



**STAFF REPORT
ACTION REQUIRED**

11.

2016 Fundraising Priorities

Date:	March 21, 2016
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

The purpose of this report is to present Toronto Public Library’s 2016 fundraising priorities to the Toronto Public Library Board for approval. As outlined in the Letter of Understanding between the Library and the Toronto Public Library Foundation, the Library is responsible for setting fundraising priorities. Once the priorities are approved by the Board, they are presented to the Foundation for funding consideration, and both the Library and Foundation work collaboratively to enhance collections, programs, technology, services and buildings.

The fundraising priorities are developed to align and support the Library’s current strategic plan. Since the new strategic plan, *Expanding Access, Increasing Opportunity, and Building Connections 2016-2019* was approved by the Board in December, it is recommended that a modified list of the existing priorities be approved for 2016.

This approach allows the Library to develop more comprehensive fundraising priorities for the years 2017-2019, with time for the Foundation and Library to work together to assess the funding potential of the list. It is anticipated that the 2017-2019 fundraising priorities will be presented to the Board for approval in June 2016.

RECOMMENDATIONS:

The City Librarian recommends that the Toronto Public Library Board:

1. approves the 2016 Fundraising Priorities included in Attachment 1; and
2. directs library staff to work with the Toronto Public Library Foundation to work to achieve funding for the priorities identified on the list.

FINANCIAL IMPACT

The Foundation’s contribution to the Library’s programs and services supplement the Library’s approved capital and operating budgets.

The Director, Finance and Treasurer has reviewed this financial impact statement and is agreement with it.

ALIGNMENT WITH STRATEGIC PLAN

The proposed list of fundraising priorities align and support the outcomes, priorities and initiatives of the Library's new strategic plan. Within the report, priorities are list under the themes and goals of the strategic plan.

DECISION HISTORY

At its November 17, 2014 meeting, the Library Board approved the 2015 Fundraising Priorities:

<http://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2014/nov17/11.pdf>

The Foundation provided a response and assessment of the potential of fundraising to the Library Board at its March 21, 2014 meeting:

<http://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2015/mar23/16.pdf>

COMMENTS

Toronto Public Library approved a new strategic plan in December 2015. The Foundation has advised that it generally takes between 12-18 months to cultivate potential donors, particularly for major gifts, once priorities are identified. The Library and Foundation consulted on an effective strategy to advance fundraising at the Library in the short term. As a result of this consultation, it is recommended that the shortlist of priorities with the potential to secure funds in 2016 be approved by the Library Board as outlined in Attachment 1. Priorities on the list align with the new strategic plan and donor interests.

Approving this shortlist will give both the Library and the Foundation the time and capacity to focus on achieving funding to further advance the strategic plan. The Library will begin to identify comprehensive fundraising priorities for 2017-2019. Working in collaboration with the Foundation, a new format will be developed that will better achieve both the Library strategic goals and the Foundation's fundraising efforts on behalf of the Library.

The Foundation has advised that using the 2016 approved list, the focus will be on major gift giving to advance the strategic plan, including learning programs for children and youth, technology and innovation, the Music Library and the North York Central Library Capital campaign. The Foundation will include research and developing a case for support for these key areas.

CONTACT

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SIGNATURE

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ATTACHMENTS

Attachment 1: *Expanding Access, Increasing Opportunity, Building Connections* – TPL
2016 Fundraising Priorities