

### Fundraising Projects 2010 - 2011

Funding Potential By Rank	Name of Project	Brief Project Description	Funds Required	Target Audience
1	<b>Toronto Reference Library Revitalization Project</b>	This is the remaining target from the Revitalize capital campaign	<b>\$2,000,000</b>	All
2	<b>TD Summer Reading Club</b>	The TD Summer Reading Club supports and encourages children to engage in recreational reading throughout the summer. TPL leads this national program, developed in partnership with the TD Bank and Library and Archives Canada, overseeing the creative development of materials and website in English and French. Libraries across Canada benefit from the quality of the program. By participating in the program, children develop an interest in recreational reading, setting the stage for becoming engaged, life-long readers. Reading skills gained in the summer carryover to improved school performance in the fall.	<b>\$376,000</b>	Children
3	<b>Sun Life Financial Museum Pass (MAP)</b>	Provides individuals and families with the opportunity to visit Toronto's cultural institutions. Funding will continue to provide up to 200,000 passes per year to museums, art galleries and other cultural institutions. The passes provide individuals, who may not otherwise be able to afford it, the opportunity to have a fun and engaging cultural experience.	<b>\$200,000</b>	All
4	<b>Leading to Reading/ Homework Clubs/ Homework Help for Teens</b>	Leading to Reading helps school aged children improve their reading skills and homework skills. The programs have a proven record in improving reading skills and school achievement. The program is provided at 36 branches with participation by 1,000 children and nearly 1,000 youth through related volunteer opportunities. Homework Help for Teens is offered at five branches.	<b>\$120,000</b> for the base programs. If additional funds are available, the summer program could be enhanced.	Children/Youth
5	<b>Collections</b>	Funds to support multicultural collections.	<b>\$100,000</b>	Newcomers
6	<b>Ready for Reading</b>	Founded in extensive research, Ready for Ready supports the development of 6 essential pre-reading skills in young children. The program provides resource materials for parents and caregivers, collections, and storytime programs both in the library and at outreach locations. Children participating in the program start school ready to learn to read.	<b>\$505,000</b>	Children
7	<b>Mobile Library Services</b>	Funding for Bookmobile and home delivery vehicle replacement and collection enhancement.	<b>\$60,000</b>	Adults/Children
8	<b>Cultural Programming</b>	Offer programming that celebrates the City's diversity, such as Asian Heritage month.	<b>\$60,000</b>	All ages

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9	<b>English Can Be Fun</b>	English Can Be Fun provides informal English instruction by qualified ESL teachers for newcomer children during the summer; children experience and learn about Canadian culture in a relaxed environment contributing to success in their new school; children and their families are introduced to their library as a welcoming and safe community destination.	<b>\$40,000</b>	Children
10	<b>Elementary School Outreach</b>	Through Kindergarten and Grade Four Outreach, TPL connects with children at two critical points in their school life; in Kindergarten, when they are learning to read, and in Grade Four, when they are reading to learn. Children are encouraged to visit their library to read and use library resources to support school achievement and life-long learning. Recreational reading is a proven strategy to improve school performance. Library card registration increased as a result of this coordinated outreach.	<b>\$80,000 total \$40,000 for existing Kindergarten Outreach \$40,000 to support development of Grade 4 outreach</b>	Children
11	<b>KidsStops</b>	There are currently 3 KidsStops centres, with additional centres planned. KidsStops are interactive centres that promote and support early literacy through the development of preliteracy skills and the promotion of Ready for Reading collections. KidsStops provide a fun community destination where children and their parents or caregivers play, learn and have fun together in an environment that supports reading readiness.	<b>\$125,000 per KidsStop and \$25,000 per year for KidsStop upgrades</b>	Preschoolers
12	<b>High School Outreach</b>	Introduces students and teachers to the Library's rich electronic content and online resources for youth. Emphasis is placed on reaching all schools with emphasis on priority neighbourhoods.	<b>\$10,000</b>	Youth
13	<b>Financial skills and small business development</b>	Provide programs and collections in local communities to support the development of financial literacy skills and for individuals with home-based businesses and small business entrepreneurs, topics may include practical business information and social entrepreneurship.	<b>\$100,000</b>	Adults including newcomers
14	<b>Keep Toronto Reading One City One Book</b>	One City One Book is a city-wide reading event that is part of Keep Toronto Reading month. In 2009, 24 schools and 700 students participated.	<b>\$84,000</b>	Adult
15	<b>Registration drive</b>	Expand registration through strategies such as online registration and a registration campaign reaching target audiences including active older adults and lone parent families.	<b>\$50,000</b>	Priority Neighbourhoods

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16	<b>Word Out! Youth Summer Reading Program</b>	Word Out! supports recreational reading in youth ages 11 and up through recommended titles, incentives, an interactive web presence, and contests. Originally piloted at 40 branches, we will expand if funds are available. A limited online program will continue in 2010. Research shows a strong correlation between academic achievement and college and university attendance by strong readers. Recommended titles appeal to boys and readers at different skill levels online.	<b>\$64,000</b>	Youth
17	<b>Enhanced Collections and Services for People with Disabilities</b>	This proposal consists of the following components: <ul style="list-style-type: none"> <li>• Assistive device readers specially designed to help people with disabilities access the full range of information available in audiobook format;</li> <li>• Custom software designed to the unique specifications of the disabled to be installed on laptop computers available for in-library use;</li> <li>• Additional reader / scanners to permit people with disabilities to access traditional library materials;</li> <li>• Touch-screen monitors on workstations in learning centres across the system;</li> <li>• Additional closed-circuit television monitors to assist customers who have visual disabilities in reading traditional print materials;</li> <li>• Additional FM transmitters to enhance sound quality to improve the listening experience for customers who are hearing impaired. Programming and accessibility options for programs (signing);</li> <li>• Enhancement of titles in audiobook collection.</li> </ul>	<b>\$375,000</b>	People with Disabilities / Seniors
18	<b>Research and Reference Special Collections</b>	Establish acquisitions fund for significant purchases for Special Collections	<b>\$200,000</b>	Adults
19	<b>Young Voices Writing Conference and Publication</b>	A writing symposium for young writers connecting them with established authors; at the symposium, youth engage in workshops, meet established authors who act as mentors, perform at an open mic session and see their work published in an instant anthology; and there is a related publication named Young Voices.	<b>\$18,000</b>	Youth
20	<b>Adult Literacy Outreach</b>	Develop literacy outreach programs in non-traditional venues. Adults with competent literacy skills are more likely to be employed and to earn more than those with low literacy skills.	<b>\$120,000</b>	Adults
21	<b>June Callwood Lecture Series</b>	Speakers Series on Social Justice	<b>\$2,500</b>	Adult

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22	<b>Dial-A-Story/Hear-A-Story</b>	A telephone/website story program available 24/7 with stories in 12 languages. Stories are grouped for younger and older children. A few branches have phones with direct Dial-a-Story connections.	<b>\$25,000 \$250 per location for phones</b>	Children
23	<b>Family Literacy Week and Golden Oak Programs</b>	Programs that encourage families to read and learn together; Golden Oak titles are high-interest titles of interest to all age groups.	<b>\$6,500</b>	Families
24	<b>Living Library</b>	The Living Library offers the public a chance to sign out individuals known as "living books" who have a specific knowledge base, perspective, or life experience for conversation.	<b>\$15,000</b>	Adults including newcomers
25	<b>Branch 100th anniversary projects: Riverdale (2010)</b>	Branch improvement projects to mark the 100th anniversary at Riverdale and other upcoming anniversaries: Bloor/Gladstone (2013), Weston (2014), Wychwood, High Park, Beaches (2016)	<b>\$15,000 + per branch</b>	Local communities
26	<b>Branch Garden Projects:</b>	Garden projects to enhance branch properties and create exterior reading spaces. Potential branches include Riverdale, Parliament Street, Jane/Sheppard, York Woods, and Goldhawk Park. Garden projects beautify public space and provide outdoor reading areas. Landscaped grounds with seating provides users an opportunity to read and enjoy nature simultaneously. Outdoor living areas help the library to be integrated into the neighbourhood.	<b>\$15,000 - \$25,000 per branch</b>	Local communities
27	<b>Laptop Lending</b>	Funding for laptop lending in branches.	<b>\$40,000 per neighbourhood and \$75,000 per district location</b>	Adult/Youth
28	<b>The Green Initiative</b>	Programs and collections to engage city residents in the greening conversation. Programs will provide speakers and information about global green themes such as global warming, sustainability and will present practical information about how to be green as a community and at home.	<b>\$35,000</b>	All ages
29	<b>Gaming</b>	High quality digital gaming programs for youth, children, seniors and families to be available at locations across the city. Gaming programs support development of leadership, literacy and critical thinking skills, offer physically active programs, expose and engage seniors to the digital world, provide children with youth mentors and facilitate family and intergenerational events.	<b>\$8,000 or \$10,000 per location</b>	Youth/Children/ Families/ Active Older Adults

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30	<b>Making Change: Leadership program for at risk youth</b>	A ten-week program for at-risk teens to provide leadership opportunities, and build their financial, literacy, and pre-employment skills.	<b>\$95,000 per year</b>	At-Risk Pre-teens and Youth
31	<b>Poet Laureate Legacy Initiative, "Poetry in the Street"</b>	A partnership project with the City of Toronto and Poet Laureate to animate outdoor spaces at library branches across the city through the installation of selected poetry in sidewalks, plazas and reading gardens. The Poet Laureate Legacy initiative is funded by the City of Toronto and will proceed with installations on city sidewalks outside library branches, e.g. High Park and Riverdale as part of street-scape improvements.	<b>\$5,000 to 10,000 per branch</b>	Local communities across the city
32	<b>Acquisition of Art</b>	The acquisition of art for libraries especially for recently renovated facilities will enhance the welcoming public space. Art for Bloor/Gladstone Branch will be located above the fireplaces.	<b>\$20,000</b>	Local community
33	<b>Cultural &amp; Life-long Learning Program - Lunch Time Programs</b>	<ul style="list-style-type: none"> <li>* Lunch-time programming engages adults in branches located in employment areas, and provides enriched programs for working adults;</li> <li>* Support for programming and collections to promote age-friendly communities, including community engagement and volunteerism, and recreation and fitness; materials will be available in a variety of formats;</li> <li>* Cultural programming such as opera and concert broadcasts, film programs in conjunction with Toronto International Film Festival or Hot Docs Festival, Local Music programs featuring local jazz and classical musicians (similar to "Make Some Noise" program for youth). Cultural programming at branches throughout the city which would be available to people who otherwise could not afford it, on topics and programs such as music, great books, theatre and history.</li> </ul>	<b>\$10,000 for lunch time programs</b> <b>\$120,000 for the programming for older adults and</b> <b>\$100,000 for the specialized cultural programming</b>	Adults including newcomers
34	<b>Toronto Reference Library Revitalization</b>	Asquith Street garden.	<b>\$100,000</b>	All
35	<b>Youth Study Centres</b>	Safe, local, study space for use by individuals and by groups of teens during Sunday open hours throughout the school year at four branches: Albion, Eatonville, Maria A. Shchuka and Parkdale.	<b>\$18,000 for each location plus \$3,000 annually for associated costs</b>	At-Risk Youth

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36	<b>ReLINK: Improving Educational Outcomes for Marginalized Youth</b>	ReLINK is designed to improve the educational outcomes for marginalized youth aged 17-24 living in an underserviced priority neighbourhood. It will support marginalized youth by providing opportunities for learning in a safe and welcoming environment. The ReLINK program will build and improve life outcomes for vulnerable families by improving literacy and life skills, and will prepare participants for employment. ReLINK will be offered in collaboration with local community partners.	<b>\$190,000 per year</b>	Priority neighbourhood male youth (Rexdale)
37	<b>Sherlock Holmes Walk Mural</b>	A mural depicting Sherlock Holmes on the blank wall facing Sherlock Holmes Walk, creating visual interest in the library and promoting the Arthur Conan Doyle Collection.	<b>\$40,000</b>	Adults
38	<b>Video Games</b>	Establishing collection of circulating video games at 38 branches. Youth and others including seniors will be able to borrow an increasingly popular format. Video games are a resource that is in demand, and may aid in attracting reluctant users while keeping libraries relevant to the communities they serve.	<b>\$220,000</b>	Children/Youth/ Adults
39	<b>On-line Tutoring Service</b>	On-line tutoring provides homework help to students in elementary and secondary school. This is a service in which tutors work with one student at a time to provide individualized online homework assistance. This program is well-established at other large urban libraries with great success. This program is especially important for newcomer and at-risk families who cannot support the demands of school.	<b>\$250,000</b>	Children/Youth/ Adults including newcomers