



## Memorandum

**To:** Jane Pyper  
City Librarian

**From:** Heather Rumball  
President, Toronto Public Library Foundation

**Date:** January 8, 2014

**Re: Proposed Framework for Space Naming Recognition Opportunities**

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To support the success of the **re:vitalize** – Toronto Reference Library Campaign, in 2008, the Foundation proposed a Naming Opportunity Framework for the Toronto Reference Library. The Framework, subsequently approved by the Library Board, established a minimum gift threshold of \$250,000 for ten select “Naming Opportunities” for which donations at those levels from individuals, corporations or foundations would be recognized by naming the identified spaces within the Reference Library.

Upon completion of the **re:vitalize** campaign, a total of four of the possible ten Naming Opportunities had been associated with donors: The Bram & Bluma Appel Salon, the TD Gallery (renewed naming), The Marilyn & Charles Baillie Special Collections Centre, and the Norman G. Hinton Learning Theatre.

The recent individual donor request to honour a family member through recognition in association with naming a space at the Library’s Northern District branch, suggests that there could be potential future interest by donors in making gifts that would be recognized in association with the naming of spaces at the branch level beyond the Reference Library.

In the interest of being responsive to such donor-initiated requests in a timely fashion, and in order to be consistent in applying appropriate and equitable recognition for donations at specific gifting levels, the Foundation is proposing the attached Framework for Space Naming Recognition Opportunities at Library branches across the system. An established Framework would support the Foundation in achieving its ambitious fundraising goals on behalf of Toronto Public Library.

The proposed Framework sets minimum gift thresholds only, taking into account the Foundation’s experience with the **re:vitalize** campaign, as well as the range in branch size, overall use and relative profile of spaces within branches.

The framework also is predicated on the following assumptions:

- that the Naming Policy set out by the Toronto Public Library Board would still apply;
- that the framework not address branch naming, but include opportunities for gifts in association with the naming for spaces both inside and outside the branch;
- that the framework apply to both new space construction as well as already-built spaces;
- that the donated funds be directed to the branch where the gift is being designated and/or as determined by Toronto Public Library;
- that the donor recognition be in place for a minimum of ten years and until such time as the named space is materially altered;
- that an alternative framework may be proposed for capital campaigns for specific branches identified by the Library as fundraising priorities that the Foundation may undertake on the Library's behalf.

In accordance with the Naming Policy, prior to discussing any space naming recognition opportunities at a branch level with any prospective donor, the Foundation will first work with the City Librarian and the Director, Branches to identify opportunities and needs at that specific branch.

Heather Rumball  
President, Toronto Public Library Foundation