

## 2021 Fundraising Initiatives

<b>Date:</b>	March 22, 2021
<b>To:</b>	Toronto Public Library Board
<b>From:</b>	City Librarian

### SUMMARY

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The purpose of this report is to update the Library Board on Toronto Public Library's (TPL) major gift fundraising initiatives for 2021. In follow up to the TPL Board's October 2020 approval of TPL's fundraising priorities for 2020-2024, the 2021 fundraising initiatives (over \$25,000) have been developed to support the TPL Foundation (TPLF) fundraising efforts. Some initiatives are carried over from 2020 and the TPLF already has donor proposals in or ready for market. Other initiative proposals were developed and finalized early this year. As further fundraising or naming initiatives are developed throughout the year, they will be brought to the Board for information.

These major gift fundraising initiatives provide a broad range of funding levels and program support options across TPL's strategic priorities for potential donors and provide transformational initiatives for the Foundation to attract major gifts and sustained giving. The fundraising opportunities total for 2021 major gift fundraising initiatives is \$8.9 Million.

### FINANCIAL IMPACT

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The Foundation's contribution to the Library's programs and services supplements the Library's approved capital and operating budgets.

The Director, Finance & Treasurer has reviewed this financial impact statement and agrees with it.

## **DECISION HISTORY**

At its October 20, 2020 meeting, the Toronto Public Library Board approved the 2020-2024 Fundraising Priorities report: <https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2020/oct19/16-2020-2024-fundraising-priorities.pdf>

At its September 21, 2020 meeting, the Toronto Public Library Board approved the Naming Committee: Space Naming Recognition Opportunities report, which included a new *Framework for Space Naming Recognition Opportunities*:

<https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2020/sep21/14-nc-space-naming-recognition-opportunities-combined.pdf>

At its October 24, 2016 meeting, the Toronto Public Library Board approved the 2017-2019 Fundraising Priorities report:

<https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2016/oct24/12-2017-2019-fundraising-priorities.pdf>

At its March 21, 2016 meeting, the Toronto Public Library Board approved the 2016 Fundraising Priorities report:

<http://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2016/mar21/11-2016-fundraising-priorities.pdf>

## **ALIGNMENT WITH STRATEGIC PLAN**

The 2020-2024 strategic plan outlines five strategic priorities where TPL will focus and invest over the five years of the strategic plan: public space; digital inclusion & literacy; workforce development; a democratic society; and public service excellence. TPL is also making a commitment to focus on equity in everything we do – to understand and break down barriers to access and increase inclusion. The 2020-2024 fundraising priorities and the 2021 major gift fundraising initiatives are directly aligned with these strategic plan priorities and goals.

## **EQUITY IMPACT STATEMENT**

The 2020-2024 fundraising priorities have been developed to help TPL meet its new strategic plan goals to focus on equity. All new fundraising opportunities will be considered with the application of an equity lens that ensures on-going integration of access and removal of barriers for equity seeking groups across the city.

## ISSUE BACKGROUND

The Letter of Understanding between the TPL Board and the Foundation Board sets out responsibilities for fundraising:

- *The Library is responsible for setting identified funding priorities. The Library will work closely with the Foundation to determine appropriate fundraising goals and priorities for the enhancement of the Library; and*
- *The Foundation agrees to seek funding on behalf of the Library toward identified Library funding priorities.*

The 2020-2024 fundraising priorities were developed by TPL in consultation with the Foundation in accordance with the Letter of Understanding. The 2021 major gift fundraising initiatives were also developed in consultation with the Foundation and were presented to the Foundation Board on February 18, 2021 for information.

## COMMENTS

The 2021 major gift fundraising initiatives have been developed to support the TPLF's fundraising efforts. Some initiatives are carried over from 2020 and the Foundation already has donor proposals in or ready for market. Other initiative proposals were developed and finalized early this year. As further fundraising or naming initiatives are developed throughout the year, they will be brought to the Board for information.

The Foundation pursues a gift designation and fundraising framework endorsed by the Library Board in 2017. The gift designation and fundraising framework helps the Foundation attract:

- major gifts of over \$25,000 that can transform library service, including naming opportunity incentives; and
- smaller gifts under \$25,000, designated to an annual fund that helps to establish new and sustain existing programs.

The first 2021 major gift fundraising initiatives, by Strategic Priority, are:

**2020-2024 Strategic Priority**

*Creating and animating beautiful, accessible public and digital spaces*

Major Gift Initiatives	Fundraising Required M=million
Eliminate Adult/Youth Fines beginning in 2022	
KidsStops & Discovery Zones at 4 new Capital building projects: Albert Campbell; Maryvale; Wychwood; York Woods	\$2.145M
Community food garden & Food Security programs endowment (Albion) in partnership with North York Harvest Food Bank	

**2020-2024 Strategic Priority**

*Broadening digital access, inclusion and literacy*

Major Gift Initiatives	Fundraising Required
Internet Connectivity Kits	
Complete digitization of the Osborne Collection of rare and notable Children's books	
Neighbourhood Tech Kits to expand digital literacy programming across the city for customers of all ages, including seniors digital literacy programs. Full transformation for 36 branches	\$5.41M
Play & Learn STEM Kits to expand digital literacy programming across the city for children aged 5-12. Full transformation of 70 kits	

**2020-2024 Strategic Priority**

*Extending pathways for workforce and life skills development*

Major Gift Initiatives	Fundraising Required
Career Coaches Young Adult Program renewal	
Scholarships for fee-based certification courses (e.g. CISCO Networking Academy; Google IT; Linux certifications)	\$0.5M

## 2020-2024 Strategic Priority

***Reaching more Torontonians and narrowing the city's divides***

Major Gift Initiatives	Fundraising Required
Multi-disciplinary social service team pilot (Social worker & Nurse)	
Community Librarians to work with agencies supporting incarcerated and recently released individuals; shelter services; and agencies serving Black communities	\$0.845M
Museum and Arts Pass Sponsorship	

## CONTACT

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## SIGNATURE

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Vickery Bowles

City Librarian

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Toronto Public Library Board

March 22, 2021



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# Google IT Support Professional Certificate Program in Libraries 2020 Summary Report

**Alex Carruthers, Manager, Learning and Community Engagement**

**Sarah Han, GISC Program Lead**

March 22, 2021



# Grow with Google

Google IT Support  
Professional Certificate

coursera

GISC  
CANADA

# GISC: Final Statistics

First cohort 2019: 193 out of 250 (77%)

- 46 completers from Toronto

Second cohort 2020: 196 out of 250 (78%)

- 38 completers from Toronto
- After 2 weeks, all learning circles transitioned online
- GISC was the first program at TPL to run consistently online

**TOTAL: 389 out of 500 graduates (78%)**

- **84 completers from Toronto!**



# GISC: Wrap-Around Support

- Guest speakers, workshops
- Graduation
- Google Office Tour



Improve Your Job Search

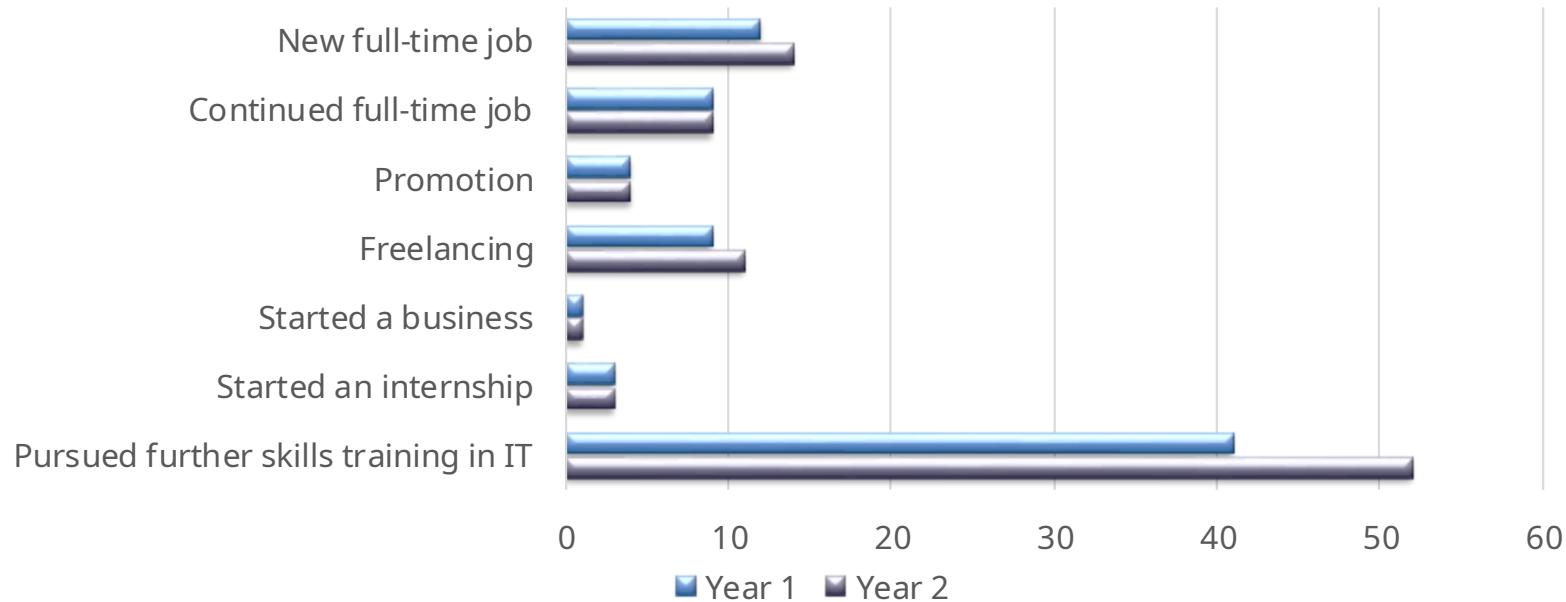


Making the Transition from  
Completing your Certificate  
to the Job Market



# GISC: Impact Survey

## Nationwide Impact Survey Results





# Next Steps



TPL: Take Apart a CPU (2019)

# Questions?

