



STAFF REPORT ACTION REQUIRED

10.

Renewal of Sponsorship and Naming of the Summer Reading Club

Date:	June 23, 2014
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

The purpose of this report is to request approval for the renewal of the TD Bank Group sponsorship of the summer reading club and the renewal of the naming of the Library's summer reading club as the TD Summer Reading Club, for a period of three years, 2015 – 2017.

The TD Summer Reading Club (TDSRC) is an inclusive, bilingual program, developed and delivered by public libraries, that strives to engage all children in the joy of reading during the summer months while championing Canadian writers and illustrators.

The proposed sponsorship and naming of the summer reading club meets the criteria for approval set out in the Library's Sponsorship and Naming policies. The summer reading club is a fundraising priority for the Library, approved by the Board at its April 2012 meeting.

The renewal of the sponsorship is being recommended based on its benefits for the Library, its monetary value, the reputation of TD Bank Group for corporate and social responsibility and the successful 18-year partnership with the Bank.

According to the criteria in the Library's Sponsorship and Naming policies, the naming of programs requires the approval of the Library Board.

RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1. approves the renewal of the TD Bank Group sponsorship of the summer reading club for 2015 – 2017 according to the terms and conditions outlined in this report;
2. approves the renewal of the naming of the Library's summer reading club as the TD Summer Reading Club; and

3. authorizes and direct staff to take the necessary actions to give effect thereto.

Implementation Points

The terms and conditions of the agreement will be reflected in a written agreement.

FINANCIAL IMPACT

The total value of the proposed sponsorship is \$2.600 million in funding for the three-year term from 2015 – 2017 and represents an increase of 35% from the current \$1.925 million sponsorship agreement. Over the three-year term, Toronto Public Library (TPL) will receive the \$2.202 million it requested to support the program and the Toronto Public Library Foundation (TPLF) will receive the balance of funding to support its contributions to global project management, sponsor stewardship and fundraising costs.

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

DECISION HISTORY

Naming of the TD Summer Reading Club was initially presented and approved by the Toronto Public Library Board on October 20, 2003. Subsequent renewal of the program was presented and approved by the Toronto Public Library Board on January 16, 2006; December 15, 2008 and again on June 7, 2011. The current agreement expires in 2014 and the proposed renewal will be the fifth renewal of the sponsorship agreement.

ISSUE BACKGROUND

The TD Summer Reading Club is one of the cornerstones of children's services at the TPL. In 1996 the former TPL sought financial support for its program in order to reach as many children as possible and the TD Bank Group responded. In 1998, the TD Summer Reading Club became the first amalgamated program of the new library system.

In 2001, with TD Bank Group's support, the program expanded from a Toronto-based program to one offered across the province, and TPL was able to offer a French-language component through partnerships with Ottawa Public Library and translation services in Montreal. In 2004 it expanded again to become a national bilingual program in partnership with Library and Archives Canada.

When the partnership first began, 6,000 children were reached a year. Now, 18 years later, over 30,000 children each year in Toronto alone are discovering the wonders of summer reading and learning through the TD Summer Reading Club.

Nationally, over 300,000 children are registered in the TD Summer Reading Club each year.

COMMENTS

This report recommends that Toronto Public Library Board approve the renewal of the naming and sponsorship of the TD Summer Reading Club, a program developed by TPL. This agreement would serve to recognize TD Bank Group's renewed gift of \$2.600 million in support of the summer reading club for a term of three years (2015 to 2017), which represents the largest cash sponsorship in the history of the Library or Foundation. The Library's Sponsorship and Naming policies require that the Library Board approve the naming of programs.

The TD Bank Group sponsorship supports a TPL-created high-quality national summer reading club program enjoyed by thousands of Toronto children annually and delivered nationally in large and small communities throughout Canada, in partnership with Library and Archives Canada. In addition to the \$2.202 million for TPL, the TD Bank Group provides funds to Library and Archives Canada for recruitment and retention of participating libraries and national distribution and French translation of the summer reading club materials. TD Bank Group also provides funds directly to CNIB as a contributing and participating library that serves children who are blind or have low vision. Each year, over 30,000 children participate in the summer reading club in Toronto and over 300,000 participate nationally.

The program supports the maintenance of reading skills over the summer months and school boards in Toronto actively participate in its promotion. TDSRC helps connect families with libraries and reading materials in a flexible and accessible manner, encouraging a self-directed approach to reading each summer. It builds children's confidence in and excitement about reading through fun and accessible activities. With TDSRC, kids experience a sense of adventure and wonder, and have opportunities to expand their imaginations and celebrate their accomplishments.

The sponsorship meets the criteria set out in the Library's Sponsorship and Naming policies as outlined below.

Merits of the Sponsorship for the Library

The summer reading club was approved by the Board as a fundraising priority for the Library at its April 2012 meeting. The sponsorship of the summer reading club provides enhancements to the program beyond the resources of TPL, including high-quality program materials and a dynamic website, broad program promotion, national positioning of TPL as a leader in children's reading programs, and has resulted in higher program participation.

Through the three-year term of the proposed sponsorship renewal (2015 – 2017), the Library will receive \$2.202 million to maintain the existing national and local program and offer significant enhancements proposed by the Library. Existing program elements include promotional materials in French and English, professional art work, posters, stickers and other materials for distribution, a website and the creation of program support materials for use by Library staff. Enhancements in the proposed agreement include branding the program

and supporting its local delivery while refining the program's national role through website development and event planning. Key goals are outlined below.

Primary Goal: Keep children reading during the summer by building their confidence in and excitement about reading through fun and accessible activities.

Secondary Goals:

- Connect families with libraries and reading materials in a flexible and accessible manner, encouraging a self-directed approach to reading each summer;
- Champion Canadian children's writers and illustrators;
- Increase the program's national reach to children of all ages by engaging more public libraries and families across the country;
- Make kids feel like they're part of a program that extends beyond their local library and encourage them to share and connect with one another;
- Increase the profile and perceived value of public libraries as champions of the joy of reading throughout the year;
- Raise the profile of TD Group as a generous supporter of children's literacy across Canada;
- Manage the program more efficiently and enhance the quality and effectiveness of the program elements.

The Sponsorship Policy sets out a framework to allow the Library *to enhance the level, extend the range and improve the quality of library service* through sponsorships. The Naming Policy specifies that programs can be named if *the gift constitutes a significant proportion of the cost of the program and is commensurate with the market value of the opportunity as identified by the Toronto Public Library Foundation (Foundation)*.

Appropriateness of the Sponsor

The TD Bank Group meets the criteria for the appropriateness of the sponsor outlined in the Sponsorship Policy. In 2008, the Foundation engaged a third party to complete a corporate social responsibility review of the TD Bank Group. The result of that review supports this proposed sponsorship.

The sponsorship involves a children's program and requires special consideration. TD Bank Group products are not primarily targeted at children, but can be legally sold to them. The terms of sponsorship do not include endorsement or promotion of TD Bank Group's products or services.

The sponsorship is being recommended based on its benefits for the Library, its monetary value, the reputation of TD Bank Group for corporate and social responsibility and the 18-year successful partnership with the Bank. The program is delivered in Toronto and nationally, and has a reputation for excellent quality and high participation rates.

The Library has directly and indirectly benefited from TD Bank Group's investment in literacy and education, including Word Out; TD Canadian Children's Book Week; Shakespeare in Action, Asian, Black and Aboriginal History Months; and Foundation

fundraising events, such as The Book Lover's Ball and New Collection. The TD Bank Group has fulfilled all terms and conditions of previous sponsorship agreements for the program.

Terms and Conditions

The level of recognition proposed in the sponsorship agreement meets the requirements of the Sponsorship and Naming policies. The benefits being recommended by the Foundation are commensurate with the value of TD Bank Group's contribution to the program.

Recognition Benefits include:

- naming of the program as the TD Summer Reading Club and the right of first refusal for the renewal of this agreement;
- TD logo recognition on all TDSRC promotional and program materials, such as posters, invitations, branch displays, notebooks, magazines, activity books, online and any other TDSRC-related materials that the Library develops;
- recognition of TD through a feature section profiling TDSRC in What's On and promotion through the Library's email newsletter; a minimum of one press release, a comprehensive media campaign, including the TD logo in all Summer Reading Club advertising and recognition using social media channels with the development of specific promotions to raise awareness of the program with parents;
- donor recognition includes recognition on the Central Donor Wall at the Toronto Reference Library and recognition through the Foundation website, annual report, newsletter and other Foundation donor recognition vehicles;
- participation in the annual launch of the TDSRC and opportunities to participate in other outreach initiatives;
- use of the TDSRC wordmark on TD materials;
- a free rental of The Bram & Bluma Appel Salon at the Toronto Reference Library;
- the right of first refusal for all sponsorship opportunities pertaining to the Summer Reading Club during the term of this agreement and for renewal of the agreement, as well as all other children's literacy programs.

There will be a written agreement specifying the terms and conditions of the sponsorship as required by the policy.

The TD Bank Group sponsorship of the Summer Reading Club is a specific example of how sponsorships enhance an important library program. The sponsorship provides dedicated staff resources, translation, high-quality art work, poster and stickers, a dedicated web site, printing, program and professional resources. The sponsorship also provides additional promotional and outreach beyond the Library's walls. The high quality appeal of the enhanced program engages children and encourages reading, thereby supporting the Library's service objectives and enabling a significant contribution to public library service for children in Toronto. In short, TD Bank Group's sponsorship allows the Library to achieve the following objectives:

- Better quality program materials;
- Broad program promotion;
- Increased program participation;
- National positioning of TPL as a leader in children's reading programs.

The funding being proposed by the agreement with TD Bank Group reflects the growth of the program as well as providing additional program enhancements. Through this program the TD Bank Group makes an important contribution to the Library's goals in supporting the reading activities of thousands of children in Toronto, fostering a love of reading and books. The Library would also like to recognize the work of the TPL Foundation for its contribution to global management of the TDSRC program and for providing and effectively stewarding such a strong partner for encouraging summer reading by children.

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SIGNATURE

Jane Pyper
City Librarian

ATTACHMENT

Attachment 1: Naming Sponsorship Renewal – TD Summer Reading Club – Memo to Jane Pyper, City Librarian, Toronto Public Library from Heather Rumball, President, Toronto Public Library Foundation dated June 16, 2014