Toronto Public Library Foundation

June 27, 2016

Gillian Smith, TPL Foundation Board Chair

Toronto's Library. With you for life.

TORONTO PUBLIC LIBRARY Foundation

2015 Fundraising Activity Summary

Almost $4.5 million raised in 2015

Revenue by Area

- $1.38M - Corporate Gifts
- $ 842K - Individual Gifts ($1,000+)
- $ 617K – Special Events
- $ 418K – Community Giving
- $ 317K - Friends groups and third party fundraising
- $ 265K - Gifts-in-kind to the library, primarily books

2015 Fundraising Activity Summary

Funds received	
For 2015	$2.53 M
For future-years	$1.47 M
Sub-total	**$4.00 M**
Future year pledges	$1.45M
Total commitments secured	**$5.45 M**

TPL Fundraising Priorities

Provided funding for:

26 out of 41 identified 2015 priorities

▪ READ (Grow a city of readers)	$ 1,042,000
▪ LEARN (Develop a city of learners)	$ 479,000
▪ CREATE (Connect a city of creators)	$ 162,000
▪ DELIVER (Deliver excellent service)	$ 327,000
sub total:	**$2,010,000**

Plus:

Other funding*	$ 641,000
Total:	**$ 2,651,000**

**for other approved projects*

2015 Corporate Donors

Funding Priority	Sponsor	Value	Recognition
TD Summer Reading Club	TD Bank Group (3 years)	**$867K (annual)**	Program name
Sun Life Financial Museum and Arts Pass	Sun Life (2 years)	**$193K (annual)**	Logo credit (promotional materials)
TPL Teens: Summer Edition	TD Bank Group	**$80K**	Logo credit (promotional materials)
After School Newcomer Hubs	RBC Foundation	**$50K**	Donor credit
***Great Reads* Booklet**	Kumon	**$35K**	Logo credit (promotional materials)
TD Gallery – Exhibit Season	TD Bank Group	**$40K**	Logo credit (promotional materials)

2015 Corporate Donors

Funding Priority	Donor	Value	Recognition
Black History Month + Aboriginal month	TD Bank Group	**$40K**	Logo credit (promotional materials)
Digital Innovation Hubs	Google Canada	**$15K**	Donor credit
Green Program Series (and collections)	TDFEF	**$15K**	Donor credit
Young Voices	Deloitte	**$10K**	Donor credit
Digital Innovation Hub	IBM	**$10K**	Donor credit

Special Events - BLB

- The 10th anniversary of *The Book Lover's Ball* was held at the newly revitalized Toronto Reference Library and for the first time included an after-party. The gala raised $560,000 for the library.

Special Events – Hush Hush

- In 2015, Hush Hush – a fundraiser in the gorgeous Bloor/Gladstone branch – took place on Halloween night. Almost 300 guests dressed in costume and came to party among the stacks, raising $56,000 to support Toronto Public Library's Young Voices program.

A New Private-Public Sector Partnership

- Google Canada donated $100,000, funding 110 wi-fi hotspot devices; City of Toronto matched their support
- The pilot program is available at six TPL branches located in neighbourhood improvement areas
- Launched June 15 at a media event with Mayor John Tory who spoke about the need for a telecom company to offer unlimited data plans

Look Forward – A Transformation

- Recruitment of a new Foundation President and additional new staff with major gift focus
- Active recruiting of new Board members
- Focused fundraising approach around leadership gifts
- Aspirational fundraising priorities that will inspire donors to give
- A re-imagined Book Lover's Ball, with a high profile Chair
- An enhanced Culture of Philanthropy

How you can help!

1. Consider making a gift – Literary Circle or Council of 100
2. Help us identify new board members
3. Help us identify new donors
4. Be an Ambassador

Thank you!