



2012 – 2014 Fundraising Priorities

Date:	April 2, 2012
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

The purpose of this report is to present the Library's fundraising priorities for the period 2012 – 2014 to the Toronto Public Library Board for approval. After Board approval, the list will be shared with the Toronto Public Library Foundation for funding consideration in 2012 and beyond.

RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1. adopts the list of fundraising priorities for 2012 – 2014 as contained in Attachment 1, and
2. submits the list to the Toronto Public Library Foundation for consideration and requests that the Foundation reviews and responds on the funding potential of the identified initiatives.

FINANCIAL IMPACT

Funds raised by Toronto Public Library Foundation are in addition to the Library's operating and capital budget, and provide enhanced funding to support the identified projects.

The Director, Finance and Treasurer has reviewed this financial impact statement and is in agreement with it.

DECISION HISTORY

Toronto Public Library's funding priorities were last reviewed and approved by the Library Board at its meeting on March 22, 2010. The Foundation responded to the funding potential of the identified priorities at the Library Board's June 21, 2010 meeting.

ISSUE BACKGROUND

The Library Board approves a list of priority projects and provides this to the Toronto Public Library Foundation for its consideration of the funding potential for each of the initiatives and to assist the Foundation with the development of its annual fundraising goals. The Foundation then provides a response to the Library Board on fundraising priorities in terms of funding potential.

COMMENTS

Funds raised through the Foundation provide supplementary revenue to enhance the level, extend the range and improve the quality of library service within Toronto. The Library is responsible for setting funding priorities and working with the Foundation to determine appropriate fundraising goals and priorities for the enhancement of the Library.

The fundraising priorities were developed in consultation with a broad range of Library staff according to the following themes:

- welcoming spaces and places;
- collections, literacy and the joy of reading;
- lifelong learning and skill development; and
- cultural and social connections.

Initiatives are first reviewed to identify projects that could be significantly enhanced through supplementary funding beyond resources available in the capital and operating budgets. Projects are considered for inclusion using the following criteria:

- suggestions for revenue generation and fundraising made by the Library Board during the 2012 budget process;
- diversification of the Library's revenue base;
- continuity for existing projects that have a track record of success and where a commitment has been made by funders;
- funding for collections;
- alignment with the Library's strategic direction; projects which complement, promote and leverage existing services, programs and collections;
- the scope, reach and benefit of the project; and
- sustainability of the project.

Attachment 1 includes the fundraising priorities for 2012 – 2014. Initiatives are prioritised within each theme area. Existing projects presented for continuation or enhancement include:

- ongoing support for the summer reading club for children (TD Summer Reading Club);
- introduction of additional KidsStops, interactive literacy centres for young children, and enhancements to existing locations;

- expanded capacity for Ready for Reading outreach, e.g. newcomer children and their families, new parents, mothers in shelters, and information booths at workplaces;
- continued support for the museum and arts pass program (MAP) to engage residents in the cultural life of the city; and
- Keep Toronto Reading Festival and One Book Community Read Program;

Some of the new initiatives include:

- funding to support the relocation of the St. Lawrence branch;
- support for targeted collections such as Best Bets and Large Print;
- support for Research and Reference collections, including Special Collections;
- financial skills and small business development programs; and
- Adult Literacy Outreach and Family Literacy Week.

Although projects are identified in priority order, it is understood that the Toronto Public Library Foundation matches projects with opportunities presented by potential funders' interests and timelines. Funding priorities have been identified building on existing strategic considerations and current trends. New strategic priorities and associated fundraising needs may emerge as a result of the Library's current strategic planning process. These would need to be reviewed by the Board for inclusion in the fundraising priorities.

CONTACT

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SIGNATURE

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ATTACHMENTS

Attachment 1: Toronto Public Library Board –Fundraising Priorities: 2012 – 2014