



STAFF REPORT INFORMATION ONLY

2023 Fundraising Initiatives and 2022 Fundraising Update

Date: February 27, 2023

To: Toronto Public Library Board

From: City Librarian

SUMMARY

The purpose of this report is to update the Library Board (Board) on Toronto Public Library's (TPL) major gift fundraising initiatives for 2023 and provide an update on 2022 major gift fundraising and sponsorships.

Using the Board's October 2020 approval of TPL's fundraising priorities for 2020-2024 as guidance, 2023 fundraising initiatives for major gifts over \$25,000 were developed to support TPL Foundation (TPLF) fundraising efforts. Some initiatives carry over from 2022 and the TPLF already has donor proposals in or ready for market. Other proposals are in development. If new fundraising initiatives are developed throughout the year, they will be brought to the Board for information or approval, where required.

Information on major gift fundraising towards fundraising initiatives achieved in 2022 is provided. Some sponsorship funding was received in 2022 although the majority of

donor giving continued to be philanthropic donations. In keeping with TPL's Sponsorship Policy reporting expectations, one sponsorship over \$500,000 was received, the [Sponsorship and Naming of the Summer Reading Club](#), and was approved by the Board in October 2022. All other 2022 sponsorships are highlighted in this report. All were valued under \$500,000 and approved by the City Librarian, in accordance with the Sponsorship Policy.

The 2023 major gift fundraising initiatives provide a broad range of funding levels and program support options across TPL's strategic priorities for potential donors and TPLF to attract major gifts and sustained giving.

FINANCIAL IMPACT

TPLF's contribution to the TPL's programs and services supplements TPL's approved capital and operating budgets.

The Director, Finance & Treasurer has reviewed this financial impact statement and agrees with it.

ALIGNMENT WITH STRATEGIC PLAN

The 2020-2024 strategic plan outlines five strategic priorities where TPL will focus and invest over the five years of the strategic plan: public space; digital inclusion & literacy; workforce development; a democratic society; and public service excellence. TPL is also making a commitment to focus on equity in everything we do – to understand and break down barriers to access and increase inclusion. The 2020-2024 fundraising priorities and the 2023 major gift fundraising initiatives are directly aligned with these strategic plan priorities and goals.

EQUITY IMPACT STATEMENT

The 2020-2024 fundraising priorities have been developed to help TPL meet its strategic plan goals to focus on equity. All new fundraising opportunities will be considered with the application of an equity lens that ensures on-going review of increasing access and removal of barriers for equity deserving groups across the city.

DECISION HISTORY

At its February 28, 2022 meeting, the Toronto Public Library Board received the 2022 Fundraising Initiatives report for information:

<https://torontopubliclibrary.typepad.com/board-meetings/2022-02-28/19-2022-fundraising-initiatives-combined-with-presentaton.pdf>

At its March 22, 2021 meeting, the Toronto Public Library Board received the 2021 Fundraising Initiatives report for information:

<https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2021/mar22/14-2021-fundraising-initiatives-combined.pdf>

At its October 20, 2020 meeting, the Toronto Public Library Board approved the 2020-2024 Fundraising Priorities report: <https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2020/oct19/16-2020-2024-fundraising-priorities.pdf>

At its September 21, 2020 meeting, the Toronto Public Library Board approved the Naming Committee: Space Naming Recognition Opportunities report, which included a new *Framework for Space Naming Recognition Opportunities*:

<https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2020/sep21/14-nc-space-naming-recognition-opportunities-combined.pdf>

At its October 24, 2016 meeting, the Toronto Public Library Board approved the 2017-2019 Fundraising Priorities report:

<https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2016/oct24/12-2017-2019-fundraising-priorities.pdf>

At its March 21, 2016 meeting, the Toronto Public Library Board approved the 2016 Fundraising Priorities report:

<http://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2016/mar21/11-2016-fundraising-priorities.pdf>

ISSUE BACKGROUND

The Letter of Understanding between the TPL Board and the TPLF Board sets out responsibilities for fundraising:

- *The Library is responsible for setting identified funding priorities. The Library will work closely with the Foundation to determine appropriate fundraising goals and priorities for the enhancement of the Library; and*
- *The Foundation agrees to seek funding on behalf of the Library toward identified Library funding priorities.*

The 2020-2024 fundraising priorities were developed by TPL in consultation with TPLF in accordance with the Letter of Understanding. The 2023 major gift fundraising initiatives were also developed in consultation with TPLF and will be presented to the TPLF Board for information.

COMMENTS

The 2023 major gift fundraising initiatives have been developed to support the TPLF's fundraising efforts. Some initiatives carry over from 2022 and TPLF already has donor proposals in or ready for market. Other initiative proposals are in development. If new initiatives are developed throughout the year, they will be brought to the Board for information, or approval, where required.

TPLF's fundraising efforts are guided by a gift designation and fundraising framework, which was endorsed by the Library Board in 2017. The gift designation and fundraising framework helps TPLF attract:

- major gifts of over \$25,000 that can transform library service, including naming opportunity incentives; and
- smaller gifts under \$25,000, designated to an annual fund that helps to establish new and sustain existing programs.

The 2023 major gift fundraising initiatives, by Strategic Priority, are listed below. Major gift fundraising towards fundraising priority initiatives achieved in 2022 is also included. Some sponsorship funding towards major gifts was received in 2022 and is noted.

2020-2024 Strategic Priority

Creating and animating beautiful, accessible public and digital spaces

Major Gift Initiatives	New in 2023
Capital Campaign, capital projects and branch-specific donations, including naming opportunities	√
<u>2022 Major Gifts</u> <ul style="list-style-type: none"> • Approximately \$115,000 in pledges to the Jack Rabinovitch Reading Room Endowment Fund from multiple donors. • \$40,000 from the Estate of Robert L. Tracy to support the Beaches branch 	

Climate-ready libraries initiatives	√
KidsStops & Discovery Zones	
Community food garden & food security programs endowment (Albion) in partnership with North York Harvest Food Bank	
<p>Cultural, Heritage, On Civil Society, and Appel Salon programming</p> <p><u>2022 Sponsorships</u></p> <ul style="list-style-type: none"> • \$40,000 to Black History programming; \$40,000 to Asian Heritage programming; and \$41,200 to Indigenous Celebrations from the TD Bank Group for 2022-2023 <p><u>2022 Major Gifts</u></p> <ul style="list-style-type: none"> • \$17,500 from TD Friends of the Environment Foundation in support of Our Fragile Planet series • \$12,000 from Chris Reid in support of On Civil Society. This was year two of a two-year commitment. 	

2020-2024 Strategic Priority
Broadening digital access, inclusion and literacy

Major Gift Initiatives	New in 2023
<p>Internet Connectivity Kits</p> <p><u>2022 Major Gifts</u></p> <ul style="list-style-type: none"> • \$71,900 from Biblio Bash fundraising gala donations • \$28,800 from anonymous foundation • \$20,000 from TD Private Wealth Management LSBB Family Office and TD Private Giving Foundation • \$16,000 from the Nuyten Dime Foundation 	
<p>Digitization, animation and support of TPL's Special Collections</p> <p><u>2022 Major Gifts</u></p> <ul style="list-style-type: none"> • \$270,179 from the Estate of Virginia Tenny to support the Osborne Collection 	

<p>Kids' Literacy and Youth Pathways</p> <p><u>2022 Major Gifts</u></p> <ul style="list-style-type: none"> • \$40,000 to support Kindergarten and Grade 4 Outreach and \$5,000 to support Young Voices Magazine from the Friends of TPL • \$8,000 from Linda Dagg and Kenneth Wiener to support After School Clubs 	
<p>Outreach Librarian for Justice-Involved Youth</p>	√
<p>Leading to Reading Service Expansion</p> <p><u>2022 Major Gifts</u></p> <ul style="list-style-type: none"> • \$60,000 from The Haynes-Connell Foundation • \$31,188 from Bank of America • \$10,000 from the Friends of TPL, North Chapter 	
<p>TD Summer Reading Club</p> <p><u>2022 Sponsorship</u></p> <ul style="list-style-type: none"> • \$2,651,892 from the TD Bank for renewal for a three year term (2023-2025: \$870,728 December 2022; \$874,416 December 2023, and \$906,748 December 2024) 	

2020-2024 Strategic Priority

Extending pathways for workforce and life skills development

Major Gift Initiatives	New in 2023
<p>Career Coaches In Residence</p> <p><u>2022 Sponsorships</u></p> <ul style="list-style-type: none"> • \$35,000 from the Royal Bank of Canada to sponsor Career Coaches in Residence programs delivered from October 2022 to September 2023 <p><u>2022 Major Gifts</u></p> <ul style="list-style-type: none"> • \$100,000 from the RBC Foundation to support TPL's Career Coaches in Residence Program (2nd installment on \$200,000 pledge) for two years of programming delivered in 2021, 2022 and 2023 	

<ul style="list-style-type: none"> • \$80,000 from Linda Dagg and Kenneth Wiener to support TPL's Career Coaches in Residence Program over two years • \$12,750 from Ted Rogers Community Grant for Career Coaches in Residence 	
<p>Scholarships and staffing for expansion of tech training learning cohorts and fee-based certification courses (e.g. CISCO Networking Academy; Google IT; Linux certifications)</p> <p><u>2022 Major Gifts</u></p> <ul style="list-style-type: none"> • \$170,000 from the Metcalf Foundation in support TPL's Let's Learn Tech initiative over two years 	
Small Business programming, including Business Inc & Entrepreneur-in-Residence	

2020-2024 Strategic Priority

Reaching more Torontonians and narrowing the city's divides

Major Gift Initiatives	New in 2023
<p>Social Service Team pilot</p> <p><u>2022 Major Gifts</u></p> <ul style="list-style-type: none"> • \$500,000 from donors Shawn Kimel and Kate Schatzky 	
<p>Community Librarians to work with vulnerable populations and agencies supporting seniors; incarcerated and recently released individuals; shelter services; and agencies serving Black and Indigenous communities</p> <p><u>2022 Major Gifts</u></p> <ul style="list-style-type: none"> • \$252,000 from donors Shawn Kimel and Kate Schatzky in support of Community Librarians for highest priority needs with a focus on agencies serving Black and Indigenous communities • \$212,800 for 2nd payment on three-year pledge from an anonymous foundation in support of Community Librarians and technology to deliver a Seniors Digital Literacy initiative in Toronto Seniors Community Housing locations for two years • \$117,336 from two individual donors in support of Community Librarians to deliver a Seniors Digital Literacy initiative 	

<ul style="list-style-type: none"> • \$112,000 from Linda Dagg and Kenneth Wiener in support of a Community Librarian to focus on newcomers • \$32,000 from the Catherine and Maxwell Meighen Foundation 	
Reconciliation Initiatives	
<p>Museum and Arts Pass (MAP) Sponsorship</p> <p><u>2022 Major Gifts</u></p> <ul style="list-style-type: none"> • \$80,000 from the Bennett Family Foundation 	
<p>Mobile Library Service (Bookmobiles and Home Library Service)</p> <p><u>2022 Major Gifts</u></p> <ul style="list-style-type: none"> • \$30,000 to support vehicle replacement and \$18,000 to support Bookmobile and Home Library Service from the Catherine and Maxwell Meighen Foundation 	
<p>Musical Instrument Lending Library (MILL)</p> <p><u>2022 Major Gifts</u></p> <ul style="list-style-type: none"> • \$56,000 to support the MILL service at Parkdale and York Mills Branches from Sun Life Financial as part of a 3-year renewal in 2020. • \$200,000 from the Estate of Thomas Logan 	
<p>Financial Empowerment Service with Prosper Canada</p> <p><u>2022 Major Gifts</u></p> <ul style="list-style-type: none"> • \$252,00 from donors Shawn Kimel and Kate Schatzky • \$12,000 – 1st payment on two-year pledge from Burgundy Asset Management 	√
Intellectual Freedom and Banned/Challenged Books Initiative	√
<p>Know Your Vote TO 2022 - a civic engagement initiative supporting increased voter access to essential information for Toronto's 2022 municipal election</p> <ul style="list-style-type: none"> • \$24,000 from Shawn Kimel and Kate Schatzky • \$15,000 approx. from various Estates and Disbursements • \$11,197 Estate of Alice White 	

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CONTACT

Pam Ryan: Director, Service Development & Innovation
Tel: 416-393-7133; Email: pryan@tpl.ca

SIGNATURE

Vickery Bowles
City Librarian



2022 Fundraising Update

Toronto Public Library Board

February 27, 2023





Creating and animating beautiful, accessible public and digital spaces

Capital Campaign, capital projects and branch-specific donations, including naming opportunities

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- \$40,000 from the Estate of Robert L. Tracy to support the Beaches branch

Creating and animating beautiful, accessible public and digital spaces

Cultural, Heritage, On Civil Society, and Appel Salon programming

2022 Sponsorships

- \$40,000 to Black History programming; \$40,000 to Asian Heritage programming; and \$41,200 to Indigenous Celebrations from the TD Bank Group for 2022-2023

2022 Major Gifts

- \$17,500 from TD Friends of the Environment Foundation in support of Our Fragile Planet series
- \$12,000 from Chris Reid in support of On Civil Society

Broadening digital access, inclusion and literacy

Internet Connectivity Kits

- \$71,900 from Biblio Bash fundraising gala donations
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Digitization, animation and support of TPL's Special Collections

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Kids' Literacy and Youth Pathways

- \$40,000 to support Kindergarten and Grade 4 Outreach and \$5,000 to support Young Voices Magazine from the Friends of TPL
- \$8,000 from Linda Dagg and Kenneth Wiener to support After School Clubs

Leading to Reading Service Expansion

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Extending pathways for workforce and life skills development

Career Coaches In Residence

2022 Sponsorships

- \$35,000 from the Royal Bank of Canada to sponsor Career Coaches in Residence programs delivered from October 2022 to September 2023

2022 Major Gifts

- \$100,000 from the RBC Foundation to support TPL's Career Coaches in Residence Program
- \$80,000 from Linda Dagg and Kenneth Wiener to support TPL's Career Coaches in Residence Program over two years
- \$12,750 from Ted Rogers Community Grant for Career Coaches in Residence



Extending pathways for workforce and life skills development

Scholarships and staffing for expansion of tech training learning cohorts and fee-based certification courses

- \$170,000 from the Metcalf Foundation in support TPL's Let's Learn Tech initiative over two years

Reaching more Torontonians and narrowing the city's divides

Community Librarians to work with vulnerable populations and agencies serving equity-deserving groups

- \$252,000 from donors Shawn Kimel and Kate Schatzky
- \$212,800 from an anonymous foundation in support of Community Librarians and technology to deliver a Seniors Digital Literacy initiative in Toronto Seniors Community Housing
- \$117,336 from two individual donors in support of Community Librarians to deliver a Seniors Digital Literacy initiative
- \$112,000 from Linda Dagg and Kenneth Wiener in support of a Community Librarian to focus on newcomers
- \$32,000 from the Catherine and Maxwell Meighen Foundation

Reaching more Torontonians and narrowing the city's divides

Financial Empowerment Service with Prosper Canada

- \$252,000 from donors Shawn Kimel and Kate Schatzky
- \$12,000 from Burgundy Asset Management

Social Service Team pilot

- \$500,000 from donors Shawn Kimel and Kate Schatzky

Musical Instrument Lending Library (MILL)

- \$200,000 from the Estate of Thomas Logan
- \$56,000 from Sun Life Financial to support MILL at Parkdale and York Mills



Questions?