

re:vitalize

MEMO

To: Jane Pyper, City Librarian
From: Heather Rumball, President, Toronto Public Library Foundation
Date: March 4, 2009
Subject: Potential impacts of Renaming the Toronto Reference Library on
re:vitalize – The Toronto Reference Library Campaign

Background:

At the request of Toronto Public Library, the Toronto Public Library Foundation is actively engaged in a \$10 million private sector capital campaign to raise funds for the Toronto Reference Library revitalization project. This is the first broad-based capital campaign ever undertaken by the Toronto Public Library in its 125-year history, and the first-ever for Toronto Public Library Foundation. This Campaign represents a three-way partnership between the City of Toronto (through its capital budget), the Government of Ontario and the private sector, chiefly through major gifts by individuals. Building on the City's generous investment of \$10 million within its capital budget, the Foundation has succeeded in raising \$10 million from the Government of Ontario and has made good progress in achieving the \$10 million goal from the private sector through **re:vitalize – The Toronto Reference Library Campaign**.

The Foundation is currently looking to go public with **re:vitalize** in May 2009. Since a renaming of the Toronto Reference Library is being considered in the midst of the Foundation's 4-year capital campaign (2008-2011), the Foundation welcomes this opportunity to provide input, while respecting the Library board's policies and processes.

Potential Impacts:

It is unknown what impact renaming the TRL in honour of Jane Jacobs might have on the potential success of Foundation's fundraising campaign. The fundraising campaign is to be completed by 2011, with pledge payments extending beyond that time. It is, however, certain that renaming TRL during the campaign period will have an impact on campaign communications and donor relations. These considerations are detailed on the following page.

A) Campaign Communications & Financial Impact

- The Foundation has invested significant resources, including creating a campaign identity using the Toronto Reference Library name that has now been seen by all current donors and potential donors that already have been approached, and will be investing more on campaign materials and on external communication plans in support of the public launch of the Campaign in May 2009; a name change mid-campaign will greatly complicate campaign communications and make existing materials unusable, thereby increasing campaign expenses by approximately \$20,000.

B) Fundraising Potential

- It is unknown whether future potential donors would be more or less inclined to support the Jane Jacobs Toronto Reference Library over the Toronto Reference Library.
- It is certain, however, that renaming of the TRL would provide impetus to the Foundation's fundraising efforts if also associated with a gift to the campaign; the Foundation would welcome the opportunity to work with those supporters of the renaming who offered to assist with fundraising efforts in support of the renaming.

C) Donor Relations

- All campaign donor approaches to date have been based on opportunities to be associated with the Toronto Reference Library in the context of its current and historical significance (particularly with regard to its collections) and specifically identifying it as Toronto institution with municipal, provincial and national importance; donor commitments have been made on this basis and the impact of the honourary naming on their pledged support is unknown.
- Bestowing an honourary name on the Toronto Reference Library while having asked, and in the process of asking, others to contribute financially to its future ambitions would require the Foundation to develop and implement an additional donor relations communication strategy.

From the Foundation's perspective, should the Library Board wish to proceed with an honourary name change to the Toronto Reference Library, the best timing for such a change would be at the completion of the campaign and/or project, so as to minimize associated costs and maximize positive attention to the renaming.

SIGNATURE



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