

Foundation Board

February 27, 2015

Agenda Item 3b

Gillian Smith
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Nancy Lockhart

The Hon. Margaret N.
McCain

Dr. John Polanyi

Anna Porter

Jack Rabinovitch

Bob Ramsay

Edward Sorbara

Ron Carinci, Chair
Toronto Public Library Board
789 Yonge Street
Toronto, ON M4W 2G8

Dear Ron:

At the meeting of the Toronto Public Library Foundation Board on February 26, 2014, the Board received the Library's list of fundraising priorities for 2015 as approved by the Library Board at its November 17, 2014 meeting.

The Foundation is committed to providing, on an annual basis, enhanced funding towards the collections, programs and services and community space and equipment needs of the Library, and acknowledge the areas of particular interest as identified by the Library board.

The Foundation's annual fundraising goals are developed on the basis of the prior year's achievements as well as current economic conditions, and are informed by priority projects identified by the Library as well as donor areas of interests.

The Foundation has reviewed the list of 2015 fundraising priorities and assessed their funding potential based on, in order of priority: secured funding or likelihood of renewed funding (in order of dollar amount); project appeal and likelihood of new funding; project readiness.

As noted in the list of fundraising priorities, the Foundation already has raised \$1,384,000 in funding that we will be able to allocate in 2015 towards the identified library priorities, as enhancement to the Library's operating budget. From our work this year we also project that we will be able to allocate at least another \$800,000 in 2016 towards the identified library priorities.

Funds are raised from a variety of sources including individuals, corporations and by means of a variety of methods including personal solicitations, sponsorship proposals, direct mail, telemarketing, and special events.

In the Foundation's work on the Library's behalf, it is very helpful to have such an extensive list of funding priorities as it provides a wide menu of opportunities to discuss with potential donors, and to potentially match with their particular areas of interest.

Sincerely,



Gillian Smith
Chair