

# Update & 2022 Business Plan

January 2022

**tpl**• toronto  
public library  
foundation



# 2022-2024 Strategic Priorities

## mission:

**We inspire generous people who care about our city to amplify Toronto Public Library's work to build success, resilience and well-being for us all.**

1



Strengthen donor  
and community  
relationships

2



Invest to enhance  
philanthropic  
capacity

3



Embrace bold and  
loud storytelling

4



Embed a vibrant  
culture of  
philanthropy

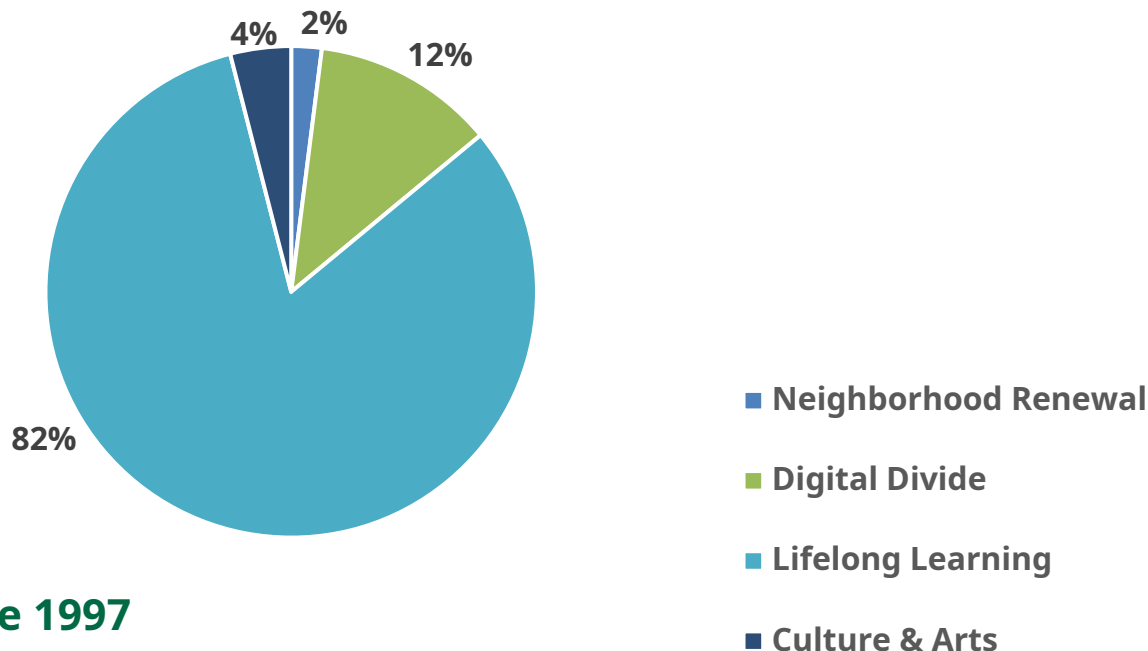
5



Deepen exceptional  
governance and  
philanthropic  
leadership

# Summary of Impact

Where donors allocated their \$2.9 million funds in 2021



**\$65,522,502**  
allocated to TPL since 1997

# 2022 Priorities

---

- ✓ **Strengthen donor and community relationships**  
Leverage the Foundation's 25<sup>th</sup> anniversary to inspire new and increased giving  
Develop strategies for diversifying and expanding our donor community
- ✓ **Embrace bold and loud storytelling**  
Raise awareness, engage and inspire donors with our stories (social media)  
Biblio Bash as platform for raising profile of the Library within philanthropic community
- ✓ **Vibrant culture of philanthropy**  
Engage TPL staff as champions across branches and programs  
Lay foundations for transformational giving
- ✓ **Exceptional governance and philanthropic leadership**  
Focus on diversity, equity and inclusion  
Engage Board around short and long-term fundraising priorities

# 2022 Grant Goal of \$3.4M How you can help!

Introduce us to your network

Make TPLF your charity of choice



Purchase  
*I'm Library People*  
merchandise



Share our  
e-newsletters

Attend upcoming  
events - virtually  
and in-person

“

Why I chose to become a Library donor.

**TPL is an invaluable hub  
of knowledge, community  
and inclusion. It's the best  
place on earth!**

- Amy, TPL user and first-time donor

”





**We welcome questions,  
comments, and discussion.**