



# MEMO

**To:** Jane Pyper  
**From:** Heather Rumball, President, Toronto Public Library Foundation  
**Date:** November 5, 2009  
**Re:** Naming Recognition of *Sophie's Studio* within KidsStops

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## Background

In 2006, the Toronto Public Library Foundation became a beneficiary of the estate of Ms. Sophia Lucyk. Ms. Lucyk was a lifelong library user and a donor to the Foundation. In her lifetime, Ms. Lucyk indicated, during the course of several meetings with the Foundation and the Library, her intention to make a bequest and her desired designation of her funds.

At the October 25, 2007 Foundation Board Meeting, the proposed designation of funds of the Estate of Sophia Lucyk was approved in principle, pending receipt of the final disbursement from the estate.

While final settlement of the Estate is still pending, it is estimated that the Foundation will receive approximately \$3 million from the proceeds of the Estate.

The Foundation Board wishes to apprise the Library of this significant gift and seek approval to acknowledge Ms. Lucyk's exceptional contribution through naming recognition in association with an area of identified interest to her, and as per the Foundation's Donor Recognition policy.

## Gift Designation

In her lifetime, during the course of several meetings with the Foundation and the Library, Ms. Lucyk indicated her intention to make a substantial bequest to the Foundation and also expressed her wish as to how the funds be applied:

- She wished to create a program (or suite of programs) under the name of “Sophie’s Studio”. The programming within Sophie’s Studio would emphasize creativity and the enhancement of reading and writing skills (i.e. drawing, crafts, penmanship) in children from a young age. She also indicated that she would like a portion of her funds to be spent on promoting the “Studio” and the programming within its portfolio.
- She also expressed the need for the Foundation to enhance the marketing of its activities and planned giving programs in order to encourage others to follow her example.

To meet the wishes of Ms. Lucyk as well as to support some of the high priority funding needs of the Library and the Foundation, the Foundation subsequently developed the following designations for the received funds:

#### **A. KidsStops**

A one time gift of \$150,000 to support the development of up to six KidsStops under the *Ready for Reading* program mandate, if possible in each area of the City (south, west, north, east) or as otherwise identified by the Library as a priority. In the west, Richview or Brentwood Library locations would be preferable as they were Ms. Lucyk’s home branches. Future KidsStops may also be supported from the endowment fund, as outlined below.

#### **B. Endowment Fund**

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 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 as outlined in section A, 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. Recognition to be associated with the funding provided to the above or similar initiatives and utilizing the *Sophie’s Studio* brand identity developed by Toronto Public Library (see Attachment 3) will be established in future as per the Foundation’s Donor Recognition Policy and applicable library policies.

#### **C. Grant to continue Sophie’s Legacy**

A portion of the funds has been designated to the Foundation to support fundraising activity that will:

- ★ Grow the “Sophie’s Studio Endowment Fund”.
- ★ Increase planned giving activity using “Sophie’s Studio” as a case study for planned giving to the Library. This activity may also be used to grow the “Sophie’s Studio Endowment Fund”.

#### **D. Grant to the Toronto Public Library Foundation**

A portion of the funds has been designated to the Foundation to:

- ★ Support Foundation activities including, promoting and marketing the Foundation and the needs of the Library to the public at large, philanthropic donors and organizations within the community
- ★ Cover any initial administrative fees related to the receipt of the Estate and/or the designation of funds as set out in the Foundation's Endowment and Donation Allocation policies.

#### **Donor Recognition Recommendation**

Ms. Lucyk's gift represents the most significant individual cash gift in the history of the Toronto Public Library. Based on the Foundation's approved Donor Recognition policy, recognition of *Sophie's Studio* may include any or all of the following elements in association with recognition of any funded areas, collections or programs:

- naming/branding on plaques or other similar recognition vehicles
- listing on Foundation donor walls
- in print materials (general library and/or as related to the naming in question) and/or on websites
- bookplates
- media releases
- special events and special invitations

To begin to appropriately acknowledge this exceptional gift and in recognition of the support TPL will receive from it as outlined in components A and B above, at this time the Foundation recommends that:

A component/area of each KidsStop be named to recognize Sophia Lucyk, using the brand developed for *Sophie's Studio* (see Appendix A), and through the posting of a plaque or other recognition vehicle as best suits the area and defined space of the KidsStop. Ideally such recognition would be in the vicinity of the areas 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 10 years, and will remain until such time that the space is materially changed.

The Foundation will continue to work with the Library to develop additional recognition vehicles in future to appropriately recognize Ms. Lucyk's generosity, and to showcase her gift as an example of philanthropy to the Library.

## **ATTACHMENTS**

Appendix A: *Sophie's Studio* Branding

## **SIGNATURE**

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Heather Rumball, President, Toronto Public Library Foundation  
Tel: 416/393-7134, email: [hrumball@torontopubliclibrary.ca](mailto:hrumball@torontopubliclibrary.ca)