

## 2022 Fundraising Initiatives

<b>Date:</b>	February 28, 2022
<b>To:</b>	Toronto Public Library Board
<b>From:</b>	City Librarian

### **SUMMARY**

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The purpose of this report is to update the Library Board on Toronto Public Library's (TPL) major gift fundraising initiatives for 2022 and provide an update on 2021 major gift fundraising.

In follow up to the TPL Board's October 2020 approval of TPL's fundraising priorities for 2020-2024, the 2022 fundraising initiatives for major gifts over \$25,000 were developed to support TPL Foundation (TPLF) fundraising efforts. Some initiatives carry over from 2021 and the TPLF already has donor proposals in or ready for market. Other initiative proposals are in development. If new fundraising or naming 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 priority initiatives achieved in 2021 is provided. No sponsorship funding towards major gifts was received in 2021 and all 2021 contributions were philanthropic gifts or donations. Initiatives that advance TPL's fundraising priorities with the potential to scale to over \$1 million are highlighted, as this level of giving would have a major impact on TPL services and is an identified interest of the TPL Foundation Board.

The 2022 major gift fundraising initiatives provide a broad range of funding levels and program support options across TPL's strategic priorities for potential donors and the Foundation to attract major gifts and sustained giving.

### **FINANCIAL IMPACT**

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The Foundation's contribution to the Library's programs and services supplements the Library'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 2022 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 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 Foundation 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 the Foundation in accordance with the Letter of Understanding. The 2022 major gift fundraising initiatives were also developed in consultation with the Foundation and will be presented to the Foundation Board in June 2022 for information.

## COMMENTS

The 2022 major gift fundraising initiatives have been developed to support the TPLF's fundraising efforts. Some initiatives carry over from 2021 and the Foundation already has donor proposals in or ready for market. Other initiative proposals are in development. If new fundraising or naming initiatives are developed throughout the year, they will be brought to the Board for information, or approval, where required.

The Foundation'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 the Foundation 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 2022 major gift fundraising initiatives, by Strategic Priority, are listed below. Major gift fundraising towards fundraising priority initiatives achieved in 2021 are also included. No sponsorship funding towards major gifts was received in 2021 and all 2021 contributions were philanthropic gifts or donations. Initiatives that have potential to scale to over \$1 million are highlighted as this level of giving would have a major impact on TPL services and is an identified interest of the TPL Foundation Board.

## **2020-2024 Strategic Priority**

### ***Creating and animating beautiful, accessible public and digital spaces***

<b>Major Gift Initiatives</b>	<b>New in 2022</b>	<b>Over \$1M potential</b>
Development of Naming Opportunities package as part of capital projects		✓
KidsStops & Discovery Zones at 4 new capital building projects: Albert Campbell; Maryvale; Wychwood; York Woods		✓
Community food garden & food security programs endowment (Albion) in partnership with North York Harvest Food Bank		
Art or literary installations both indoor and outdoor	✓	
Development of initiatives that reimagine our digital spaces that deliver public services		✓
Expansion of hosting partnership-provided services – Financial Empowerment Service pilot with Prosper Canada	✓	
Season sponsor for cultural, heritage, On Civil Society, and Appel Salon programming		
<b><u>2021 Major Gifts</u></b>		
<ul style="list-style-type: none"> <li>• \$24,000 from individual donor in support of On Civil Society</li> <li>• \$17,500 from TD Friends of the Environment Foundation in support of Our Fragile Planet series</li> </ul>		
Season sponsor for the TD Gallery		
Capital project initiatives including Toronto Reference Library	✓	✓
Initiatives for TPL's outdoor spaces with a climate change lens	✓	✓

Initiatives that result from completion of the Research & Reference Tier and Special Collections Visioning project	✓	✓
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**2020-2024 Strategic Priority**  
***Broadening digital access, inclusion and literacy***

Major Gift Initiatives	New in 2022	Over \$1M potential
Internet Connectivity Kits  <u>2021 Major Gifts</u> <ul style="list-style-type: none"> <li>• \$280,000 from an anonymous foundation and two individual donors</li> </ul>		✓
Complete digitization of the Osborne Collection of rare and notable children's books		✓
Establish transformative immersive digital installations and programs (multi-branch vision with flagship service at NYCL)		✓

**2020-2024 Strategic Priority**  
***Extending pathways for workforce and life skills development***

Major Gift Initiatives	New in 2022	Over \$1M potential
Career Coaches In Residence renewal  <u>2021 Major Gifts</u> <ul style="list-style-type: none"> <li>• \$200,000 from the RBC Foundation to support TPL's Career Coaches in Residence (CCIR) Program for two years of programming delivered in 2021, 2022 and 2023.</li> </ul>		
Scholarships and staffing for expansion of tech training learning cohorts and fee-based certification courses (e.g. CISCO Networking Academy; Google IT; Linux certifications)  <u>2021 Major Gifts</u> <ul style="list-style-type: none"> <li>• \$80,000 from NPower Canada to support a referral program to workforce development programs offered by NPower Canada</li> <li>• \$30,415 from Bank of America to support the Professional Certification IT Essentials Learning Circles Program.</li> </ul>		

## 2020-2024 Strategic Priority

### *Reaching more Torontonians and narrowing the city's divides*

Major Gift Initiatives	New in 2022	Over \$1M potential
Multi-disciplinary social service team pilot (social worker & community health nurse)		✓
Community Librarians to work with vulnerable populations and agencies supporting incarcerated and recently released individuals; shelter services; and agencies serving Black communities		✓
<p><u>2021 Major Gifts</u></p> <ul style="list-style-type: none"> <li>• \$400,000 from an anonymous foundation to support a Community Librarian working in Toronto Community Housing locations</li> <li>• \$117,336 from two individual donors in support of Community Librarians to deliver a Seniors Digital Literacy initiative</li> </ul>		
Museum and Arts Pass (MAP) Sponsorship		
<p><u>2021 Major Gifts</u></p> <ul style="list-style-type: none"> <li>• \$92,426 from a family foundation and one individual donor</li> </ul>		
Know Your Vote TO 2022 - a civic engagement initiative supporting increased voter access to essential information for Toronto's 2022 municipal election	✓	

### **2021 Fundraising Initiatives that no longer require support**

Major Gift Fundraising Initiatives for 2021
Eliminate Adult/Teen Fines beginning in 2022.
Neighbourhood Tech Kits to expand digital literacy programming across the city for customers of all ages, including seniors digital literacy programs. Full transformation for 36 branches.
<p><u>2021 Major Gifts</u></p> <ul style="list-style-type: none"> <li>• \$22,000 from one individual donor</li> </ul>

Play & Learn STEM Kits to expand digital literacy programming across the city for children aged 5-12. Full transformation of 70 kits.

## **CONTACT**

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## **SIGNATURE**

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Vickery Bowles  
City Librarian

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