

# Update & 2022 Business Plan

January 2022



# 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

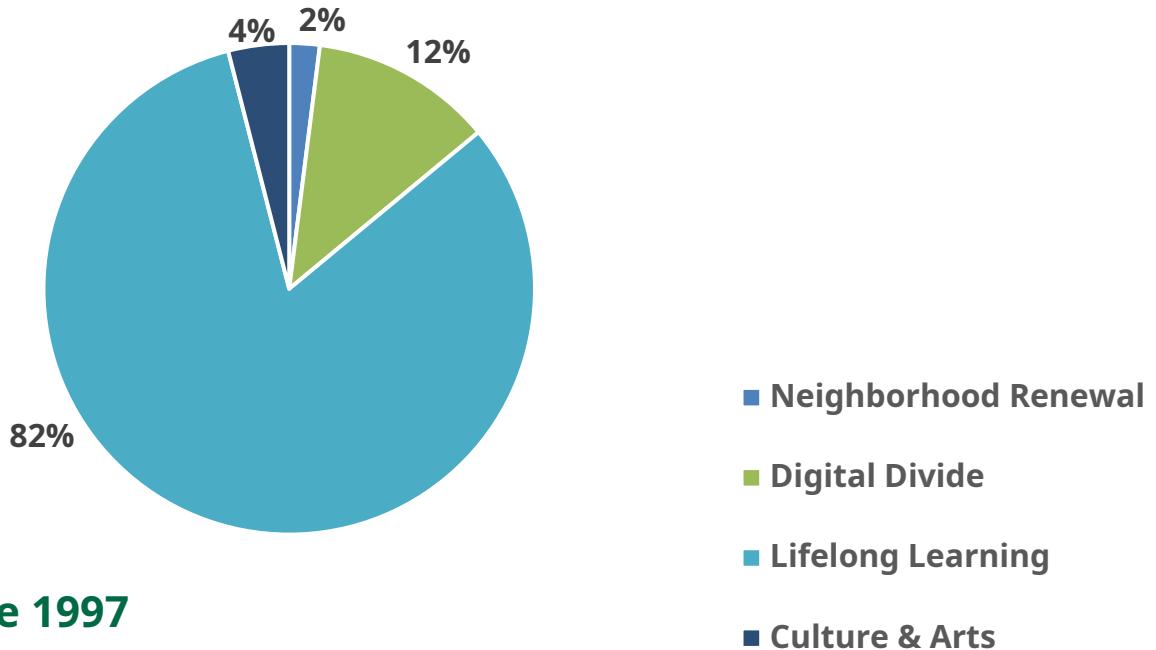
5



Deepen exceptional governance and philanthropic leadership

# Summary of Impact

Where donors allocated their \$2.9 million funds in 2021



# 2022 Priorities

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## ✓ **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



# absolutely vital

A newsletter from  
The Toronto Public Library

A newsletter from  
The Toronto Public Library Foundation

Winter 2021

## All about **Cedarbrae**

This busy district branch is an indispensable resource for the Scarborough community it serves. You can find:

- KidsStop Early Literacy Centre
- Computer labs for hands-on learning
- Youth Hub and Teen Zone
- Quiet study rooms and outdoor reading areas
- Collections in a variety of languages like Chinese, Hindi, Tamil, Polish and French



Photo: Steven Evans

## Meet Tom



I'm 91 years old and I visit TPL every day.

My branch is Cedarbrae

"My late wife and I bought even built, so this became a police officer and won't spend time reading at TPL, I stopped buying retired 34 years, and has enriched my life like a part of my family."

## Share our e-newsletters

tplfoundation.com

• toronto  
• public library

Purchase  
*I'm Library People*  
merchandise



Attend upcoming events – virtually and in-person

66

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*

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