

TPL Fundraising Priorities 2015

No.	Strategic Plan Theme	TPLF Priority Projects	Area of Enhancement	Name of Project	TPL Funds Required	Funds Raised* (cash/pledges)
1	READ	2015	Collections	Collections: Ready for Reading	\$ 100,000	
1	READ	2015	Collections	Collections: Research and Reference	\$ 1,000,000	\$ 45,933
1	READ		Collections	Collections: Multilingual	\$ 100,000	
1	READ		Collections	Collections: Special Collections	\$ 1,000,000	\$ 1,500
1	READ		Collections	Collections: Targeted such as Best Bets and Large Print	\$ 400,000	\$ 15,760
2	READ	2015	Programs & Services	KidsStops	\$ 275,000	
2	READ	2015	Programs & Services	Ready for Reading	\$ 500,000	
3	READ	2015	Programs & Services	TD Summer Reading Club	\$ 2,201,800	\$ 693,335
4	READ	2015	Programs & Services	Word Out! Youth Summer Reading Program	\$ 75,000	
5	READ	2015	Programs & Services	National Reading Research for Youth - NEW	\$ 50,000	
7	READ	2015	Special Initiatives	"100 Reasons" Promotion and Community Engagement campaign	\$ 50,000	
8	READ	2015	Program & Services	Elementary School Outreach: Grade 4	\$ 50,000	\$ 50,000
8	READ	2015	Programs & Services	Elementary School Outreach: Kindergarten	\$ 40,000	
9	READ	2015	Programs & Services	Recommended Reading Services: Great Reads	\$ 24,000	
10	READ		Programs & Services	Outreach Programming	\$ 50,000	\$ 10,000
11	READ	2015	Programs & Services	Dial-A-Story / Hear-A-Story	\$ 15,000	\$ 11,200

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12	READ		Programs & Services	Human Library	\$ 5,000	
13	READ	2015	Programs & Services	In Residence: Writer / Illustrator / Artist - NEW	\$ 29,000	
14	READ	2015	Programs & Services	Young Voices: Writing Conference for Youth	\$ 50,000	\$ 35,200
15	READ		Special Initiative	Sherlock Holmes Walk Mural	\$ 40,000	
16	LEARN	2015	Programs & Services	Adult Literacy Outreach / Family Literacy Week	\$ 60,000	
17	LEARN	2015	Programs & Services	After School Newcomer Hubs	\$ 130,000	
17	LEARN		Programs & Services	Leading to Reading / Homework Clubs / Homework Help for Teens / After School Time	\$ 130,000	\$ 72,954
18	LEARN		Programs & Services	High School Outreach	\$ 175,000	
19	LEARN	2015	Programs & Services	Financial Skills	\$ 15,000	
20	LEARN	2015	Programs & Services	Small Business Development: Business Inc.	\$ 50,000	\$ 48,000
20	LEARN		Programs & Services	Small Business Development: Small Business Networking, Small Business Month Programs and Entrepreneur in Residence	\$ 30,000	\$ 2,000
21	LEARN	2015	Programs & Services	Digital Literacy for Customers	\$ 120,000	
22	LEARN		Programs & Services	Youth Advisory Groups (YAGs)	\$ 2,000	
23	LEARN		Programs & Services	Gaming	\$ 3,000	
24	LEARN	2015	Programs & Services	The Bram and Bluma Appel Salon Programming	\$ 100,000	\$ 24,000

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25	LEARN	2015	Programs & Services	Cultural & Lifelong Learning Programs: LGBTQ	\$ 5,000	
25	LEARN	2015	Programs & Services	Cultural & Lifelong Learning Programs: Thought Exchange	\$ 10,000	
25	LEARN	2015	Programs & Services	Cultural & Lifelong Learning Programs: Diversity Months, Weeks, etc.	\$ 50,000	\$ 28,000
25	LEARN	2015	Programs & Services	Cultural & Lifelong Learning Programs: March Break	\$ 50,000	
25	LEARN		Programs & Services	Cultural & Lifelong Learning Programs: June Callwood Lectures	\$ 5,000	\$ 600
25	LEARN		Programs & Services	Cultural & Lifelong Learning Programs: Adult Lunch Series	\$ 5,000	
25	LEARN		Programs & Services	Cultural & Lifelong Learning Programs: Community Engagement	\$ 5,000	
25	LEARN		Programs & Services	Cultural & Lifelong Learning Programs: Evening Music Concert	\$ 3,000	
25	LEARN		Programs & Services	Cultural & Lifelong Learning Programs: Music & Film	\$ 6,000	
25	LEARN		Programs & Services	Cultural & Lifelong Learning Programs: Make Some Noise	\$ 30,000	
25	LEARN		Programs & Services	Cultural & Lifelong Learning Programs: Youth Programming	\$ 50,000	
25	LEARN	2015	Programs & Services	Cultural & Lifelong Learning Programs: TD Gallery Season Exhibits	\$ 50,000	\$ 41,000
25	LEARN	2015	Programs & Services	Cultural & Lifelong Learning Programs: Great Book Series	\$ 2,000	\$ -
25	LEARN		Programs & Services	Cultural & Lifelong Learning Programs: Health Programs and Collections	\$ 10,000	
25	LEARN		Programs & Services	Cultural & Lifelong Learning Programs: Poetry as Public	\$ 5,000	

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26	LEARN		Programs & Services	The Green Initiative	\$ 10,000	\$ 15,000
27	LEARN		Programs & Services	Seniors Strategy - NEW	\$ 50,000	
28	LEARN	2015	Programs & Services	Sun Life Financial Museum & Arts Pass (MAP)	\$ 168,000	\$ 166,500
29	CREATE		Programs & Services	WiFi / Technology / Computer Equipment	\$ 314,000	
30	CREATE	2015	Special Initiative	Centenary Celebrations	\$ 40,000	
31	CREATE		Community Spaces, Equipment & Technology	Art: Acquisition / Refurbishment	\$ 15,000	
32	CREATE		Community Spaces, Equipment & Technology	Branch Gardens: External	\$ 200,000	
33	CREATE		Community Spaces, Equipment & Technology	Toronto Reference Library: Art Garden	\$ 300,000	
34	CREATE	2015	Programs & Services	Registration Drives/Equitable Access	\$ 105,000	
35	CREATE	2015	Programs & Services	Mobile Library Services	\$ 80,000	\$ 58,000
36	CREATE		Programs & Services	Customer / Partner Content Creation		
37	CREATE	2015	Programs & Services	TPL Content Creation and Innovation	\$ 692,000	\$ 58,650
38	CREATE		Programs & Services	Laptop & e-Reader Lending	\$ 53,000	
39	CREATE	2015	Special Initiatives	Pan Am Games - NEW	\$ 75,000	\$ 10,000
41	DELIVER	2015	Community Spaces, Equipment & Technology	Funding for Capital Projects: TRL Enhancements	\$ 325,000	\$ 147,317

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41	DELIVER	2015	Community Spaces, Equipment & Technology	Funding for Capital Projects: North York Central	TBD	
42	DELIVER	2015	Community Spaces, Equipment & Technology	Enhanced Services for People with Disabilities	\$ 94,300	
43	DELIVER	2015	Programs & Services	Services to Marginalized Customers	\$ 156,000	\$ 24,000
44	DELIVER	2015	Programs & Services	Newcomers	\$ 100,000	
				2015 TPLF Fundraising Priority Projects:	\$ 6,872,100	\$ 1,384,372
				2015 TPL Fundraising Priority Projects:	\$ 9,933,100	\$ 1,558,949

* Funds Raised (cash and pledges) excludes Foundation Administration

** Draft Planning and Development, October 8, 2014

PRIOR YEAR FUNDRAISING PRIORITIES

	OTHER		Community Spaces, Equipment & Technology	Funding for Capital Projects: Barbara Frum Enhancements		\$ 16,000
	OTHER		Programs & Services	TRL Programming		\$ 4,637
				Total from Prior Year Priorities		\$ 20,637