



Toronto's Library. Absolutely Vital.

MEMO

To: Jane Pyper, City Librarian
From: Heather Rumball, President, Toronto Public Library Foundation
Date: May 19, 2010
Subject: Toronto Public Library Foundation Assessment of 2010 - 2011 Library Fundraising Priorities

Summary

The purpose of this memo is to respond to the identified 2010 and 2011 fundraising priority projects as submitted for consideration to the Toronto Public Library Foundation by the Toronto Public Library Board, with the Foundation's assessment of the funding potential of those identified priorities, in ranked order.

Recommendation

It is recommended that the Toronto Public Library:

- 1) Receive the assessment of funding potential as contained in Appendix 1

Background

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.

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 2010 and 2011 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.

The Foundation projects that we will be able to allocate at least \$2,200,000 in 2010 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.



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List of Attachments:

Appendix 1: Toronto Public Library Board – Foundation Assessment of 2010 - 2011 Library Fundraising Priorities