

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

(Listed in Funding Priority Order)

Funding Potential (by rank) ²	Name of Project	Project Description	Estimated Funds Required ¹	Library Priority Ranking
1.	TD Summer Reading Club	Designed to keep children reading over the summer months, distributing 50,000 packages to children across the City of Toronto.	\$231,000 annually	1.
2.	Leading to Reading Homework Clubs	Aimed at children needing assistance to develop the reading skills required to succeed in school and beyond. Provides a safe and secure environment for children to practice their reading and writing skills, promotes the enjoyment of reading and using the Library as a resource. Many locations are in high-need communities. There are school-year and summer sessions of the program.	\$300,000 annually	3.
3.	English Can Be Fun	Supports newcomer children by helping them improve their English skills and introducing the children and their families to library services. Operates from 25 Library locations for six weeks during the summer.	\$28,000 annually	10.
4.	Pre-school Outreach Initiatives	Aimed at improving the reading readiness of pre-school age children in high need communities. Initiatives focus on developing the basis for literacy by working with young children and their caregivers.	\$80,000 annually	4.

Funding Potential (by rank)²	Name of Project	Project Description	Estimated Funds Required¹	Library Priority Ranking
5.	Home Library Service	A mobile service that delivers Library materials to elderly and disabled users who are housebound. Additional funding supports the enhancement of collections, particularly large print and talking books, and to replace existing vehicles.	\$50,000 annually as: \$20,000 for collections \$30,000 for vehicles	21.
6.	Collection Enhancement Children & Teen	Enhanced funding to support the operating budget for the purchase of children & teen collections at 10 high-needs communities focusing on building literacy skills and school success.	\$300,000	11.
7.	Elementary School Outreach	Reach children at least twice in their elementary school career at Kindergarten and Grade 4 and encourage early Library use in partnership with the School Boards. An introductory outreach initiative was launched in 2002 resulting in 4,000 new registrations as a direct outcome of the campaign.	\$80,000 annually	8.
8.	Dial-A-Story	Improves the reading readiness of children, with telephone story program available 24 hours a day in English, French, Italian, Spanish, Portuguese, Cantonese, and Mandarin. Stories for both younger and older children.	\$15,000 per language to enhance or introduce stories	15.

Funding Potential (by rank)²	Name of Project	Project Description	Estimated Funds Required¹	Library Priority Ranking
9.	Collection Enhancement – Multilingual Collections	Enhanced funding to support the operating budget for the purchase of other language collections for the Library. Enhancement of our collection is consistently identified by the public as a top priority for the Library.	\$250,000	7.
10.	Bookmark Design Contest	Designed to encourage creativity in children and to highlight the importance of illustration to children's literature. Resulting bookmarks are used across the branches throughout the year promoting children's creativity and library services.	\$20,000 annually + in-kind product	16.
11.	Collection Enhancement Branches being Renovated	This program entails enhanced funding to support the operating budget for the purchase of collections at renovated branches, providing refreshed collections that reflect local needs.	\$75,000 for neighbourhood; \$150,000-200,000 for District branches	13.
12.	Virtual Reference Library Subject Gateways	Provide organized access to web-based information through validated and annotated resources. New gateway projects (Genealogy, Investors, Online Learning) as well as supporting and developing existing gateways (e.g. Newsconnect, Kid's Space, CareerBookmarks, Science Net and NewsConnect).	\$300,000 - \$370,000 per gateway	6.

Funding Potential (by rank)²	Name of Project	Project Description	Estimated Funds Required¹	Library Priority Ranking
13.	Toronto Reference Library Annual Lecture Series	Annual lecture series features celebrated professionals in the performing arts field as well as established and emerging Canadian experts in topical areas of interest. Intended to promote reading and the cultural life in the City and encourage intellectual discussion on areas of interest.	\$20,000 annually	5.
14.	Assistive Equipment for People with Disabilities	Provide assistive equipment in branches for use by customers with disabilities, including newer computer-related technologies as well as other furnishings and equipment.	\$95,000 first year \$90,000 annually (4 years)	20.
15.	Toronto Reference Library Redesign	Continues the multi-year transformation and revitalization of the Toronto Reference Library as an architectural landmark and cultural destination.	\$10 million over 5 years	2.
16.	High School Outreach	Outreach program helps build information literacy skills among youth by introducing students and teachers to the Library's valuable electronic resources and how they can be used to complete school assignments.	\$150,000 annually	9.

Funding Potential (by rank)²	Name of Project	Project Description	Estimated Funds Required¹	Library Priority Ranking
17.	Youth Homework Clubs	Run on a pilot basis in 2004 and 2005 in seven locations, addressing youth homework needs by providing a quiet workspace, access to information resources and trained volunteer support, and youth employment opportunities.	\$6,000 start up per location \$25,000 annually /per location	12.
18.	RAMP	Expand and enhance this service with special guest moderator programmes – young adult authors, teen leaders in social justice issues/ building virtual communities; online teen reading club; add French resources and links to resources in other languages, prepare more homework/research guides; access to virtual outreach worker.	\$70,000	14.
19.	Teen Parent Program	Takes the Library out into the community, reaching teen parents to promote reading, parenting skills and use of library resources.	\$90,000 annually	17.
20.	Youth Study Centres	Study centres are being introduced on Sundays in 2004 and 2005 in three locations on a pilot basis. Transforms meeting room space into quiet, safe and accessible study areas in locations with significant youth populations in high need communities.	\$17,400 start up per location \$2,500 annually per location	18.

Funding Potential (by rank)²	Name of Project	Project Description	Estimated Funds Required¹	Library Priority Ranking
21.	Youth Writing Conference	Writing symposium connecting youth writers with established authors through workshops, feedback and literary support.	\$25,000 annually	19.
22.	Dufferin St. Clair Murals	Restore historic murals at the Dufferin St. Clair branch. The murals were painted by George Reid, Doris McCarthy and Lorna Claire and are historically significant public art. Regal Heights Resident's Association has raised funds for Phase 1.	\$50,000 Phase I - \$12,000	22.
			\$2.5M (min. for annual needs) + \$10M for TRL capital campaign	Total

Notes:

- 1) Estimated Funds Required include direct and indirect costs of fundraising
- 2) Funding Potential ranking is based on, in order of priority: secured funding; likelihood of renewed funding; project appeal; and likelihood of new funding
- 3) Foundation budget is set on calendar year; library funding priorities as submitted will therefore also be applicable for 2005