



Toronto's Library. Absolutely vital.

Foundation Board

May 18, 2012

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Chair
Toronto Public Library Board
789 Yonge Street
Toronto, ON M4W 2G8

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Dear Councillor Ainslie:

At the meeting of the Toronto Public Library Foundation Board on May 17, 2012, the Board received the Library's list of fundraising priorities for 2012 - 2014 as approved by the Library Board at its April 2, 2012 meeting.

The Foundation is committed to providing, on an annual basis, enhanced funding towards the collections, programs and services and community space and equipment needs of the Library, and acknowledge the areas of particular interest as identified by the Library board.

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The Hon. H.N.R.
Jackman

The Foundation's annual fundraising goals are developed on the basis of the prior year's achievements as well as current economic conditions, and are informed by priority projects identified by the Library as well as donor areas of interests.

The Foundation has reviewed the list of 2012 - 2014 fundraising priorities and assessed their funding potential based on, in order of priority: secured funding or likelihood of renewed funding (in order of dollar amount); project appeal and likelihood of new funding; project readiness.

The Foundation projects that we will be able to allocate at least \$3,000,000 in 2012 towards the identified library priorities.

Funds are raised from a variety of sources including individuals, corporations and by means of a variety of methods including personal solicitations, sponsorship proposals, direct mail, telemarketing, and special events.

In the Foundation's work on the Library's behalf, it is very helpful to have such an extensive list of funding priorities as it provides a wide menu of opportunities to discuss with potential donors, and to potentially match with their particular areas of interest.

The Hon. Margaret N.
McCain

Anna Porter

Dr. John Polanyi

Jack Rabinovitch

Bob Ramsay

Richard Rooney

Edward Sorbara

Sincerely,

A handwritten signature in dark ink, appearing to read "Janet McKelvey". Below the signature, the name "Janet McKelvey" and the title "Chair" are printed in a black, sans-serif font.

Janet McKelvey
Chair

Attachment: Foundation Assessment of 2012 - 2014 Library Fundraising Priorities



FUNDRAISING PRIORITIES 2012-2014

WELCOMING PLACES AND SPACES				
Foundation Rank	Library Rank	Name of Project	Brief Project Description	Funds Required
1	1	Funding for Capital Projects	Foundation support for Community Driven campaigns e.g. Perth/Dupont and Centennial branches Capital funding for the relocation of St. Lawrence branch Toronto Reference Library Revitalization additional enhancements	Centennial expansion \$2.2 M Perth/Dupont reconstruction \$3 M \$8.363 M (Total cost: \$17.375 M) \$325,000
2	4	Acquisition and refurbishment of Art	The acquisition and refurbishment of art for libraries especially for recently renovated facilities that will enhance the welcoming public space. Current priorities include: • Art for Bloor/Gladstone Branch to be located above the fireplaces. • Cleaning of painting at High Park branch. • Taylor Memorial heritage stained glass window repair and refurbishment	\$15,000 \$3,000 \$10,000
3	3	Centenary Celebrations	• Branch improvement projects to mark the 100th anniversary at Bloor/Gladstone (2013), Weston (2014), Wychwood, High Park, Beaches (2016), and Leaside • 100th Anniversary of Children's Services - 2012	\$5,000 - \$10,000 per branch \$10,000 - \$15,000 \$300,000
4	6	Toronto Reference Library - Art Garden	To extend TRL's literary and culture role beyond its walls through the creation of a "sculpture walk" around the four sides of the building. Original art installations that feature arts and literature will enrich the library's presence in the community	
5	5	External Spaces: Branch Gardens	Garden projects to enhance branch properties and create exterior reading spaces. Garden projects beautify public space and integrate library buildings into the neighbourhood. Landscaped grounds with seating provide users an opportunity to read and enjoy nature simultaneously. Potential branches include Riverdale, Parliament Street, Jane/Sheppard, York Woods, and Goldhawk Park.	\$25,000 - \$200,000 per site depending upon size and scope



FUNDRAISING PRIORITIES 2012-2014

Foundation Rank	Library Rank	Name of Project	Brief Project Description	Funds Required
6	2	WiFi, Technology and Computer Equipment	Delivery of WiFi in library branches Purchase of in-branch technology and computer equipment	\$440,000 per year \$6,000 for only digital signage per branch OR \$33,000 for full package that includes digital signage, 46" TV monitor, Ceiling mounted projector and a portable projector, per branch
7	7	Sherlock Holmes Walk Mural	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.	\$40,000



FUNDRAISING PRIORITIES 2012-2014

COLLECTIONS, LITERACY AND THE JOY OF READING				
Foundation Rank	Library Rank	Name of Project	Brief Project Description	Funds Required
1	4	TD Summer Reading Club	The TD Summer Reading Club supports and encourages children to engage in recreational reading throughout the summer. 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. 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, and the promotion of the program. Libraries across Canada benefit from the quality of the program.	\$677,000 per year \$6,000 for incentive prizes per year
2	5	Word Out! Youth Summer Reading Program	Word Out! is an online teen summer reading program that supports recreational reading in youth ages 12 and up through recommended titles, incentives, an interactive web presence, and contests. Research shows a strong correlation between reading and academic achievement and college and university attendance. It includes support for collections that appeal to males and readers at different skill levels and the further development of the website.	\$75,000 per year \$18,000 per year for collections \$10,000 -15,000 for incentive prizes per year \$15,000 - website
3	3	Ready for Reading	In-branch Programs and Services: Founded in extensive research, Ready for Reading supports the development of 6 essential pre-reading skills in young children. Ready for Reading shows parents how they can promote these skills at home through five easy practices, reading, writing, singing, talking and playing, and by creating early literacy environments. 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 for reading. Preparation and promotion of First and Best booklist Spaces ; KidsStops: TPL has 4 KidsStops centres and 2 currently under construction (Brentwood and Scarborough Centre). KidsStops are interactive centres that promote and support early literacy through the development of pre-literacy skills and the promotion of Ready for Reading collections. KidsStops provide a fun community destination where children and their parents or care-givers play, learn and have fun together in an environment that supports reading readiness. Outreach: deliver targeted Ready for Reading programs in community settings and through online tools, and print more materials for use in the community and with partners	\$300,000 per year \$20,000 – \$25,000 \$100,000 for a small KidsStop; \$175,000 for a large KidsStop. \$50,000 for printing of materials \$25,000 for online tools \$100,00 for staffing costs



FUNDRAISING PRIORITIES 2012-2014

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4	7	Elementary School Outreach	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 increases as a result of this coordinated outreach.	\$40,000 for Kindergarten outreach per year \$40,000 for Grade 4 program per year
5	1	Collections	Support for targeted collections such as Best Bets and Large Print and for genre collections Support for Multilingual collections to build holdings across the system. TPL actively collects materials in 40 languages. Support for discrete components of the Research and Reference Collections: Support Special Collections to ensure long term sustainability. Funds would be used to supplement the acquisitions budget, support conservation, storage and restoration of rare collections, and support profile raising activities e.g. annual lecture. Support for Ready for Reading collections	\$200,000 - \$400,000 \$100,000 \$1M \$1M \$15,000
6	12	Mobile Library Services	Funding for Bookmobile and home delivery vehicle replacement and collection enhancement.	\$60,000 - \$80,000
7	14	Leading to Reading and Homework Clubs/ Homework Help for Teens/ After school time	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 39 branches with participation by 1,800 children and nearly 1,200 youth through related volunteer opportunities. Homework Help for Teens is offered at five branches. After school time using online tutoring provides homework help to students in elementary and secondary school. This program is especially important for newcomer and at-risk families who cannot support the demands of school.	\$130,000 to fund the program; \$20,000 per branch
8	6	Keep Toronto Reading Festival and One Book Community Read	Keep Toronto Reading Festival is a month long celebration of the joy of reading. It is an opportunity to showcase great literary and cultural programming. One Book Community Read program is part of the Keep Toronto Reading Festival. The One Book program in the month of April invites all Torontonians to read the same book and then come together to talk about it at events across the city.	\$85,000 per location in staff costs \$100,000 for online tutoring \$50,000 - 75,000 per year \$15,000 - \$18,000 for copies of the book per year



FUNDRAISING PRIORITIES 2012-2014

Foundation Rank	Library Rank	Name of Project	Brief Project Description	Funds Required
9	9	Adult Literacy Outreach and Family Literacy Week	Develop literacy outreach programs. Adults with competent literacy skills are more likely to be employed and to earn more than those with low literacy skills. Programs that encourage families, including parents with low literacy skills, to read and learn together.	\$50,000 – \$60,000 per year
10	13	Dial-A-Story/Hear-A-Story	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.	\$15,000
11	2	Reaching New and Targeted Audiences for Library Service through a Registration Drive	Support access to and use of library collections, programs and services through strategies such as online registration and registration campaigns to reach target audiences including wireless users, seniors, children and new users. For example, support offsite registration at older adults events and trade shows [e.g. Zoomer Show and older adult trade show]. Support equitable access through removal of barriers such as fines e.g. a Fine Forgiveness Program for priority areas, at-risk communities and youth to mitigate barriers to access and use of library collections	\$50,000 \$55,000
12	11	Enhanced Services for People with Disabilities	50 Daisy Readers to allow people with disabilities access to a full range of information available in audiobook format including the Talking Book collections; - Scanners for Cedarbrae, Richview and Fairview to be used with Kurzweil software purchased as part of Province's grant funded initiatives which offers people with disabilities access to traditional library materials; - Touch-screen monitors on workstations in 15 learning centres across the system (\$600 each); 7 Additional closed-circuit television monitors to assist customers who have visual disabilities in reading traditional print materials; - Additional 10 FM transmitters to enhance sound quality to improve the listening experience for customers who are hearing impaired that can be borrowed by branches in order to improve programming and staff meeting accessibility; - Closed captioning for library videos	\$20,000 \$1,000 \$9,000 \$20,500 \$12,300 \$30,000



FUNDRAISING PRIORITIES 2012-2014

Foundation Rank	Library Rank	Name of Project	Brief Project Description	Funds Required
13	8	Recommended Reading Services	Great Reads is part of a suite of readers' advisory services that provides a list of the best fiction and non-fiction books from the past two years.	\$12,000 every two years
14	10	Outreach Programming	Great Kids Reads is similarly an in demand book list for children Deliver library programs off site to extend literacy and the joy of reading in community settings	\$12,000 every two years \$25,000 - \$50,000 per year



FUNDRAISING PRIORITIES 2012-2014

LIFELONG LEARNING AND SKILL DEVELOPMENT				
Foundation Rank	Library Rank	Name of Project	Brief Project Description	Funds Required
1	3	Small business development	Support for the introduction of an innovative program that will support entrepreneurship and small business start up. The Business Plan Competition will help budding entrepreneurs pursue their dream of starting a business and provide an opportunity to raise start-up capital. All participants would attend classes at the Library on creating business plans, marketing, financial projections and doing research using Library resources. They can receive advice from business counselors in the community. Business plans are submitted and vetted through a competitive process and the winner receives \$15,000 in start-up support.	\$35,000 per year \$35,000 per year
2	2	Financial skills	Funding for programs and collections to support the development of financial literacy skills for individuals of all ages. For youth the program will focus on the basic tools for budgeting and saving so that debt can be kept under control. For older workers the focus is on wise investment choices with both pension plans and individual savings plans covered. Topics include: personal budgets, consumer spending, saving & investment and retirement planning.	\$10,000 - \$15,000 per year
3	5	Customer/Partner Content Creation	Technology events where tech experts collaborate to solve library related tech issues. Create a digital history of Toronto with The Toronto Project through the creation of narrative documentaries and other innovative projects	TBD \$150,000 for narrative documentaries \$10,000 - \$15,000 per project for other content creation initiatives
4	9	Writing Conference for Youth	Young Voices Writing Conference and Publication: A writing symposium for young writers; 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.	\$20,000 per year
5	10	Youth Advisory Groups (YAG)	Support youth participation in libraries and provide meaningful volunteer opportunities through programs and services. Provide funds for YAGs to support youth initiated annual program in a location. YAG required to submit an application, manage funds and report back on outcomes	\$2,000 per YAG per year



FUNDRAISING PRIORITIES 2012-2014

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6	8	Human Library	The Human Library offers the public a chance to sign out individuals known as "human books" who have a specific knowledge base, perspective, or life experience for conversation.	\$5,000 per year
7	4	Digital Literacy for Customers	Provide information and exposure to new technologies and digital resources that support customers in lifelong learning and skill development. Projects developed with youth using Media Labs	\$10,000 - \$20,000 establishment cost \$5,000 per year \$5,000 - 10,000 per project
8	6	TPL Content Creation and Innovation	Establishment of an innovation area in branches to promote interactive libraries that support lifelong and experience-based learning Establishment of a digital incubation hub where digital content tools and products are developed for customers. This would involve training of staff, equipment and a full time staff resource Augment the creation of digital content for the TPL Digital Archive to extend access to more resources from the Special Collections to a broad spectrum of e-users. This would include: - Digitize an additional 1000 items a year. Content would be across formats and collections and would also be featured in curated virtual exhibits: e.g. 250 full text books, 200 maps and pieces of ephemera, 500 historic pictures, and 100 pieces of sheet music. - Native Languages Collection Preservation: To digitize the rare research collection of Native Language learning material. Some of the material is on cassettes which over time will deteriorate. In order to preserve this collection it should be transferred to a digital format and made available to users on CDs. NYCL and Spadina Road also have Native language collections that could benefit from the project - The re-vitalized TD Gallery is equipped with interactive touch screen panels. Purchase of additional equipment for video capture, editing and output, would enable the Library to take full advantage of the technical capabilities by creating interactive content such as videos, close captioning, and other innovative programs to enhance the gallery experience.	\$25,000 per project \$150,000 - 200,000 over a three year period \$155,000 per year \$7,000 \$55,000 per year



FUNDRAISING PRIORITIES 2012-2014

Foundation Rank	Library Rank	Name of Project	Brief Project Description	Funds Required
9	7	Writer/Illustrator in Residence	The Writer In Residence program helps to develop and maintain a literary and reading culture in Toronto. Talented unpublished but aspiring writers have their work critiqued by an established author. Programs range from the very practical - how to get published, how to develop a manuscript, how to distinguish yourself in the market - to the topical and cultural - the effect of electronic publishing on writers and readers, the development of voice and character in writing, the role of place in fiction, author readings and performances. The Writer In Residence program includes all forms of fiction, poetry, screen writing and play writing, and graphic novels. Illustrator in Residence at TRL: Many illustrators and designers consult TRL's Picture Collection, sourcing images that inspire posters, book covers, postage stamps, and film and theatre sets and costumes. Instructors from Ryerson and Humber regularly bring groups of students for a tour and recommend the collection as an important resource. An Illustrator in Residence would further promote this unique collection and provide an opportunity for library users with an interest in art and illustration to gain professional advice and instruction.	\$20,000 for a four month program per year
10	11	Gaming including intergenerational gaming events	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.	\$9,000 for a two month program per year
11	12	Laptop & E-Reader Lending	Funding for laptop lending at the branches and R&R Libraries. In house lending of laptops for customers. 20 for TRL and 10 for NYCL to use for research and content creation.	\$38,000
			Funding for laptop and E-Reader use in branches	\$15,000 per branch
12	1	High School Outreach	Introduces students and teachers to the Library's rich electronic content and online resources for youth. The goal is to reach all schools with emphasis on priority neighbourhoods.	\$175,000 per year
			Two librarians are required to deliver the service throughout the city. Technology supports the delivery of this program; upgrades are required to the equipment currently being used.	

FUNDRAISING PRIORITIES 2012-2014

CULTURAL AND SOCIAL CONNECTION			
Foundation Rank	Library Rank	Name of Project	Brief Project Description
1	3	Sun Life Financial Museum Pass (MAP)	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.
2	2	Cultural & Life-long Learning Programs	Accessible cultural and lifelong programming at branches throughout the city on topics and programs such as music, great books, theatre and history. Cultural and lifelong programming for adults includes programs on science, history, culture, film and literature. These programs can be delivered as short series at one location or as single events at select branches. These may include: • Programs that highlight the LGBTQ collection and that are of particular interest to and support youth and older adults in this community. • 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). • Support for programming and collections to promote age-friendly communities, including community engagement and volunteerism, and recreation and fitness. • Lunch-time programs that engage adults in branches located in employment areas, and provides enriched programs for working adults. • An evening music concert in genres appealing to older adults, generates great interest among active older adults, and offers great potential for increased library registrations. • Thought Exchange: "programs for the constantly curious" on topics ranging from current events to history, and scientific discoveries to culture. The target audience is older adults interested in life-long learning, although participants of all ages attend. Speakers are often retired academics who wish to continue sharing their knowledge. • Programming that celebrates the City's diversity, such as Asian Heritage month, Black History Month, Aboriginal Week etc. • June Callwood Lecture Series on social justice issues
			Funds Required
			\$168,000 per year
			\$5,000 per year
			\$6,000 per year
			\$5,000 per year
			\$5,000 per year
			\$3,000 per year
			\$5,000 - \$10,000 per year
			\$50,000 per year
			\$5,000 per year



FUNDRAISING PRIORITIES 2012-2014

Foundation Rank	Library Rank	Name of Project	Brief Project Description	Funds Required
			• March Break programming for children and youth • Youth programming • Make Some Noise program promotes the local music collection and offers potential for increased library registration particularly in the 20 – 24 age group • Funding for the Great Book series - a lecture series offered during Senior's month at various branches. Additional sponsorship series may include informational programming such as Ask an Expert that provides older adults with access to expertise in local libraries in their communities	\$25,000 - \$50,000 per year \$25,000 - \$50,000 per year \$30,000 per year for collections, workshops and promotion \$2,000 per year
3	1	The Bram & Bluma Appel Salon Programming	Promotion and outreach support for the Bram & Bluma Appel Salon Programming	\$50,000 - \$100,000 per year
4	4	Services to Marginalized Customers	Public libraries serve a large population of homeless and marginalized residents in the City. To respond effectively to the needs of these groups a position to assist in developing Library services and programs and liaison with other City service responses is needed. The position would require a specialized skill set, have city wide social services knowledge and be able to link that with Library requirements	\$86,000 per year
5	5	Newcomers	Welcome Packages and other newcomer programs and services	\$100,000
6	6	The Green Initiative	Programs and collections to engage city residents in the greening conversation. Programs will provide speakers and collections will enhance access to 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.	\$5,000 - \$10,000

