

The Toronto Public Library Foundation Fundraising Priorities for 2001

Preamble:

The following funding priorities are those items on which Foundation resources will be focused for the 2001 fiscal year. All figures are expressed as net of the cost of fundraising.

Project	Description	Target Grant
Leading to Reading	To compliment the funds received from the City and Friends to run the program and expand from last year's base. Extermely important remedial reading program. Total cost \$435,000.	\$240,000
Information Commons	To complete the transformation of the first floor of the TRL into a user-friendly technology-based "destination". Part of the long-term revitalization of the TRL and part of a five-year expectation of \$2.5 million from the Foundation.	\$500,000
Virtual Reference Library	To fund the creation of the best children's reading gateway on the Internet.	\$280,000
Children's Programs	To secure funding/sponsorship for the Provincial Summer Reading Program.	\$65,000
Special Projects	To secure funding for the Bookmobile Project as well as the Story Van.	\$240,000
Special Collections	To secure funding for an endowment for special collection acquisition.	\$40,000
Special Sponsorships	To opportunistically sponsor events being presented to the public by the Toronto Public Library.	\$40,000
Total Target Grant from newly raised funds*		\$1,405,000

*This figure does not include funds pledged in previous years. (Estimated \$700,000 stream in 2001.)