



STAFF REPORT ACTION REQUIRED

10.

Sponsorship Policy Revisions and Proposed Naming Sub-Committee Terms of Reference

Date:	June 16, 2008
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

The purpose of this report is to respond to the Toronto Public Library Board's April 21, 2008 request *to report to the Board with options for providing opportunities for Board input on the appropriateness of sponsorships, naming opportunities and donor recognition, within the existing policies or through amendments to existing policies and to address issues related to children's programs in particular, and the role of the Naming Committee.*

The Library Board undertook a thorough review of the Library's fundraising policies framework including Sponsorship and Naming Policies and the Toronto Public Library Foundation's Donor Recognition Policy. Generally, the policies were considered quite comprehensive in terms of their ability to mitigate potential issues. To address specific issues related to sponsorships involving or targeted to children, revisions to the Sponsorship Policy are recommended and highlighted in Attachment 1.

The Sponsorship Policy outlines reporting to the Board regarding the general terms of sponsorships once negotiations and appropriate approvals have been received. To enhance awareness of Library sponsorships, it is recommended that the Toronto Public Library Foundation provide an annual report of all sponsorships to the Library Board.

In order to provide additional opportunities for Library Board input on the appropriateness of fundraising, Terms of Reference for the Library Board Naming Sub-Committee outlined in Attachment 2 are attached for approval. It is also recommended that the Library Board appoint members to the Naming Sub-Committee at its June 16, 2008 meeting for 2008-2009.

RECOMMENDATIONS

The City Librarian recommends that Toronto Public Library Board:

1. approves the revised Sponsorship Policy (Attachment 1).
2. receives an annual report from the Foundation outlining the general terms of all sponsorships.
3. approves the Terms of Reference for the Naming Sub-Committee of the Board (Attachment 2).
4. appoints Library Board member representatives to the Naming Sub-Committee of the Board for 2008.

FINANCIAL IMPACT

This report has no financial implications beyond what has already been approved in the current year's budget.

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

DECISION HISTORY

At its April 21, 2008 meeting, the Library Board moved that the Toronto Public Library Board:

1. *Requests the City Librarian to report to the Board with options for providing opportunities for Board input on the appropriateness of sponsorships, naming opportunities and donor recognition, within the existing policies or through amendments to existing policies, such report to also address issues related to children's programs in particular, and the role of the Naming Committee.*

ISSUE BACKGROUND

Over the past few months, the Library Board undertook a thorough review of the Library's fundraising policies framework which included presentations by both Library staff and the Toronto Public Library Foundation to facilitate Board discussion. Library staff provided an overview presentation which covered City of Toronto, public library and Toronto Public Library fundraising context including, the roles and relationships between the Library and the Foundation regarding fundraising. Subsequently, at the Board's May 12, 2008 meeting, the Foundation provided more specific details regarding the Foundation's fundraising practices and approaches including donor recognition.

As part of the Library's fundraising context, a detailed review and discussion of the Library's Sponsorship and Naming policies and the Foundation's Donor Recognition policy were conducted. Generally, the Board considered the policies to be quite comprehensive in terms of mitigating potential issues.

As part of the Board's discussions, potential issues surrounding sponsorships of children's programs were raised. The current report recommends revising the Sponsorship Policy to address specific issues related to sponsorships involving children. More detail on proposed revisions to the Sponsorship Policy are outlined in the following section and highlighted in Attachment 1.

COMMENTS

Summary of Recommended Changes to the Sponsorship Policy

Proposed revisions to the Sponsorship Policy include incorporating new criteria that assesses the appropriateness of sponsors involving programs, events, services or activities involving or targeted to children.

The current policy language specifies that the Library will not seek or accept sponsorships from companies whose products cannot be legally sold to children. It is recommended that this language be strengthened and expanded by adding the following references:

- sponsorships involving or targeted to children require special consideration;
- attention be paid to evolving community values and standards;
- no sponsorships from companies whose products are inappropriate for use by children;
- no sponsorships that involve commercial advertising of food and beverages to children which addresses recent recommendations from the Medical Officer of Health outlined in a February 8, 2008 *Food and Beverage Marketing to Children* report to the Toronto Board of Health.

The proposed revisions can be found in Attachment 1.

Annual Report on Sponsorships

The Sponsorship Policy identifies reporting the general terms of all sponsorships to the Library Board once negotiations are complete and appropriate approvals have been received. As part of this requirement and to enhance awareness of sponsorships, it is recommended that the Foundation provide a report to the Library Board on an annual basis regarding all sponsorships.

Naming Sub-Committee Terms of Reference

The Naming Sub-Committee is identified in the Naming Policy and its role is to assist with the preliminary stages of fundraising opportunities. As outlined in the recommended Terms of Reference for the Naming Sub-Committee (Attachment 2), the proposed mandate of the Naming Sub-Committee is to provide concept approval of the naming component for library branches, rooms, programs and the prospect list of potential donors/sponsors. The prospect list would consist of categories of donors/sponsors that the Foundation may

approach about naming opportunities. For example prospects may include individual donors, financial institutions, service clubs, etc. In recognition of the Foundation's need for flexibility to approach potential donors/sponsors and sensitivity to making that information public prematurely, specific names of individuals or institutions would not be referenced on the prospect list.

The Sub-Committee membership proposes five members from the Library Board, one of whom would be the Library representative on the Foundation Board. The Chair of the Library Board would be an ex officio voting member of the Sub-Committee and the City Librarian and President of the Toronto Public Library Foundation would be ex officio non voting members of the Sub-Committee.

The Sub-Committee would meet at the call of the Chair on an as needed basis as naming opportunities arise, e.g., naming opportunities associated with the Toronto Reference Library Revitalization campaign.

Naming Sub-Committee Membership

The proposed process to identify members for the Naming Sub-Committee is for Board members to identify their interest in participating at the June 16, 2008 meeting for the 2008-2009 period. As with all other committees, if there are more names than positions available, the Chair and Vice Chair of the Board will be asked to review the names and assign individuals to the Naming Sub-Committee in consultation with Board members.

CONTACT

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SIGNATURE

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ATTACHMENTS

Attachment 1: Revised Sponsorship Policy
Attachment 2: Naming Sub-Committee Terms of Reference