annually	1.
2.	Elementary School Outreach	Books and Culture	Reach children at least twice in their elementary school career at Kindergarten and Grade 4, and encourage early library use in partnership with the School Boards. An outreach initiative was launched in 2002 resulting in 4,000 new registrations as a direct outcome of the campaign.	\$80,000 annually	3.
3.	Pre-school Outreach Initiatives	At-risk Neighbourhoods	Aimed at improving the reading readiness of pre-school age children in high needs communities. Initiatives focus on developing the basis for literacy by working with young children and their caregivers.	\$80,000 annually	8.
4.	English Can Be Fun	Newcomers	Supports newcomer children by helping them improve their English skills and introducing the children and their families to library services. Operates from 25 Library locations for six weeks during the summer.	\$28,000 annually	10.

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5.	Dial-A-Story	Books and Culture	Improves the reading readiness of children, with telephone story program available 24 hours a day in English, French, Italian, Polish, Spanish, Portuguese, Cantonese, and Mandarin. Stories for both younger and older children.	\$15,000 per language to enhance or introduce stories	4.
6.	Leading to Reading/ Homework Clubs	At-risk Neighbourhoods	Aimed at children needing assistance to develop the reading skills required to succeed in school and beyond. Provides a safe and secure environment for children to practice their reading and writing skills, promotes the enjoyment of reading and using the Library as a resource. Many locations are in high needs communities. There are school year and summer sessions of the program.	\$300,000 annually	7.
7.	Mobile Library Service	Buildings – Capital	A mobile service that provides bookmobile service to priority neighbourhoods and delivers library materials to elderly and disabled users who are housebound. The priority is for funding to enhance collections, particularly large print and talking books, and to replace existing vehicles.	\$50,000 annually	21.

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8.	Collection Enhancement – Children & Teen	Youth	Enhanced funding to support the operating budget for the purchase of children & teen collections at 10 high-needs communities focusing on building literacy skills and school success.	\$300,000	12.
9.	Collection Enhancement – Multilingual Collections	Newcomers	Enhanced funding to support the operating budget for the purchase of other language collections for the Library. Enhancement of our collection is consistently identified by the public as a top priority for the Library.	\$250,000	9.
10.	Toronto Reference Library Annual Lecture Series	Books and Culture	Annual lecture series features celebrated professionals in the performing arts field as well as established and emerging Canadian experts in topical areas of interest. Intended to promote reading and the cultural life in the City and encourage discussion on areas of interest.	\$20,000 annually	2.

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11.	Bookmark Design Contest	Books and Culture	Designed to encourage creativity in children and to highlight the importance of illustration to children's literature. Resulting bookmarks are used across the branches throughout the year promoting children's creativity and library services.	\$20,000 annually	5.
12.	Collection Enhancement – Branches being Renovated	Buildings – Capital	This program entails enhanced funding to support the operating budget for the purchase of collections at renovated branches, providing refreshed collections that reflect local needs.	\$75,000 for neighbourhood; \$150,000 - 200,000 for District branches	19.
13.	Assistive Equipment for People with Disabilities	Buildings – Capital	Provide assistive equipment in branches for use by customers with disabilities, including newer computer-related technologies as well as other furnishings and equipment.	\$95,000 first year \$90,000 annually (4 years)	20.
14.	Teen Parent Program	Youth	Takes the Library out into the community, reaching teen parents to promote reading, parenting skills and use of library resources.	\$90,000 annually	15.

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15.	RAMP	Youth	Expand and enhance this service with special guest moderator programmes – young adult authors, teen leaders in social justice issues/building virtual communities; online teen reading club; add French resources and links to resources in other languages, prepare more homework/research guides; access to virtual outreach worker.	\$70,000	14.
16.	High School Outreach	Youth	Outreach program helps build information literacy skills among youth by introducing students and teachers to the Library's valuable electronic resources and how they can be used to complete school assignments.	\$150,000 annually	11.
17.	Creating Digital Collections	Books and Culture	Creates digital images of historic resource material that can be "read" on-line from any remote location, 24 hours a day. Expands access to important information resources for students, researchers and the general public while at the same time preserving aging and frail material.	\$30,000 for digitization and storage of images	6.

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18.	Toronto Reference Library Redesign	Buildings – Capital	Continues the multi-year transformation and revitalization of the Toronto Reference Library as an architectural landmark and cultural destination.	\$15 - 20 million over 5 years	18.
19.	Youth Homework Clubs	Youth	Run on a pilot basis in 2004 and 2005 in seven locations, addressing youth homework needs by providing a quiet workspace, access to information resources and trained volunteer support, and youth employment opportunities.	\$6,000 start up per location \$10,000 annually/per location	13.
20.	Youth Study Centres	Youth	Study centres were successfully introduced on Sundays in 2004 and 2005 in three locations on a pilot basis. Transforms meeting room space into quiet, safe and accessible study areas in locations with significant youth populations in high needs communities.	\$17,400 start up per location \$2,500 annually per location	16.
21.	Youth Writing Conference	Youth	Writing symposium connecting youth writers with established authors through workshops, feedback and literary support.	\$25,000 annually	17.

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22.	Dufferin/St. Clair Murals	Buildings – Capital	Restore historic murals at the Dufferin/St. Clair branch. The murals were painted by George Reid, Doris McCarthy and Lorna Claire and are historically significant public art. Regal Heights Resident's Association raised funds for the restoration of one George Reid mural and this was completed in 2004 (Phase 1).	\$152,000 (Phase 2) \$58,000 (Phase 3)	22.
				\$2.5M (min. for annual needs) + \$15-20M for TRL capital campaign	Total

Notes:

- 1) Estimated Funds Required include direct and indirect costs of fundraising
- 2) Funding Potential ranking is based on, in order of priority: secured funding; likelihood of renewed funding; project appeal; and likelihood of new funding