



## STAFF REPORT INFORMATION ONLY

### 2024 Fundraising Update

**Date:** February 24, 2025

**To:** Toronto Public Library Board

**From:** City Librarian

#### SUMMARY

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The purpose of this report is to provide an update on 2024 major gift fundraising and sponsorships.

Using the Toronto Public Library Board's October 2020 approval of Toronto Public Library's (TPL's) fundraising priorities for 2020-2024 as guidance, 2024 fundraising initiatives for major gifts over \$25,000 were developed to support the Toronto Public Library Foundation's (TPL Foundation's) fundraising efforts. Information on major gift fundraising towards fundraising initiatives achieved in 2024 is provided.

No sponsorship funding under \$500,000 was received in 2024 and all donor giving was philanthropic donation. In keeping with TPL's Sponsorship Policy, reporting expectations sponsorships under \$500,000 are approved by the City Librarian and reported annually in this report.

## FINANCIAL IMPACT

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TPL Foundation's contribution to TPL's programs and services supplements TPL's approved capital and operating budgets.

The Director, Finance & CFO has reviewed this financial impact statement and agrees with it.

## ALIGNMENT WITH STRATEGIC PLAN

The 2020-2024 strategic plan outlined five strategic priorities where TPL was to 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 has also made 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 2024 major gift fundraising initiatives were directly aligned with these strategic plan priorities and goals.

## EQUITY IMPACT STATEMENT

The 2020-2024 fundraising priorities were developed to help TPL meet its strategic plan goals to focus on equity. All 2024 fundraising opportunities were considered with the application of an equity lens that ensures the ongoing review of increasing access and removal of barriers for equity deserving groups across the city.

## DECISION HISTORY

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

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

## ISSUE BACKGROUND

The Letter of Understanding between the TPL Board and the TPL Foundation Board outlines the requirement that the strategic plan fundraising priority areas be approved by the board of TPL and the board of the TPL Foundation in accordance with TPL's strategic plan. In addition, TPL and Foundation Senior Leadership Teams are to consult not less than once a year with the objective of setting 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 the TPL Foundation in accordance with the Letter of Understanding. The 2024 major gift fundraising initiatives were also developed in consultation with the TPL Foundation and presented to the TPL Foundation Board for information.

## COMMENTS

The 2024 major gift fundraising initiatives were developed to support the TPL Foundation's fundraising efforts. Some initiatives carried over from 2023 and the TPL Foundation already had donor proposals in or ready for market. Other initiative proposals were developed throughout 2024. If new initiatives are developed throughout the fundraising year, they are brought to the Board for information or approval, where required.

TPL 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 TPL 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 2024 major gift fundraising initiatives, by Strategic Priority, are listed below. Major gift fundraising towards fundraising priority initiatives achieved in 2024 are included.

No sponsorship funding under \$500,000 was received in 2024 and all donor giving was philanthropic donation. In keeping with TPL’s Sponsorship Policy, reporting expectations sponsorships under \$500,000 are approved by the City Librarian and reported annually in this report.

**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>2024 Major Gifts</u> <ul style="list-style-type: none"><li>• \$144,500 from the Estate of Salvatore Brancaccio to support the North York Central Library, including the Teen Zone</li></ul>
Cultural, Heritage, On Civil Society, and Appel Salon programming
<u>2024 Major Gifts</u> <ul style="list-style-type: none"><li>• \$11,084.32 from donor Christopher Reid for On Civil Society programming</li></ul>

**2020-2024 Strategic Priority**  
***Broadening digital access, inclusion and literacy***

<b>Major Gift Initiatives</b>
Internet Connectivity Kits  <u>2024 Major Gifts</u> <ul style="list-style-type: none"><li>• \$16,000 from the Nuyten Dime Foundation</li></ul>
Kids' Literacy and Youth Pathways  <u>2024 Major Gifts</u> <ul style="list-style-type: none"><li>• \$75,000 to support Kindergarten and Grade 4 Outreach 2024/25 from the Friends of TPL, South Chapter</li><li>• \$55,000 to support Young Voices Magazine in 2024 and the 60th anniversary celebration in 2025 from the Friends of TPL, South Chapter</li></ul>
Leading to Reading Service Expansion  <u>2024 Major Gifts</u> <ul style="list-style-type: none"><li>• \$49,000 from the Friends of TPL, North Chapter</li></ul>
TD Summer Reading Club <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 and approved by the TPL Board in 2023</li></ul>

## 2020-2024 Strategic Priority

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

<b>Major Gift Initiatives</b>
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>2024 Major Gifts</u> <ul style="list-style-type: none"><li>• \$27,206 from Fidelity Canada in support of TPL's Professional Certification IT Essentials Learning Circles Program</li><li>• \$20,000 from Holdbest Foundation in support of TPL's Professional Certification IT Essentials Learning Circles Program</li></ul>
Newcomer Initiatives  <u>2024 Major Gifts</u> <ul style="list-style-type: none"><li>• \$296,732 from 2024 onsite Biblio Bash fundraising and from donations received through the Foundation's 2024 Matching Community Campaign</li></ul>
Small Business programming, including Business Inc & Entrepreneur-in-Residence  <u>2024 Major Gifts</u> <ul style="list-style-type: none"><li>• \$201,600 from Scotiabank over 2024-2026 in support of TPL's Newcomer Entrepreneurship Initiative</li></ul>
Your Health Matters programs and services  <u>2024 Major Gifts</u> <ul style="list-style-type: none"><li>• \$480,000 from the Blue Lupin Foundation</li></ul>

## 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>2024 Major Gifts</u></p> <ul style="list-style-type: none"><li>• \$64,000 from the Rotary Club of Toronto</li><li>• \$60,000 from Maureen and Victor Dodig</li><li>• \$44,000 from GreenShield</li><li>• \$40,000 from an Anonymous Donor</li><li>• \$32,000 from the Catherine and Maxwell Meighen Foundation</li></ul>
<p>tpl:map Service</p> <p><u>2024 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>2024 Major Gifts</u></p> <ul style="list-style-type: none"><li>• \$48,000 to support Mobile Library Service from the Catherine and Maxwell Meighen Foundation</li></ul>
<p>Financial Empowerment Service</p> <p><u>2024 Major Gifts</u></p> <ul style="list-style-type: none"><li>• \$53,000 from Bank of America</li><li>• \$32,000 over two years (2024-2025) from RBC</li><li>• \$24,000 from Mawer Investment Management Ltd.</li><li>• \$20,000 from BNY Mellon Asset Management</li></ul>
<p>After School Clubs &amp; Nutritious Snacks</p> <p><u>2024 Major Gifts</u></p> <ul style="list-style-type: none"><li>• \$48,000 over 2024-2025 from the Bennett Family Foundation</li><li>• \$40,000 Phil Cowperwaithe and Sue Hunter</li></ul>

- \$20,000 from Jena Love
- \$20,000 from the J.P. Bickell Foundation

## CONTACT

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## SIGNATURE

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