



As all negotiations are complete, appropriate approvals have been finalized and the public announcement has been made in connection with this naming opportunity (see June 15, 2009 – Agenda Item No. 12 - Naming Committee – Toronto Reference Library Capital Campaign Report – Rec. Nos. 2 and 3), Confidential Attachment Nos. 1 and 2 are now public in their entirety on June 15, 2012.

CONFIDENTIAL MEMO

To: Jane Pyper, City Librarian
From: Heather Rumball, President, Toronto Public Library Foundation
Date: May 12, 2009
Re: Naming Recognition for a **re:vitalize** Campaign Gift from TD Bank Financial Group

Summary:

This memo outlines the Foundation's recommendation that the Toronto Public Library approve the naming of the revitalized Gallery in recognition of TD Bank Financial Group's \$300,000 gift in support of **re:vitalize – Toronto Reference Library Campaign**.

This approval would serve to recognize TD Bank's gift to the **re:vitalize** campaign while acknowledging TD Bank's historical naming of the Gallery as per an agreement signed between the Metropolitan Toronto Library Board and Canada Trust in 1997 and assumed by TD Bank in 2002.

It is recommended that Toronto Public Library agree that:

1. the revitalized Gallery be named the TD Gallery for a 10 year period beyond the current recognition agreement that extends to 2017, and that the naming shall continue until such time as the space is substantively and materially altered
2. naming recognition for this Campaign gift be provided as outlined in this report
3. this report be kept confidential pending the re-opening of the Gallery space (anticipated in late 2010).

Background

As part of a backgrounder provided to the library in July 2008, the Toronto Public Library Foundation outlined its intention to approach individuals, corporations, private foundations, service clubs and corporations for gifts in support of the \$10 million **re:vitalize – Toronto Reference Library Capital Campaign**.

The backgrounder further outlined that

- select naming opportunities would be available for gifts of \$250,000+
- that one or two corporations, at most, would be approached to make gifts in this giving range, and that these select corporate prospects would likely already have a connection to TPL

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 Gallery was listed among the 13 naming opportunities at a \$500,000 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.

As the Foundation's most important corporate partnership, TD Bank Financial Group was a priority corporation to approach for a Campaign gift, particularly due to the bank's historical name association with the Gallery and the fact that the Gallery space was set to be enhanced through the revitalization program.

TD Bank Financial Group's commitment at the \$300,000 level, while below the gift level the Foundation originally benchmarked for the Gallery, is above the minimum \$250,000 gift level identified for naming recognition in association with a gift to the **re:vitalize** campaign.

About TD Bank Financial Group

TD Bank Financial Group has been a good, long-standing partner for the Library and for 12 years has been title sponsor of the TD Summer Reading Club. Since 2002, the Gallery at the Toronto Reference Library has also been identified as the TD Gallery.

TD has developed a good reputation in the community at large as well in the library and literature community through its support of various organizations and programs such as:

- TD Summer Reading Club
- TD Canadian Children's Book Week

- Welcome to Kindergarten, an initiative of The Learning Partnership
- JUMPMath, innovative numeracy learning experience
- TD Canada Trust Scholarships For Community Leadership

TD is dedicated to helping children learn and thrive, as demonstrated by their significant investment in literacy and education. TD finds ways to contribute at many different levels, from sponsoring reading clubs to funding student scholarships.

Through their existing recognition agreement and name association with the TD Gallery, TD Bank has also reinforced the library's role in and contributions to promoting literacy by hosting events at the TD Gallery such as the 2008 launch of the First Book initiative.

Donor Recognition

In recognition of their **re:vitalize** gift, and in accordance with the framework established in concert with Toronto Public Library, the Foundation is proposing that TD Bank Financial Group receive the following recognition:

- On-site name recognition in association with the Gallery Space: the Gallery will be named the TD Gallery for a period ten years beyond the terms of the existing 20-year agreement that was signed in 1997 and extends to 2017
- Recognition in perpetuity on a Campaign Donor Wall to be installed in the revitalized Toronto Reference Library
- Name recognition in all collateral materials associated with the Gallery including way-finding signage
- Recognition and celebration as a major donor to **re:vitalize** at the opening of the revitalized Gallery

Signature:

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