



To: Toronto Public Library Board – October 28, 2002

From: City Librarian

Subject: **Toronto Public Library Foundation – Literary Circle Membership Program**

Purpose:

For information.

Funding Implications and Impact Statement:

Not applicable.

Recommendation:

It is recommended that the Toronto Public Library Board receive for information the *Toronto Public Library Foundation Literary Circle Membership Program* report.

Background:

Driven by the need to create additional funding, the Toronto Public Library Foundation will launch a new, high-level Membership Program to sustain an annual major gifts program. All gifts received by the Foundation for this program will be unrestricted and utilized annually for the priorities of the Library. The request for support will ask a donor to support the Foundation which supports the Library's programs and services.

Comments:

The *Literary Circle Membership Program* will:

- encourage leadership gifts to the Library on an annual basis;
- provide an opportunity for new supporters of the Library to be identified;
- establish a unique group of Library supporters;
- help bring core donors closer to the Library; and
- provide unrestricted funding to support the on-going needs of the Toronto Public Library and Toronto Public Library Foundation.

Four membership levels, at \$25,000, \$10,000, \$5,000 and \$1,000 annually, with specific and exclusive benefits for each category, will be presented to friends and supporters of the Library. A three-fold brochure and pledge form including testimonials from prominent Canadian literary figures and a list of member benefits will be developed to promote this new initiative.

The success of the Literary Circle membership program will depend on the active involvement of the Toronto Public Library's senior management team, Library Board members, Toronto Public Library Foundation Board members as well as influential donors and friends assuming the roles of donors, ambassadors and visitors.

Contact:

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City Librarian

List of Attachments:

Literary Circle Membership Program