



## STAFF REPORT INFORMATION ONLY

### 2024 Fundraising Initiatives and 2023 Fundraising Update

**Date:** February 26, 2024

**To:** Toronto Public Library Board

**From:** City Librarian

#### SUMMARY

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The purpose of this report is to update the Toronto Public Library Board (the Board) on Toronto Public Library's (TPL) major gift fundraising initiatives for 2024 and provide an update on 2023 major gift fundraising and sponsorships.

Using the Board's October 2020 approval of TPL's fundraising priorities for 2020-2024 as guidance, 2024 fundraising initiatives for major gifts over \$25,000 were developed to support TPL Foundation (TPLF) fundraising efforts. Some initiatives carry over from 2023 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 2023 is provided. Some sponsorship funding was received in 2023 although the majority of donor giving continued to be philanthropic donations. In

keeping with TPL's Sponsorship Policy reporting expectations, all 2023 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 2024 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**

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TPLF's contribution to 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 the Library does – to understand and break down barriers to access and increase inclusion. The 2020-2024 fundraising priorities and the 2024 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 ongoing review of increasing access and removal of barriers for equity deserving groups across the city.

## DECISION HISTORY

At its [February 23, 2023](#) meeting, the Toronto Public Library Board received the 2023 Fundraising Initiatives and 2022 Fundraising Update report for information.

At its [February 28, 2022](#) meeting, the Toronto Public Library Board received the 2022 Fundraising Initiatives report for information.

At its [March 22, 2021](#) meeting, the Toronto Public Library Board received the 2021 Fundraising Initiatives report for information.

At its [October 20, 2020](#) meeting, the Toronto Public Library Board approved the 2020-2024 Fundraising Priorities report.

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*.

At its [October 24, 2016](#) meeting, the Toronto Public Library Board approved the 2017-2019 Fundraising Priorities report.

At its [March 21, 2016](#) meeting, the Toronto Public Library Board approved the 2016 Fundraising Priorities report.

## ISSUE BACKGROUND

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

- *Strategic plan fundraising priority areas shall be approved by the board of TPL and the board of the Foundation in accordance with TPL's strategic plan.*
- *TPL and Foundation Senior Leadership Teams shall consult not less than once a year with the objective of setting strategic plan fundraising priority areas and annual fundraising priorities which are consistent with and in accordance with TPL's strategic plan.*

The 2020-2024 fundraising priorities were developed by TPL in consultation with TPLF in accordance with the Letter of Understanding. The 2024 major gift

fundraising initiatives were also developed in consultation with TPLF and will be presented to the TPLF Board for information.

## COMMENTS

The 2024 major gift fundraising initiatives have been developed to support the TPLF's fundraising efforts. Some initiatives carry over from 2023 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 2024 major gift fundraising initiatives, by Strategic Priority, are listed below. Major gift fundraising towards fundraising priority initiatives achieved in 2023 is also included. Some sponsorship funding towards major gifts was received in 2023 and is noted, in keeping with TPL's Sponsorship Policy annual reporting expectations to the TPL Board.

### **2020-2024 Strategic Priority**

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

<b>Major Gift Initiatives</b>
Capital Campaign, capital projects and branch-specific donations, including naming opportunities
<u>2023 Major Gifts</u> <ul style="list-style-type: none"><li>• \$80,000 from the Estates of Salvatore and Marion Brancaccio to support the North York Central Library branch Youth Hub renovation</li></ul>

<p>KidsStops &amp; Discovery Zones</p> <p><u>2023 Major Gifts</u></p> <p>No major gifts</p>
<p>Community food garden &amp; food security programs endowment (Albion) in partnership with North York Harvest Food Bank</p> <p><u>2023 Major Gifts</u></p> <ul style="list-style-type: none"> <li>• \$160,000 over two years (2023-2024) for Food Programming/Foodie Festival from donors Adrian and Ange Rocca</li> </ul>
<p>Cultural, Heritage, On Civil Society, and Appel Salon programming</p> <p><u>2023 Major Gifts</u></p> <ul style="list-style-type: none"> <li>• \$17,500 from TD Friends of the Environment Foundation in support of Our Fragile Planet series (2023/24 Season)</li> </ul>

## **2020-2024 Strategic Priority**

### ***Broadening digital access, inclusion and literacy***

<b>Major Gift Initiatives</b>
<p>Internet Connectivity Kits</p> <p><u>2023 Major Gifts</u></p> <ul style="list-style-type: none"> <li>• \$32,000 from the Catherine and Maxwell Meighen Foundation</li> </ul>
<p>Digitization, animation and support of TPL's Special Collections</p> <p><u>2023 Major Gifts</u></p> <ul style="list-style-type: none"> <li>• \$90,000 to support the Taylors of Ongar Collection at the Osborne Collection from the Estate of Christine Duff Stewart</li> </ul>

<p>Kids' Literacy and Youth Pathways</p> <p><u>2023 Major Gifts</u></p> <ul style="list-style-type: none"> <li>• \$80,000 to support Kindergarten and Grade 4 Outreach from the Friends of TPL, South Chapter</li> <li>• \$30,000 to support Young Voices Magazine from the Friends of TPL, South Chapter</li> </ul>
<p>Reading and Library Initiatives for Justice-Involved Youth</p> <p><u>2023 Major Gifts</u></p> <p>No major gifts</p>
<p>Leading to Reading Service Expansion</p> <p><u>2023 Major Gifts</u></p> <ul style="list-style-type: none"> <li>• \$212,781 from the 2023 Biblio Bash fundraising event and matching community campaign</li> <li>• \$52,000 from the Friends of TPL, North Chapter</li> <li>• \$40,000 over two years (2023-2024) from donors Adrian and Ange Rocca</li> </ul>
<p>TD Summer Reading Club</p> <ul style="list-style-type: none"> <li>• Three year sponsorship renewal was received from TD Bank in 2022 for 2023-2025 term as reported to the TPL Board in 2023</li> </ul>

## **2020-2024 Strategic Priority**

### ***Extending pathways for workforce and life skills development***

<b>Major Gift Initiatives</b>
<p>Career Coaches In Residence</p> <p><u>2023 Sponsorship</u></p> <ul style="list-style-type: none"> <li>• \$13,500 from RBC for sponsorship of the Career Coaches in Residence Networking &amp; Mentorship Series</li> </ul>

<u>2023 Major Gifts</u> <ul style="list-style-type: none"> <li>• \$414,000 from the Azrieli Foundation in support of Career Coaches in Residence over a three year term (2023-2025)</li> <li>• \$198,000 from RBC over a two year term (2023-2024)</li> <li>• \$21,130 from a Tides Foundation Grant with Google</li> </ul>
<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>2023 Major Gifts</u> No major gifts</p>
<p>Small Business programming, including Business Inc &amp; Entrepreneur-in-Residence</p> <p><u>2023 Major Gifts</u> No major gifts</p>

## 2020-2024 Strategic Priority

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

<b>Major Gift Initiatives</b>
<p>Social Service Team pilot</p> <p><u>2023 Major Gifts</u></p> <ul style="list-style-type: none"> <li>• \$160,000 over two years (2023-2024) from the Maytree Foundation</li> </ul>
<p>Community Librarians to work with vulnerable populations and agencies supporting seniors; newcomers; shelter services; incarcerated and recently released individuals; and agencies serving Black and Indigenous communities</p> <p><u>2023 Major Gifts</u></p> <ul style="list-style-type: none"> <li>• \$336,000 from the Azrieli Foundation in support of Community Librarians for Newcomers over a three-year term (2023-2025)</li> </ul>

<p>Reconciliation Initiatives</p> <p><u>2023 Major Gifts</u></p> <p>No major gifts</p>
<p>tpl:map Service</p> <p><u>2023 Major Gifts</u></p> <ul style="list-style-type: none"> <li>• \$80,000 from the Bennett Family Foundation</li> </ul>
<p>Mobile Library Service (Bookmobiles and Home Library Service)</p> <p><u>2023 Major Gifts</u></p> <ul style="list-style-type: none"> <li>• \$48,000 to support Bookmobile and Home Library Service from the Catherine and Maxwell Meighen Foundation</li> </ul>
<p>Musical Instrument Lending Library (MILL)</p> <p><u>2023 Major Gifts</u></p> <ul style="list-style-type: none"> <li>• \$344,000 from the Estate of Thomas Logan (increased to \$344,000 total from the original \$200,000 reported in 2023)</li> </ul>
<p>Financial Empowerment Service with Prosper Canada</p> <p><u>2023 Major Gifts</u></p> <ul style="list-style-type: none"> <li>• \$80,000 over two years (2023-2024) from the CIBC Foundation</li> <li>• \$53,390 from Bank of America</li> <li>• \$12,000 from Burgundy Asset Management (second and final payment on two-year commitment.</li> </ul>
<p>After School Clubs &amp; Nutritious Snacks</p> <p><u>2023 Major Gifts</u></p> <ul style="list-style-type: none"> <li>• \$202,500 over two years (2023-2024) from the Moez and Marissa Kassam Foundation</li> <li>• \$40,000 over two years (2023-2024) from donors Adrian and Ange Rocca</li> <li>• \$40,000 from donors Phil Cowperthwaite and Susan Hunter</li> </ul>

<p>Intellectual Freedom and Banned/Challenged Books Initiative</p> <p><u>2023 Major Gifts</u></p> <ul style="list-style-type: none"> <li>• \$80,000 from an anonymous charitable trust fund</li> </ul>
<p>TPL Social Impact Study</p> <p><u>2023 Major Gifts</u></p> <ul style="list-style-type: none"> <li>• \$125,000 over two years (2023-2024) from donors Richard and Joan Boxer</li> </ul>
<p>Period Equity</p> <p><u>2023 Major Gifts</u></p> <p>No major gifts</p>

## CONTACT

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## SIGNATURE

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Vickery Bowles  
City Librarian



# 2024 Fundraising Initiatives & 2023 Fundraising Update

Toronto Public Library Board

February 26, 2024





# Creating and animating beautiful, accessible public and digital spaces

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

## 2023 Major Gifts

\$80,000 from the Estates of Salvatore and Marion Brancaccio to support the North York Central Library branch Youth Hub renovation

# Creating and animating beautiful, accessible public and digital spaces cont...

**Community food garden & food security programs endowment  
(Albion) in partnership with North York Harvest Food Bank**

2023 Major Gifts

\$160,000 over two years (2023-2024) for Food Programming from donors  
Adrian and Ange Rocca

# Broadening digital access, inclusion and literacy

## **Internet Connectivity Kits**

### 2023 Major Gifts

\$32,000 from the Catherine and Maxwell Meighen Foundation

\$28,800 from the Balsam Foundation

## **Digitization, animation and support of TPL's Special Collections**

### 2023 Major Gifts

\$90,000 to support the Taylors of Ongar Collection at the Osborne  
Collection from the Estate of Christine Duff Stewart

# Broadening digital access, inclusion and literacy cont...

## Leading to Reading Service Expansion

### 2023 Major Gifts

\$212,781 from the 2023 Biblio Bash fundraising event and matching community campaign

\$60,000 from the Haynes-Connell Foundation

\$56,000 over two years (2023-2024) from donors Adrian and Ange Rocca

\$52,000 from the Friends of TPL, North Chapter

# Extending pathways for workforce and life skills development

## **Career Coaches In Residence**

### 2023 Sponsorship

\$13,500 from RBC for sponsorship of the Career Coaches in Residence Networking & Mentorship Series

### 2023 Major Gifts

\$414,000 from the Azrieli Foundation in support of Career Coaches in Residence over a three year term (2023-2025)

\$246,130 from RBC over a two year term (2023-2024)

\$21,130 from a Tides Foundation Grant with Google

# Reaching more Torontonians and narrowing the city's divides

## **Social Service Team**

### 2023 Major Gifts

\$160,000 over two years (2023-2024) from the Maytree Foundation

\$80,000 over two years (2023-2024) from the Haynes-Connell Foundation

## **Community Librarians to work with vulnerable populations in community agencies**

### 2023 Major Gifts

\$336,000 from the Azrieli Foundation in support of Community Librarians for Newcomers over a three year term (2023-2025)

# Reaching more Torontonians and narrowing the city's divides cont...

## **Financial Empowerment Service with Prosper Canada**

### 2023 Major Gifts

\$80,000 over two years (2023-2024) from the CIBC Foundation

\$53,390 from Bank of America

## **After School Clubs & Nutritious Snacks**

### 2023 Major Gifts

\$202,500 over two years (2023-2024) from the Moez and Marissa Kassam Foundation

\$40,000 over two years (2023-2024) from donors Adrian and Ange Rocca

\$40,000 from donors Phil Cowperthwaite and Susan Hunter

# Reaching more Torontonians and narrowing the city's divides cont..

## **Intellectual Freedom and Banned/Challenged Books Initiative**

### 2023 Major Gifts

\$80,000 from an anonymous charitable trust fund

## **TPL Social Impact Study**

### 2023 Major Gifts

\$125,000 over two years (2023-2024) from donors Richard and Joan Boxer



# Questions?