

Naming Recognition of Sophie's Studio within KidsStops

Date:	November 24, 2009
To:	Naming Committee
From:	City Librarian

SUMMARY

In 2006, the Toronto Public Library Foundation became a beneficiary of the estate of Ms. Sophia Lucyk whose brief biography can be found in Attachment 3. This bequest is the most significant gift from an individual in the history of the Library. The Foundation wishes to acknowledge this gift through naming recognition.

This report seeks Toronto Public Library Board Naming Committee approval for the naming recognition of Sophia Lucyk through the name Sophie's Studio being attributed to a component (or area) within up to six KidsStops across the city.

RECOMMENDATIONS

The City Librarian recommends that the Naming Committee recommends that the Toronto Public Library Board:

1. approves the naming recognition of Sophie's Studio for a component or area within up to six KidsStops across the city; and
2. approves the naming recognition of Sophie's Studio for a component or area within future KidsStops as suitable building projects are developed and funding is made available from the *Sophie's Studio Endowment Fund for Children's Literacy and Collections*.

FINANCIAL IMPACT

The Library is receiving a one time gift of \$150,000 to support the development of up to six KidsStops. There are no further financial implications associated with this naming opportunity.

The bulk of the bequest will be used to establish within the Foundation's endowment the *Sophie's Studio Endowment Fund for Children's Literacy and Collections*.

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

DECISION HISTORY

In 2006, the Toronto Public Library Foundation became the beneficiary of the estate of Ms. Sophia Lucyk in the order of \$3 million. The Foundation Board approved, in principle, the proposed designation of funds from the Estate of Sophia Lucyk at its October 25, 2007 meeting.

The Foundation Board is seeking Toronto Public Library Board approval for this naming recognition to acknowledge Ms. Lucyk's significant gift as outlined in Attachment 1. This proposal is in accordance with the Foundation's Donor Recognition Policy.

ISSUE BACKGROUND

The bulk of the bequest will be used to establish within the Foundation's endowment the *Sophie's Studio Endowment Fund for Children's Literacy and Collections*. The annual interest from this fund will be used to support programs associated with creativity and reading and writing skills, and that meet Ms. Lucyk's desired designation of the funds.

The Foundation has proposed the designation of a one time gift of \$150,000 to support the development of a component or area in up to six KidsStops. KidsStops form an integral part of the *Ready for Reading* program. The idea is that a component, i.e. activity desk or floor space within a KidsStop be named Sophie's Studio. In addition, it is proposed that KidsStops with Sophie's Studio components be located in each part of the City (south, west, north and east). The Foundation requests that, if possible, a KidsStop with a Sophie's Studio component be located in Richview or Brentwood library locations as they were Ms. Lucyk's home branches.

It is proposed that a component or area of each of six KidsStops be named Sophie's Studio to recognize Sophia Lucyk through the posting of a plaque or other recognition vehicle as best suits the area and defined space of the KidsStop.

Future KidsStops may also be supported from *Sophie's Studio Endowment Fund for Children's Literacy and Collections* which has been established by the Foundation with the bulk of the bequest.

COMMENTS

The Sophia Lucyk bequest is the most significant individual cash donation in the history of the Toronto Public Library. Naming recognition serves to appropriately recognize the donor.

With the bulk of the bequest, the Foundation has created *The Sophie's Studio Endowment Fund for Children's Literacy and Collections*. Revenue from the endowment will be used to:

- support literacy programs at the Library such as Leading to Reading and Homework Club and those under the *Ready for Reading* mandate;
- purchase children's collections and, where possible, books on learning and teaching reading and writing, including cursive writing;
- maintain and enhance the KidsStops, and support the development of new KidsStops;
- support the promotion and growth of the above programs.

It is anticipated that this fund could yield between \$60,000 and \$70,000 annually. As specific projects or programs are identified which meet the provisions of the Foundation's Donor policy and the designated areas for support as outlined in the Endowment Fund, further naming recognition opportunities may be identified. These will be brought to the Library Board's Naming Committee for approval.

The Library Board's Naming Policy, approved June 19, 2006, makes provision for naming opportunities of branches, rooms, programs or collections in recognition of a significant financial gift. Sophie's Studio meets the provision for the naming of a room/area in a branch.

The policy provides for such naming opportunities where the gift constitutes a significant portion of the total cost. The proposed one time gift of \$150,000 for the initial six KidsStops covers a significant portion of the costs of KidsStops. The Library Board's Naming Policy outlines the following further guidelines in reviewing a request for naming:

- whether the initiative could proceed without the gift;
- the urgency of the need for the initiative;
- the distinction, reputation and integrity of the individual or corporation whose name will be used; and
- the relationship of the individual or corporation to the Library.

Library staff have conducted an internal review to determine the most appropriate locations for KidsStops and for the associated naming opportunity. Staff have identified the following branches: Dufferin/St. Clair, S. Walter Stewart, Cedarbrae, Thorncliffe. Currently there are KidsStops in Dufferin/St. Clair and S. Walter Stewart libraries. As the Capital building program proceeds, KidsStops will continue to be introduced across the city. When possible, the component area named Sophie's studio will accommodate the Foundation's request that it be the area promoting print awareness and/or letter knowledge, both of which best reflect the donor's stated area of interest.

Naming of the Sophie's Studio components of KidsStop would be for a period of not less than ten years, and will remain until such time that the space is materially changed.

The \$150,000 one-time gift covers a significant cost of each KidsStop. KidsStops are considered to be important initiatives, and are ideally suited to be built as part of major renovations to existing and new branches.

Ms Lucyk was a life-long library user and a donor to the Foundation. Honouring Ms. Lucyk's significant bequest to the Foundation through naming recognition is viewed as appropriate.

CONTACT

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SIGNATURE

Jane Pyper
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ATTACHMENTS

- Attachment 1: Naming Recognition of Sophie's Studio with KidsStop – Memorandum from the Toronto Public Library Foundation
- Attachment 2: Sophie's Studio Brand
- Attachment 3: Sophia Lucyk Biography