



Annual Report 2009: Busiest Year Ever

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Toronto Public Library

2009: Busiest Year Ever

Opening Message

As the world's biggest and busiest urban public library system, Toronto Public Library is very proud of the contribution we made to the democratic, cultural, educational and economic life of the city in 2009. More than 17.5 million people visited our 99 branches last year and borrowed more than 31 million items, making it our busiest year yet. You will see throughout our annual report that Toronto's library is, more than ever, serving the unique and varied needs of its city, from individual library users to the diverse neighbourhoods and communities in which they live.

We are also very proud to present our first-ever online and interactive annual report, as part of our ongoing commitment to fiscal and environmental sustainability. We hope you enjoy it and – like any good library experience – you learn something interesting, enlightening, or perhaps find out about a resource you didn't know we had.

Thank you for your ongoing support of Toronto Public Library as we continue our commitment to the spirit of exploration, the joy of reading and the pursuit of knowledge for people of all ages and backgrounds.

Welcoming Branches

When is a building more than a building? The answer, of course: When it's a library.

- Christopher Hume, *Toronto Star*

In 2009, Toronto Public Library continued to focus on making our customers feel welcome and comfortable as soon as they step through our doors. Our branches are not just places to house books; we are committed to creating environments and experiences that encourage a love of culture and learning, and of exploration and discovery; spaces that ensure people are as comfortable coming together as they are sitting quietly apart.

Our public spaces make our neighbourhoods thrive as we transform our branches into accessible, 21st century community hubs. Branches are open for longer hours; books, DVDs and CDs are easy and fun to browse; and technology is easier to access and use, with more computers in our branches and free wireless service in all of our 99 locations.

In 2009, we added more local programming to our branches to create innovative, dynamic and interesting branch experiences. And with each new renovation to our branches, we offer more quiet study and meeting spaces for individuals and groups to come together and collaborate. Three such renovations – Jane/Sheppard, Kennedy/Eglinton and Bloor/Gladstone – were met with much enthusiasm from the communities they serve. The feedback from customers has been overwhelmingly positive and library use is up significantly at each of these branches compared to pre-renovation numbers.

Snapshot #1: Many customers enjoying their time at the 2nd floor of Bloor/Gladstone Branch

With services such as free wifi connectivity – expanded to all 99 Toronto Public Library branches in 2009 – the library is creating convenient and comfortable work, study and recreational spaces for our customers. "It may seem like just an elegant turn of phrase to suggest that the public library serves as a community's well-appointed living room. But this is practical truth," said architecture critic Lisa Rochon in her April 11, 2009 *Globe & Mail* article 'New library architecture is a clear victory'.

Snapshot #2: Youth working in the Kennedy-Eglinton ProTech Media Centre

When the local youth in the Kennedy/Eglinton community were asked where they wanted a new media centre planned for the area, they enthusiastically suggested their local library branch. So in June 2009, in partnership with Tropicana

Community Services, the City of Toronto and Centennial College, the library opened the Kennedy-Eglinton ProTech Media Centre. Located in the renovated and expanded Kennedy/Eglinton Branch, the centre is a dynamic community destination that provides youth with opportunities to develop their skills and interests, advance their education, and explore their creativity.

Snapshot #3: Ready for Reading YouTube video

Recreational, educational and cultural programming in our library branches helps to animate these important public spaces, and brings people together to share an interest, join in the conversation, or learn something new. Last year, our programs offered something for people of all ages and cultures, from book clubs and discussion groups, to music and storytelling classes to concerts and author readings.

Snapshot #4: Staff member assisting a teen at Cliffcrest Branch

In 2009, Toronto Public Library improved the branch experience for our customers by making our staff more available for individual assistance. Library staff are well-trained professionals able to answer all kinds of questions, from where parents can discover a fun after school program for their children, to how entrepreneurs can find help starting a small business. Through staff-selected book displays and recommendations, training classes, educational programming, and story times with the kids, our expert and welcoming staff helped their customers be successful, stay informed and be inspired by the ideas they find in our library branches across the city.

Snapshot #5: First floor of the beautifully renovated Bloor/Gladstone Branch

My vote for the most glittering public-library reinvention this year? ... [The] renovation of the Bloor/Gladstone library, a work of scrupulous integrity... What was previously an undersized district library is being transformed into a major civic landmark that lifts Bloor Street West." - Architecture critic Lisa Rochon in her April 11, 2009 *Globe & Mail* article 'New library architecture is a clear victory'.

Snapshot #6: Reading lounge at the Bloor/Gladstone Branch

The Bloor/Gladstone branch features indoor and outdoor reading lounges for adults, children and teens, two restored fireplaces and striking views to the street. These additions help to create a welcoming, home-like atmosphere that inspires the spirit of exploration, the joy of reading and the pursuit of knowledge for people of all ages and backgrounds. Since reopening, circulation is up 97%, visits have increased by 124% and information requests have grown by 104%.

Snapshot #7: Teens socializing at Jane/Sheppard Branch

"In small, thrilling ways, the city's public libraries have become impressive agents of change, attuned to the needs of a constantly evolving society. Libraries are designed these days with rooms for teenagers to gather and lounge on funky furniture. There are community halls where newlyweds can hold their wedding reception. At the Jane/Sheppard branch, which 900 people visited last week on its opening day, there are laptops for loan within the library." - Architecture critic Lisa Rochon in her April 11, 2009 *Globe & Mail* article 'New library architecture is a clear victory'.

Snapshot #8: Reading lounge at Jane/Sheppard Branch

"This library resembles a living room more than a public facility...the light-filled interior feels very comfortable, even cosy. There's no hint of institution here; it's a place clearly meant for users to enjoy." - Christopher Hume in his April 13, 2009 *Toronto Star* article 'New library livens dreary Sheppard stretch.'
Since reopening, Jane/Sheppard has seen a 70% increase in circulation and 117% rise in program attendance. There has been a 124% increase in new registrations and information requests have risen by 315%.

Snapshot #9: Newly renovated teen area at Kennedy/Eglinton Branch

For youth, the new Kennedy/Eglinton Branch is an important resource in a neighbourhood lacking in youth-friendly spaces; for children, it features a welcoming area with child-sized computers; for community groups, it is a convenient gathering place for everybody. "We built this new library for the 25,000 people who live in the Kennedy/Eglinton community," said City Librarian Jane Pyper. "Working with our community partners, we've designed a library that responds to the community's needs. This is part of Toronto Public Library's long-term goal of providing beautiful, inviting and functional public space across the city."

Excellent Collections

A library of Wisdom, then, is more precious than all wealth, and all things that are desirable cannot be compared to it.

- *Richard de Bury*

In 2009, the library's circulation was its highest ever, with over 31.5 million items borrowed throughout the year. Whether it was for study, research or recreation, our excellent collections of books, CDs, DVDs, eBooks and downloadables, magazines, and more continued to respond to the changing needs of our customers, and to the many diverse communities that make up our Toronto.

As the city struggled to recover from a very difficult economic downturn, the library increased its investment in employment and job search resources, with a particular emphasis on helping people with accreditation, employment, language and other settlement-related materials.

We also put particular focus on building our Arts and Performing Arts collections, and significantly expanded our electronic offerings, including research resources, eBooks, and other downloadables.

Snapshot #1: Customer and child listening to CD

What was popular at the library in 2009? As in past years, we've seen an increased interest in books in other formats such as large print books, eBooks and audiobooks. With a wider variety of items more readily available to purchase, we've stocked our shelves with more of what Torontonians want. In 2009, usage of audiobooks on CD increased more than 26%, and graphic novels – particularly adult graphic novels – increased more than 23%.

Snapshot #2: Customer studying on his laptop at Toronto Reference Library

Our free digital content was also extremely popular in 2009. eBooks, eAudiobooks, eMusic and eVideo saw an increase in usage of 88% last year, with bestselling fiction, job search, self-help and language-learning content in high demand. Our electronic resources were also well-used, such as Health & Wellness Resource Centre and online auto repair manuals, or newly added resources such as Scott's Ontario Business Directories and *Encyclopédie Découverte (World Book Kids in French)*.

Snapshot #3: Two young children reading together at Runnymede Branch

Even as the popularity of online resources continues to grow, customers are still borrowing books. The number of materials borrowed (over 31 million) jumped by 5% from 2008 to 2009, and the use of print by customers represented over 62% of material borrowed overall.

Snapshot #4: Her Majesty the Empress Michiko of Japan visits the Osborne Collection, July 9, 2009

Toronto Public Library's Special Collections continue to attract praise and attention worldwide. In July, 2009, Her Majesty the Empress Michiko of Japan made a special visit to the Osborne Collection of Early Children's Literature at the Lillian H. Smith Branch where she was given an exclusive tour of the library's reference collection of rare and notable children's books from the 14th century to the present. The Empress has had an interest in the Osborne Collection ever since she read an article by a Japanese children's author who visited the library after World War II.

Snapshot #5: Mother and child reading together at S. Walter Stewart Branch

To serve the growing needs of Canada's most diverse city, Toronto Public Library actively collects materials in over 40 languages, and has collections in over 100 languages. In 2009, with funding from Citizenship and Immigration Canada, our collections were expanded to assist newcomers with accreditation, employment, language and other settlement related materials.

Helping in tough times

There is significant evidence to demonstrate that libraries experience an increase of use ... during an economic downturn. People know that no matter what is happening in the economy, they can get the information, services and assistance they need from the public library.

*- Marzio Apolloni, Chair,
Board of Directors of the Federation of Ontario Public Libraries*

In 2009, Toronto Public Library was busier than ever in part due to the economic downturn. Many media stories, including prominent features on CBC National News and in the *Toronto Star*, helped build awareness about communities' growing need for library services and the essential role Toronto's library played in the face of the global economic crisis.

To address the needs of vulnerable individuals and neighbourhoods, and to support literacy and educational goals, we increased job and career focused programs last year by over 35% to reach more than 6,000 people. We also added 35,000 new books on jobs and careers to branch collections, more than doubling the library's usual purchase in these subject areas. At all library branches there are books available to help internationally-trained professionals and trades people gain the necessary accreditation to enter the Canadian job market

Snapshot #1: Staff at career center helping customer at Barbara Frum Branch

Toronto Reference Library and North York Central Library provide highly sophisticated resources to support employment in specific industries, services and professions. In 2009, more industry-specific publications and directories were made available, along with a complete range of career information related to career planning, profiles, salaries, working conditions and accreditation. All local branches also increased their stock of career and industry related resources.

Snapshot #2: Staff on hand to help out at Toronto Reference Library

In response to the difficult economy, Toronto Public Library strengthened literacy and employment-related programs and services to address the needs of ESL learners, early school leavers, adult learners and job seekers. Working in partnership with Service Ontario, city partners, community agencies, and school boards, we offered more free workshops covering topics such as the basics of job hunting, interview skills and interpersonal skills in the workplace. Strategies for keeping your new job and starting a new business were also some of the

programs offered. We also offered more summer job fairs for teens and additional literacy support.

Snapshot #3: Customer using the computer at Kennedy/Eglinton Branch

Availability of free high speed internet access on computers increased last year when three newly renovated branches re-opened providing more opportunities for library customers to use this popular resource. Computers are available in all 99 branches, providing customers access to a variety of information and resources so that everyone has the opportunity to be successful. In 2009, in-branch computer use increased by 11.5%. Last year we launched Job Help, a popular new online resource that helps people find books, online resources and programs in one convenient location.

Snapshot #4: Settlement worker providing services at Toronto Reference Library

Newcomers are often hit particularly hard by an economic downturn so last year Toronto Public Library strengthened our partnerships with local agencies to reach newcomers and to better serve their unique needs. In partnership with settlement agencies and Citizenship and Immigration Canada, the library offered a broader choice of programs to meet the specific needs of newcomer job seekers. Settlement workers are available in local libraries around Toronto to provide assistance and resource referrals with newcomers who enter the library. Newcomers can receive valuable information on a wide variety of topics such as careers and attaining Canadian accreditation.

Connecting with Technology

Expanding access to technology and online services is a fundamental objective that we set out in the library's 2008 - 2011 strategic plan, and we made significant strides in this area this year.

Major development work continued on our virtual library branch to improve its usability and to provide greater access to our vast and diverse resources. Many more digital resources were made available in 2009, including the addition of new electronic databases and much more downloadable and digitized content. By the end of year, we had expanded our free wireless service to all of our 99 branches, we launched the beta version of our new website, and we significantly increased our use of social media and Web 2.0 technologies to help us improve our customer service, outreach and communications, and to deliver services in a more efficient and personalized way.

In these ways, and more, the Toronto Public Library continued to play an important role in ensuring that all Torontonians have access to up-to-date technology, the Internet and digital resources so crucial to their full participation in social, economic and community life.

Snapshot #1: Seniors drop-in class at Toronto Reference Library

To ensure technology is available to everyone, more free introductory computer classes were added last year in more branches and in a variety of languages. The hands-on classes offer a variety of training sessions to help people explore the Internet and research databases and the library catalogue. The Toronto Reference Library also established a fun senior's drop-in session that has proven to be very popular.

Snapshot #2: Our followers on Facebook and Twitter

Toronto Public Library engaged more Torontonians last year through our fan pages and profiles on social media sites like Facebook, Twitter, YouTube and Flickr. Our followers grew and customer testimonials were very positive throughout the year. Staff monitored sites regularly and responded quickly to questions and comments. All sites were updated throughout the day keeping content current and relevant. Social media encourages conversations with our users, and allows us to listen to customer feedback and improve and refine services.

Snapshot #3: Using laptops at Maryvale Branch

At the Jane/Sheppard branch, the library launched a pilot project of lending out laptops for customer use in branch. Used in combination with the free wireless service available in the branch, the service was extremely popular with our customers. Thanks to Microsoft for their generous donation of laptops which helped to make the service possible.

Snapshot #4: Dial-a-Story at Jane/Sheppard Branch

Our Dial-a-Story program was expanded last year, with Urdu being added. This very popular service allows kids and their families to call into our Dial-a-Story phone line and listen to stories read to them in 12 languages. In 2009, we received over 300,000 calls – a 5% increase over 2008.

Snapshot #5: The Book Buzz Homepage

Book Buzz, Toronto Public Library's online book club, had record participation in its Summer Reads Contest in 2009, over 1000 posts in the two months of July and August with great intergenerational exchanges around books to read, and substantial customer reviews of books they've read. The site had over 19,000 unique visitors in 2009, including visits from mobile devices, such as iPhones.

Snapshot #6: The Toronto Public Library home page – improving the customer's online library experience

After significant public consultation – including an online survey that received over 5000 responses – and extensive development and design work, the library launched the beta version of its new and improved website at the end of 2009. With a sophisticated search engine, and a completely redesigned interface, the new website will make it much easier to browse, search and discover everything Toronto Public Library has to offer. The new website will be launched in 2010.

Snapshot #7: Staff helping a customer use self check out at Kennedy/Eglinton Branch

A big factor prompting change in libraries everywhere is technology, with a particular focus on how best to use it to improve customer service. With the addition of Self-Service Express Check-Out at nine branches in 2009, Toronto Public Library created faster and more convenient check out for our customers, while also freeing up library staff to provide more one-on-one assistance. On average, 75% of check-outs at branches with Express Check-Out were done by customers in 2009.

Snapshot #8: Customer uses wireless access at his library

In 2009, we introduced free wireless internet connectivity in all 99 branches throughout the city to meet demand from customers coming to the library with personal wireless devices. Customers may connect in any library branch with their laptop, smartphone or any other wireless device. This valuable resource has benefited everyone, from students and newcomers to job seekers and entrepreneurs. Offering free wireless service at our branches brings us one step closer to achieving our goal of expanding access to technology for all.

Opening Doors to Culture

They're the busiest urban public library system in the world, and the experience shows. TPL just gets it: they host concerts in their stacks... the Toronto Public Library is just really cool. How many cities can say as much about their library system?

- *Suzannah Showler, Torontoist*

Toronto Public Library is about so much more than books. In 2009, we opened the doors to culture for many Torontonians in many unique, entertaining and informative ways. We continued to build and expand our Special Collections last year to reflect Toronto's rich cultural heritage. We also supported city-wide and local cultural expression and built on the library's role in providing original and accessible cultural programming.

Through our resources, programs, partnerships and public spaces, the library served as both a catalyst for and a gateway to all kinds of cultural and creative experiences. In 2009, we opened a beautiful new state-of-the-art event venue at the Reference Library, again hosted free concerts for young adults "in the stacks" of several of our branches, expanded our Museum+Arts Pass experience to our branches with MAP Family Saturday programming, and continued to present diverse, high quality cultural programming at local branches and as part of a wide variety of city cultural festivals.

Snapshot #1: YouTube video : Nuite Blanche at Toronto Reference Library

In 2009, [Nuit Blanche](#) dance fever enveloped the Toronto Reference Library. Over 6,600 people - young, old, male, and female - came out to boogie woogie. The 'Dance Dance Evolution!' 12-hour dance-a-thon kicked off with the Twist and moved its way through other styles including Disco, Hip Hop, Bollywood, Capoeira, Country and Western, and Salsa. The event concluded with the serene Fox Trot at 6:00 a.m. The 2009 event received great media coverage, including being cited as an event pick by Eye Weekly (1 of 20), Spacing Magazine (1 of 8), and Torontoist (1 of 25), as well as stories in the *Globe and Mail*, *Xtra!*, blogTO and CTV.

Snapshot #2: Author Austin Clarke and Mayor David Miller at Toronto Book Awards

For the third time, Toronto Public Library partnered with the City of Toronto to present the [Toronto Book Awards](#). The shortlist was announced at the Toronto Reference Library in September, and all five nominated writers read to a capacity audience at Bloor/Gladstone Branch in early October. On October 15, the awards ceremony was held in the newly opened Appel Salon, where Mayor David Miller presented Austin Clarke with the 2009 Toronto Book Award for his novel *More*.

Snapshot #3: The theatrical production of Robin Muller's *The Nightwood*, as part of Luminato at the Library

Held in June, the theme for the library's contribution to [Luminato Festival of Arts + Creativity](#) was "Bringing the Children's Book to Life." From beautiful picture books to challenging novels for older teens, the events held in branches around the city were all about celebrating the best in Canadian kid-lit. Free programs included mask making and illustration workshops, which all made the stories larger than life! Our special guests included Jeremy Tankard and Marie-Louise Gay, artist Robin Muller and Hiromi Goto.

Snapshot #4: Black History Month event at the library

Through a variety of original and partnered programs, in 2009 the library celebrated the vibrancy and diversity of our neighbourhoods, and the central role our branches play as cornerstones of those communities. In celebration of Aboriginal Week, branches participated in Planet Indigenous, Ojibway story telling, and a local history lecture entitled "Who are the land owners of Toronto?" Branches hosted several inspiring and engaging series such as "Inspired Lives" which allowed audiences to meet people who have overcome adversity to live extraordinary lives.

Snapshot #5: AGO's Matthew Teitelbaum, Mayor David Miller, City Librarian Jane Pyper, David Whyte, Assistant Vice-President of Public Affairs at Sun Life Financial, and Library Board Chair Matthew Church announce the expansion of the MAP program to 99 branches

[The Sun Life Financial Museum + Arts Pass \(MAP\)](#) program was significantly expanded in 2009. The program, which began as a limited pilot in 2007, was rolled out to all 99 branches last year, offering anyone with a library card the opportunity to borrow a free family pass to many of the city's top cultural attractions. The expansion also included the addition of two new venues – Casa Loma and the Museum of Inuit Art – bringing the total number of MAP cultural destinations to 18. The program has been a huge success thanks to the support of the Toronto Public Library Foundation.

Snapshot #6: MAP Family Saturdays at the library

Seven Toronto museums participated in MAP Family Saturdays in 2009. Thanks to increased support from program sponsor Sun Life Financial, and the programming contributions of our MAP venue partners, the library was able to bring Toronto's top cultural institutions to its branches, making it possible for library customers to experience in their neighbourhoods some of what our MAP partners offer every day in their venues. Participants could learn to paint like the

Group of Seven with the Art Gallery of Ontario and also discover medieval armour and weapons with Casa Loma's armour expert.

Snapshot #7: Journalists Peter Mansbridge and Rex Murphy at the Appel Salon

The Toronto Reference Library was buzzing with activity last year, thanks in part to the opening of [the Bram & Bluma Appel Salon](#) in September 2009. This new literary and cultural commons at the heart of the city hosted big name guests such as author Douglas Coupland, opera diva Meesha Breuggergosman, journalists Peter Mansbridge and Rex Murphy, internationally acclaimed architect Jack Diamond, and former Chief of Defense Staff, General Rick Hillier. Check out our [YouTube playlist](#) for videos of some of the most prominent visitors we had last year.

Snapshot #8: Mayor David Miller is joined by Library Board Chair Matthew Church and City Librarian Jane Pyper as he declares April as Keep Toronto Reading Month

Last year, Keep Toronto Reading, the library's month-long celebration of books and reading, was moved from cold February to the more hospitable month of April. The festival was once again a great hit with Torontonians, as thousands came out over the month to take part in free special events taking place across the city that celebrated the book in all its forms. Mayor David Miller proclaimed April 2009 as Keep Toronto Reading month and also launched the library's second community-wide reading initiative, Keep Toronto Reading One Book. The One Book for 2009 was *Loyalty Management* by Glen Downie.

Statistics

In 2009 usage of our library services was up across the board. From circulation to visits, from information requests to in-branch computer usage, Torontonians made use of their free, quality library services in record numbers. In fact, with more than 17.5 million visits to our branches and more than 31 million items borrowed, 2009 was truly our busiest and best year ever.

Worldwide, the Toronto Public Library was breaking records as well, as the largest and busiest urban public library system in the world*.

**Toronto Public Library has higher circulation per capital (11.9) than any other international or North American library system serving a population base over 2 million.*

Snapshot #1: Circulation

The re-opening of three new branches - Jane/Sheppard, Kennedy/Eglinton and Bloor/Gladstone - boosted numbers in 2009 as the public visited its renovated libraries in droves. And increasing demand for our excellent collections, librarian expertise, and in-branch computers was also evident in our 2009 statistics.

LIBRARY USE	2009	2008
Circulation	31,271,072	29,800,619
In-library use	7,959,072	7,472,429
Information requests	7,730,028	6,685,575
Visits	17,554,470	16,175,595
Individuals using public workstations	6,130,523	5,499,603

Snapshot #2: Virtual Visits

Toronto Public Library reached record numbers in 2009 for virtual visits to our website, databases, catalogue and Dial-A-Story. The increased activity shows that more and more people are relying on their public library for the resources and help they need to succeed.

WEB SERVICES	2009	2008
Virtual visits**	23,393,026	20,607,614
Database queries/searches	17,673,973	20,016,471
Virtual information requests	33,413	27,888

** Includes website, databases, catalogue, Dial-A-Story.

Snapshot #3: Program Attendance

In 2009, Toronto Public Library continued innovative programming to reflect the community's needs and interests. The Toronto Reference Library was buzzing with activity, thanks in part to the opening of The Bram & Bluma Appel Salon last fall. In 2009, the likes of Tim Flannery, Measha Brueggergosman, Peter Mansbridge, Rex Murphy and Douglas Coupland have attracted audiences totaling 3,600 for engaging, thought-provoking discussions.

PROGRAM ATTENDANCE	2009	2008
Preschool	202,084	196,764
Children	226,869	220,381
Teen	73,969	59,555
Adult	70,337	51,066
Older Adult	11,617	9,141

TORONTO PUBLIC LIBRARY BOARD
Statement of Revenues and Expenditures

Year ended December 31.

	2009	2008
	\$	\$
REVENUES		
City of Toronto	165,352,986	165,920,721
Provincial and Federal Grants	6,170,370	5,975,484
Fines and user charges	4,005,441	3,832,105
Other sources	2,955,519	3,055,810
 Total Revenues	 178,484,316	 178,784,120
 EXPENDITURES		
Staff costs	132,055,578	134,151,316
Purchase of services	22,232,316	20,265,599
Materials, supplies and equipment	6,111,475	5,823,254
Library materials	17,412,159	17,404,927
Other	672,788	1,139,024
 Total Expenditures	 178,484,316	 178,784,120

Toronto Public Library Foundation

2009: Best Year Ever

Opening Message

The Toronto Public Library Foundation believes that a great library is a fundamental requirement for any city to achieve its full social and economic potential. We believe that Toronto's Library is absolutely vital to the city we live in, and vital to our city's success.

The results of our fundraising efforts in 2009 prove you do, too! Despite the economic downturn, donors responded generously in recognition of how vital the library is to them personally, and to our city. As a result we realized our best year ever with increased fundraising revenues and gifts-in-kind benefiting the library in unique and meaningful ways.

Since our inception in 1997, the support of our donors has enabled the Toronto Public Library Foundation to raise over \$47 million dollars to enhance the collections, programs and services, and community spaces of Toronto's Library. We could not have achieved such success without our generous donors, and for that we thank you.

This report gives us an opportunity to recap some of the year's highlights. Thank you to everyone who helped make 2009 such a success. We look forward to working with each and every one of you to build on this great momentum in 2010.

Fundraising Highlights

In spite of the economic downturn, 2009 was a banner year in fundraising for the Toronto Public Library Foundation. A record breaking \$6 million was raised in support of enhancing the library's priority programs and services - a true testament to the value the library retains in the lives of Torontonians.

In February, the fourth annual Book Lover's Ball held on February 12, 2009 was once again a huge success, with more than 600 book lovers in attendance at the Fairmont Royal York. The event raised \$358,000 - the most successful year ever for the event.

The Adopt-a-word to Create a Story in-branch campaign in conjunction with Keep Toronto Reading month in April raised over \$25,000. The campaign was supported by Margaret Atwood who wrote the original story *Persiflage in the Library* for the Foundation campaign.

The library's wildly popular Sun Life Financial Museum + Arts Pass (MAP) program, which gives families the opportunity to explore the best of Toronto's arts and culture treasures for free, continued to thrive. Sponsor Sun Life Financial generously renewed and increased its support over the next two years.

Through an anonymous donation of \$1 million, three essential library services received enhanced support: the Library's Ready for Reading program, which promotes early literacy; accreditation and skills enhancement materials for newcomers; and multilingual collections.

Thanks to a \$3 million bequest from long-time library lover and user Sophia Lucyk, programs supporting early literacy, creativity and writing skills in young children received a boost through the creation of Sophie's Studio.

In 2009, the American Foundation for Toronto Public Library (AFTPL) also continued to grow both its awareness raising and fundraising efforts. The mission of AFTPL is to promote and support Toronto Public Library, its collections, programs, services and out-reach activities to U.S. librarians, researchers, scholars, collectors and to the general reading public. In 2009, the AFTPL board also welcomed two new members: Justin G. Schiller and Sarah Collins.

Thank you to these and all our other donors for demonstrating such tremendous support for Toronto's Library and for recognizing how vital it is to the city we live in.

Snapshot #1: The Book Lover's Ball

February 12 marked the fourth annual Book Lover's Ball in support of Toronto Public Library Foundation.

Snapshot #2: Chef Gordon Ramsay interviewed by restaurateur Peter Oliver at the Appel Salon

Gourmet Chef Gordon Ramsay visited Toronto Reference Library on February 8th, 2009 with a sold-out crowd of 450 people in attendance. The Cookbook Store and Key Porter Books donated a portion of the proceeds to the Foundation.

Snapshot #3: Persiflage contest winner

To involve children in the creation of the *Persiflage in the Library* story, children 13 and under were invited to take part in an illustration contest to bring the story to life with their own drawings. Winners were chosen from three age categories: Up to 6 years, 7 to 9 years, and 10 to 13 years.

Snapshot #4: Friends of Toronto Public Library, North and South Chapters

In 2009, the cumulative support of the Friends of Toronto Public Library, North and South Chapters reached \$1 million dollars. All funds raised by the Friends help support vital library programs such as Leading to Reading and English Can Be Fun.

Snapshot #5: Sophia Lucyk

In 2009, the Foundation received another installment of an over \$3 million gift from the Estate of Sophia Lucyk. Sophia Lucyk was a lifelong library user and generous donor to the Foundation. Ms. Lucyk's bequest is the most significant cash gift received from an individual in the history of the Library and Foundation and will support innovative early literacy programs and services at the Library.

Making an Impact

The generous support received in 2009 from new and renewed individual, corporate and foundation donors, as well as the Friends of Toronto Public Library, helped make an impact on the lives of thousands of Toronto residents.

Twelve individuals whose lives have been enriched by the collections, programs and services at Toronto's Library were featured in the Foundation's city-wide promotional campaign in the fall of 2009. Through posters and multi-language public service announcements on OMNI-TV (in seven languages) and on City TV (in English), they shared their stories and helped raise awareness about the impact the library's services have.

Donors who supported library programs such as Leading to Reading, Storytime Outreach and TD Summer Reading Club, enabled thousands of children to participate in these reading support programs, both in-branch and beyond our 99 branch system, giving them the foundational reading skills they need to succeed in school and life.

Over the course of 2009, over 1,100 new donors demonstrated their support of Toronto's Library, responding in force to the Foundation's community giving and Literary Circle programs. Generous donations from individuals also enabled the Foundation to create two new awards for library staff development: The Pauline Hinch Memorial Award for Staff Development and The Peter J. Bassnett Award for Professional Development.

Snapshot #1: Toronto's Library: Absolutely Vital YouTube Video

Library users shared their personal stories about the impact the library has had on their lives, as part of the Foundation's fall promotional campaign.

Snapshot #2: Summer Reading Club Poster

TD Bank Financial Group continued their generous support of TD Summer Reading Club in 2009, allowing for almost 300,000 children to participate in summer reading club programs across Canada.

Snapshot #3: Leading to Reading

In 2009, the generous support of CIBC, Great West Life, Manulife Financial and Proctor & Gamble supported the Leading to Reading program in almost 40 branches and helped thousands of children significantly improve their reading skills.

Snapshot #4: Pauline Hinch

In 2009, two funds were established by generous donors to support staff development at the Library, and two awards were created: **The Pauline Hinch Memorial Award for Staff Development** and **The Peter J. Bassnett Award for Professional Development**. In keeping with the donors' requests, both awards are intended to encourage staff pursuing a career in public libraries.

Snapshot #5: Staff from home library service paying a visit

In 2009, a significant gift was received in memory of Grayce Margaret Griffith through the American Foundation for Toronto Public Library (AFTPL). This gift will help support the Library's Home Library Service, an important life-line to over 7,000 people, housebound or living in nursing homes and other care facilities, connecting them to the Library and the community around them.

re:vitalize Capital Campaign

In May 2009, the Toronto Public Library Foundation was delighted to publicly announce the launch of **re:vitalize - Toronto Reference Library Campaign**, a broad-based \$10 million capital fundraising campaign in support of the \$34 million revitalization of the Toronto Reference Library.

re:vitalize is the first capital campaign in Toronto Public Library's 125-year history and is helping to recreate the Toronto Reference Library as Toronto's foremost public centre for life-long learning, the exchange of ideas and community engagement.

At the launch, the Foundation announced gift and pledge commitments of \$5.2 million, including a lead Campaign gift of \$3 million from the Bluma Appel Community Trust representing the largest private donation ever made to Toronto Public Library.

"Our goal was to build on the significant investments from the City and the Province to enable the Toronto Reference Library to achieve vital enhancements for Library users," said Richard Boxer, a member of the Foundation's Board of Directors and a member of the Campaign Cabinet. "Thanks to generous and early support from many individuals, corporations and foundations, we are confident in our ability to achieve our goal."

The **re:vitalize Campaign** is expected to be completed by the end of 2011.

Snapshot #1: Bram and Bluma Appel

In recognition of the Bluma Appel Community Trust's generous lead gift of \$3 million in support of the re:vitalize Campaign, a new state-of-the-art event space on the second floor of the Toronto Reference Library - a key component of the Toronto Reference Library revitalization project - was named the Bram & Bluma Appel Salon in celebration of the legacy of Bram and Bluma Appel (pictured above). This new literary and cultural commons in the heart of the city opened in September 2009.

Bluma and Bram both passed away in 2007, but their contributions to Toronto continue. Toronto Public Library is delighted to celebrate the legacy of these two great lovers of ideas, who lived out and expressed their core values through their philanthropy.

Snapshot #2: The Right Honourable Stephen Harper on a tour of the library's early Canadiana Special Collections at the Toronto Reference Library

In October, Toronto Public Library was delighted to host the Right Honourable Stephen Harper at the Toronto Reference Library, seen here with City Librarian Jane Pyper, the Honourable Peter Kent, Minister of State of Foreign Affairs

(Americas) and Mayor David Miller. Canada's Prime Minister announced \$3 million in Infrastructure Stimulus Funding (ISF) for the Toronto Reference Library revitalization project.

TORONTO PUBLIC LIBRARY FOUNDATION

Statement of Financial Position

Year ended December 31. Excerpted from Audited Financial Statements

	2009	2008
	\$	\$
ASSETS		
Current		
Cash and cash equivalents	1,828,038	1,139,101
Accounts receivable	26,232	21,865
Prepaid expenses	87,891	94,189
Due from Toronto Public Library Board	47,522	157,822
Due from American Foundation for Toronto Public Library	1,384	-
Inventory	43,853	51,384
Total Current Assets	2,034,920	1,464,361
Investments, at market	19,608,354	13,186,214
	21,643,274	14,650,575
LIABILITIES AND FUND BALANCES		
Liabilities		
Due to American Foundation for Toronto Public Library	-	8,281
Accounts payable and accrued liabilities	55,719	99,145
Deferred revenue	120,791	111,693
Total Liabilities	176,510	219,119
Fund Balances		
General Fund	934,845	719,430
Restricted Fund	16,233,946	10,588,078
Endowment Fund	4,297,973	3,123,948
Total Fund Balances	21,466,764	14,431,456
	21,643,274	14,650,575

TORONTO PUBLIC LIBRARY FOUNDATION

Statement of Operations and Changes in Fund Balances

Year ended December 31. Excerpted from Audited Financial Statements

	2009	2008
	\$	\$
REVENUE		
Donations and sponsorships	9,280,990	12,560,730
Donations-in-kind	297,773	461,475
Investment income (loss)	1,203,645	(454,517)
	10,782,408	12,567,688
EXPENDITURES		
Professional fees	98,174	22,761
Development office	1,735,895	1,561,993
Grants and donations to Toronto Public Library Board	1,694,061	1,966,375
Grants to others	125,410	143,100
Other	93,560	106,462
	3,747,100	3,800,691
Excess of revenue over expenditures for the year	7,035,308	8,766,997
Fund balances, beginning of year	14,431,456	5,664,459
Fund balances, end of year	21,466,764	14,431,456