

re:vitalize

MEMO

To: Jane Pyper, City Librarian
From: Heather Rumball, President, Toronto Public Library Foundation
Date: March 10, 2009
Re: Naming Recognition for a Capital Campaign Gift from the Estate of Bluma Appel

Summary:

This report recommends that the Toronto Public Library name the new Toronto Reference Library event space after “Bram and Bluma Appel” in recognition of a \$3 million **re:vitalize – Toronto Reference Library Campaign** gift from The Estate of Bluma Appel, hereafter known as The Bluma Appel Community Trust.

In addition to this Campaign gift, The Bluma Appel Community Trust has gifted an additional \$1 million to the Foundation in support of annual programming in the new event space. A mandate for this gift is currently being developed by Toronto Public Library, the Foundation and the Co-Executors.

Recommendation:

It is recommended that Toronto Public Library agree that:

1. the new Toronto Reference Library event space will be named in honour of “Bram and Bluma Appel”, and that naming of the event space commence in 2009, and extend for a minimum of 10 years beyond 2012, the completion year for the Toronto Reference Library project, and that the naming shall continue until such time as the space is substantively and materially altered; and
2. naming recognition for this lead Campaign gift be provided as outlined in this report.

Financial Implications:

The \$3 million gift from The Bluma Appel Community Trust will go toward the \$10 million private sector fundraising Campaign being undertaken by the Toronto Public Library Foundation in support of the Toronto Reference Library revitalization project.

Decision History:

At its September 15, 2008 meeting, the Toronto Public Library Board approved a report from the Naming Committee recommending thirteen naming opportunities to be associated with the Toronto Public Library Foundation's **re:vitalize** Capital Campaign. The new event space was listed among the 13 naming opportunities at a \$3 million gifting level. The Board also approved categories of potential donors for the Campaign. Individuals were expected to fund 90% of the \$10 million private sector fundraising Campaign.

In support of these recommendations, and to ensure a successful Campaign, the Toronto Public Library Foundation has established a Campaign donor recognition framework, in accordance with the Foundation Board's Donor Recognition policy. This framework has been developed in concert with the City Librarian and the Director of Research and Reference Libraries.

Issue Background:

For the past year and a half, the Toronto Public Library Foundation, a registered charity, has been in the "quiet phase" of a \$10 million Capital Campaign – known as **re:vitalize** - in support of the revitalization of the Toronto Reference Library.

Revitalization of the Toronto Reference Library is a multi-phase, integrated project that is being supported through a City of Toronto capital budget contribution of \$14.2 million between the years 2008 and 2012 and a \$10 million investment from the Government of Ontario which the Foundation secured in March 2008. The Foundation's **re:vitalize** Campaign is the first broad-based, private sector capital campaign in the 125-year history of Toronto Public Library and the most ambitious undertaking in the Foundation's twelve-year history.

During this "quiet" phase of the Campaign, the Foundation has engaged prospective donors in conversations about the ambitions of the Toronto Reference Library project with an invitation to make a gift or pledge commitment in support of the project. After a year and a half, the Foundation is now ready to publicly announce the Campaign and has selected May 7, 2009 as the public launch date. Our goals for the public launch are as follows:

- to create high-level awareness and excitement for the **re:vitalize** Campaign
- to share our Campaign success (ie. funds raised to date) and ambition
- to celebrate our volunteer leadership (Campaign Cabinet)
- to celebrate our public funders (City of Toronto, Government of Ontario)

- to announce our lead gift and the naming of the new event space

Comments:

When invited by the Co-Executors of the Bluma Appel Community Trust to make a funding submission, the Foundation immediately recognized the event space naming as an appropriate and fitting opportunity to celebrate the life and legacy of this well-known Toronto activist and philanthropist.

Throughout her life, Bluma Appel was a tireless activist and philanthropist – and it was the city of Toronto and its people that benefited most from her passion, generosity and leadership. For almost 30 years, Bluma was a dynamic force in this city, doing all that could be done to help grassroots organizations take flight and to encourage activism, justice, and opportunities for all. Bluma was tireless in her support for a community ideal that saw arts, justice, compassion, accessibility and equal opportunity for everyone as the pillars of our – and any - great city.

In Toronto, her legacy lives on, through the Bluma Appel Theatre at the St. Lawrence Centre and the continued good work of CANFAR, the Canadian Foundation for AIDS research, which she founded.

The Co-Executors of the Bluma Appel Community Trust also saw a strong fit with the Toronto Reference Library's new event space. As Bluma was tireless in her support for civic discourse, community engagement and life-long learning, the Co-Executors saw recognition of the gift in association with naming the event space as a perfect way to celebrate Bluma and her husband Bram's legacy.

Donor Recognition:

In recognition of this gift as the lead gift in support of **re:vitalize** – the Toronto Reference Library Campaign, and through a framework established in concert with Toronto Public Library, the Foundation is proposing the following:

- The gift be recognized through naming the event space after Bram and Bluma Appel;
- That the Bluma Appel Community Trust be recognized and celebrated at the public launch for the **re:vitalize** Campaign as the lead gift
- That signage for the "Bram and Bluma Appel" event space be located at the gateway to the new event space and that exterior signage be placed on the east wall of the event space to indicate its location
- That "Bram and Bluma Appel" be recognized in the naming of the new event space and on all collateral materials associated with the space including way-finding signage

- That the Bluma Appel Community Trust be recognized in perpetuity on the **re:vitalize** Campaign Donor Wall

SIGNATURE

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