

Framework for Space Naming Recognition Opportunities

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| Date: | January 20, 2014 |
| To: | Toronto Public Library Board |
| From: | City Librarian |

SUMMARY

The purpose of this report is to present a Framework for Space Naming Recognition Opportunities at the Research and Reference, District, and Neighbourhood libraries for Toronto Public Library Board approval. This framework, prepared by the Toronto Public Library Foundation, provides a consistent approach to evaluating minimum gifting thresholds for individual donor gifts and philanthropic gifts from corporations for recognition in association with the naming of spaces in Toronto Public Library's branch locations. This framework is included in a memorandum from the Toronto Public Library Foundation to the City Librarian, dated January 8, 2014.

A similar framework was adopted for the **re:vitalize** – Toronto Reference Library Campaign. Of the ten prominent building elements approved for recognition in association with naming, four were subsequently named.

RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1. approves the *Framework for Space Naming Recognition Opportunities* included in Attachment 2.

FINANCIAL IMPACT

The proposed Framework for Space Naming Recognition Opportunities at Toronto Public Library supports the Library Board's strategic plan goal to support the Toronto Public Library Foundation in achieving ambitious fundraising goals to enhance service.

Funds raised by Toronto Public Library Foundation are in addition to the Library's operating and capital budget, and provide enhanced funding to support identified projects.

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

DECISION HISTORY

The Library Board approved the Library's Naming Policy in June of 2006 and a revision in November 2011. The Naming Policy provides a protocol and preferred names for Toronto Public Library branches, rooms, programs, or collections.

In 2008, the Toronto Public Library Foundation worked with the Library to draw up a list of potential donor recognition opportunities in association with **re:vitalize** – Toronto Reference Library Campaign, for individual, corporate and foundation donors, to aid the Foundation in its fundraising effort. The Toronto Reference Library Naming Opportunity Framework was presented and approved by the Toronto Public Library Board on September 15, 2008. The framework identified select space naming opportunities at the Toronto Reference Library and set a minimum threshold for gifts associated with naming at \$250,000+. Gifts between \$25,000 and \$249,999 in support of **re:vitalize** were considered "Gifting Opportunities" and would be recognized through plaques, with the size of the plaque commensurate to the level of giving.

Since 2008, the Library Board has approved four Space Naming Opportunities in association with the **re:vitalize** campaign: The Bram & Bluma Appel Salon, the TD Gallery (renewed naming), The Marilyn & Charles Baillie Special Collections Centre, and the Norman G. Hinton Learning Theatre.

ISSUE BACKGROUND

The Board's Naming Policy sets out provisions for naming branches, rooms and collections with or without a gift. No commitment regarding naming will be made to any individual or group prior to approval of the related proposal for naming by the Toronto Public Library Board. The proposed Framework for Space Naming Recognition Opportunities complies with the Naming Policy provision *Naming Opportunity with a Gift Involved*:

"The Library will consider naming branches, rooms, program or collections after the donor/sponsor in recognition of significant financial gifts, or gifts in kind, to the Library. The general policy guidelines outlined above will apply. In addition, the following will apply:

- the gift shall constitute a significant portion of the total cost of the branch, room, program or collection to be named either funding the total cost of the project, or providing a substantial proportion of the required funding for the project. In the case of an existing branch, room, collection or program to which a naming opportunity is applied, the associated gift shall be commensurate with the market value of the opportunity as identified by the Toronto Public Library Foundation.

In reviewing a request for naming, consideration will be given to:

- whether the initiative could proceed without the gift;
- the urgency of the need for the initiative;
- the distinction, reputation and integrity of the individual or corporation whose name will be used; and

- the relationship of the individual or corporation to the Library.

The use of corporate names will require special consideration in order to avoid the appearance of commercial influence or conflict of interest;

Naming opportunities are contingent on the fulfillment of the pledge of a gift and is approved on that condition.”

The memorandum from the Toronto Public Library Foundation provides the context for the proposed Framework for Space Naming Recognition Opportunities. This framework applies only to spaces, not the naming of branches, collections and/or programs.

COMMENTS

In response to increasing interest from donors wishing to be recognized themselves or to recognize loved ones in association with named Library branch interior spaces, and based on the experience gained from the **re:vitalize** – Toronto Reference Library Campaign, the Foundation has developed a Framework for Space Naming Recognition Opportunities for Library spaces in Library locations.

The Foundation’s proposed new Framework for Space Naming Recognition Opportunities allows for a consistent approach to evaluating minimum gifting thresholds associated with naming recognition at Toronto Public Library’s branches. Having an approved framework in place also allows the Foundation to be timely in its response to donor interest in gifting in association with the naming of Library spaces.

This new Framework for Naming Opportunities would allow other branches to benefit from philanthropic gifts in ways that the Toronto Reference Library has through **re:vitalize**, while also allowing the Foundation to be responsive to donor interest, and consistent in applying appropriate and equitable recognition for donors giving at specific gifting levels.

The Toronto Public Library Board has the responsibility for approving the naming of all Library branches, rooms, programs and collections.

CONTACT

Katherine Palmer; Director, Planning, Policy and E-Service Deliver, Tel: 416-395-5602, Fax: 416-393-7083, E-mail: kpalmer@torontopubliclibrary.ca

SIGNATURE

City Librarian

ATTACHMENTS

- Attachment 1: Memorandum from Heather Rumball, Toronto Public Library Foundation regarding Proposed Framework for Space Naming Recognition Opportunities dated January 8, 2014
- Attachment 2: Proposed Framework for Space Naming Recognition Opportunities
- Attachment 3: Toronto Public Library Board's Naming Policy