



15.

To: Toronto Public Library Board – May 10, 2004
From: City Librarian
Subject: **2004/2005 Fundraising Priorities**

Purpose:

To seek Toronto Public Library Board approval for the Library's 2004/2005 fundraising priorities which will be presented to the Toronto Public Library Foundation for funding consideration in 2004 and 2005.

Funding Implications and Impact Statement:

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

Recommendation:

It is recommended that the Toronto Public Library Board:

- 1) adopt the list of *2004/2005 Fundraising Priorities* as contained in Attachment 1; and
- 2) submit the list to the Toronto Public Library Foundation for their consideration and request that the Foundation review and respond on the funding potential of the identified priority projects.

Comments:

The Library Board submits an annual list of priority projects to the Toronto Public Library Foundation to identify for the Foundation the Library's most desired projects, and to assist the Foundation with the development of its annual fundraising goals.

Attachment 1 was developed in consultation with a broad range of Library staff. Potential projects were evaluated and scored based on the following criteria: strategic benefits, service level impact, impact on operating budget and staff resources, potential for leveraging other funding sources, and whether the project is new or existing. The final list in Attachment 1, consists of 22 programs, collections, or services in priority order that would benefit from enhanced funding.

It should be noted that this list represents a long list of priority projects and funding requirements. The Foundation will not necessarily be able to fund all projects identified.

The Library and the Foundation have mutually identified the benefits of shifting the submission to the fall. This assists the Library in allocating funds to specific projects at the beginning of the subsequent year based on the previous year's actual funds raised by the Foundation. For the Foundation, a fall submission is better timed with the corporate sponsor's funding decision cycle. In order to assist with a transition to the fall, this year the Library has provided a two-year list.

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List of Attachments:

Attachment 1 - Toronto Public Library Board – List of 2004/2005 Fundraising Priorities