



STAFF REPORT ACTION REQUIRED

Naming Recognition of Sophie's Studio within KidsStops

Date:	November 24, 2009
To:	Naming Committee
From:	City Librarian

SUMMARY

In 2006, the Toronto Public Library Foundation became a beneficiary of the estate of Ms. Sophia Lucyk whose brief biography can be found in Attachment 3. This bequest is the most significant gift from an individual in the history of the Library. The Foundation wishes to acknowledge this gift through naming recognition.

This report seeks Toronto Public Library Board Naming Committee approval for the naming recognition of Sophia Lucyk through the name Sophie's Studio being attributed to a component (or area) within up to six KidsStops across the city.

RECOMMENDATIONS

The City Librarian recommends that the Naming Committee recommends that the Toronto Public Library Board:

1. approves the naming recognition of Sophie's Studio for a component or area within up to six KidsStops across the city; and
2. approves the naming recognition of Sophie's Studio for a component or area within future KidsStops as suitable building projects are developed and funding is made available from the *Sophie's Studio Endowment Fund for Children's Literacy and Collections*.

FINANCIAL IMPACT

The Library is receiving a one time gift of \$150,000 to support the development of up to six KidsStops. There are no further financial implications associated with this naming opportunity.

The bulk of the bequest will be used to establish within the Foundation's endowment the *Sophie's Studio Endowment Fund for Children's Literacy and Collections*.

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

DECISION HISTORY

In 2006, the Toronto Public Library Foundation became the beneficiary of the estate of Ms. Sophia Lucyk in the order of \$3 million. The Foundation Board approved, in principle, the proposed designation of funds from the Estate of Sophia Lucyk at its October 25, 2007 meeting.

The Foundation Board is seeking Toronto Public Library Board approval for this naming recognition to acknowledge Ms. Lucyk's significant gift as outlined in Attachment 1. This proposal is in accordance with the Foundation's Donor Recognition Policy.

ISSUE BACKGROUND

The bulk of the bequest will be used to establish within the Foundation's endowment the *Sophie's Studio Endowment Fund for Children's Literacy and Collections*. The annual interest from this fund will be used to support programs associated with creativity and reading and writing skills, and that meet Ms. Lucyk's desired designation of the funds.

The Foundation has proposed the designation of a one time gift of \$150,000 to support the development of a component or area in up to six KidsStops. KidsStops form an integral part of the *Ready for Reading* program. The idea is that a component, i.e. activity desk or floor space within a KidsStop be named Sophie's Studio. In addition, it is proposed that KidsStops with Sophie's Studio components be located in each part of the City (south, west, north and east). The Foundation requests that, if possible, a KidsStop with a Sophie's Studio component be located in Richview or Brentwood library locations as they were Ms. Lucyk's home branches.

It is proposed that a component or area of each of six KidsStops be named Sophie's Studio to recognize Sophia Lucyk through the posting of a plaque or other recognition vehicle as best suits the area and defined space of the KidsStop.

Future KidsStops may also be supported from *Sophie's Studio Endowment Fund for Children's Literacy and Collections* which has been established by the Foundation with the bulk of the bequest.

COMMENTS

The Sophia Lucyk bequest is the most significant individual cash donation in the history of the Toronto Public Library. Naming recognition serves to appropriately recognize the donor.

With the bulk of the bequest, the Foundation has created *The Sophie's Studio Endowment Fund for Children's Literacy and Collections*. Revenue from the endowment will be used to:

- support literacy programs at the Library such as Leading to Reading and Homework Club and those under the *Ready for Reading* mandate;
- purchase children's collections and, where possible, books on learning and teaching reading and writing, including cursive writing;
- maintain and enhance the KidsStops, and support the development of new KidsStops;
- support the promotion and growth of the above programs.

It is anticipated that this fund could yield between \$60,000 and \$70,000 annually. As specific projects or programs are identified which meet the provisions of the Foundation's Donor policy and the designated areas for support as outlined in the Endowment Fund, further naming recognition opportunities may be identified. These will be brought to the Library Board's Naming Committee for approval.

The Library Board's Naming Policy, approved June 19, 2006, makes provision for naming opportunities of branches, rooms, programs or collections in recognition of a significant financial gift. Sophie's Studio meets the provision for the naming of a room/area in a branch.

The policy provides for such naming opportunities where the gift constitutes a significant portion of the total cost. The proposed one time gift of \$150,000 for the initial six KidsStops covers a significant portion of the costs of KidsStops. The Library Board's Naming Policy outlines the following further guidelines in reviewing a request for naming:

- 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.

Library staff have conducted an internal review to determine the most appropriate locations for KidsStops and for the associated naming opportunity. Staff have identified the following branches: Dufferin/St. Clair, S. Walter Stewart, Cedarbrae, Thorncliffe. Currently there are KidsStops in Dufferin/St. Clair and S. Walter Stewart libraries. As the Capital building program proceeds, KidsStops will continue to be introduced across the city. When possible, the component area named Sophie's studio will accommodate the Foundation's request that it be the area promoting print awareness and/or letter knowledge, both of which best reflect the donor's stated area of interest.

Naming of the Sophie's Studio components of KidsStop would be for a period of not less than ten years, and will remain until such time that the space is materially changed.

The \$150,000 one-time gift covers a significant cost of each KidsStop. KidsStops are considered to be important initiatives, and are ideally suited to be built as part of major renovations to existing and new branches.

Ms Lucyk was a life-long library user and a donor to the Foundation. Honouring Ms. Lucyk's significant bequest to the Foundation through naming recognition is viewed as appropriate.

CONTACT

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SIGNATURE



Jane Pyper
City Librarian

ATTACHMENTS

- Attachment 1: Naming Recognition of Sophie's Studio with KidsStop – Memorandum from the Toronto Public Library Foundation
- Attachment 2: Sophie's Studio Brand
- Attachment 3: Sophia Lucyk Biography



MEMO

To: Jane Pyper
From: Heather Rumball, President, Toronto Public Library Foundation
Date: November 5, 2009
Re: Naming Recognition of *Sophie's Studio* within KidsStops

Background

In 2006, the Toronto Public Library Foundation became a beneficiary of the estate of Ms. Sophia Lucyk. Ms. Lucyk was a lifelong library user and a donor to the Foundation. In her lifetime, Ms. Lucyk indicated, during the course of several meetings with the Foundation and the Library, her intention to make a bequest and her desired designation of her funds.

At the October 25, 2007 Foundation Board Meeting, the proposed designation of funds of the Estate of Sophia Lucyk was approved in principle, pending receipt of the final disbursement from the estate.

While final settlement of the Estate is still pending, it is estimated that the Foundation will receive approximately \$3 million from the proceeds of the Estate.

The Foundation Board wishes to apprise the Library of this significant gift and seek approval to acknowledge Ms. Lucyk's exceptional contribution through naming recognition in association with an area of identified interest to her, and as per the Foundation's Donor Recognition policy.

Gift Designation

In her lifetime, during the course of several meetings with the Foundation and the Library, Ms. Lucyk indicated her intention to make a substantial bequest to the Foundation and also expressed her wish as to how the funds be applied:

- She wished to create a program (or suite of programs) under the name of "Sophie's Studio". The programming within Sophie's Studio would emphasize creativity and the enhancement of reading and writing skills (i.e. drawing, crafts, penmanship) in children from a young age. She also indicated that she would like a portion of her funds to be spent on promoting the "Studio" and the programming within its portfolio.
- She also expressed the need for the Foundation to enhance the marketing of its activities and planned giving programs in order to encourage others to follow her example.

To meet the wishes of Ms. Lucyk as well as to support some of the high priority funding needs of the Library and the Foundation, the Foundation subsequently developed the following designations for the received funds:

A. KidsStops

A one time gift of \$150,000 to support the development of up to six KidsStops under the *Ready for Reading* program mandate, if possible in each area of the City (south, west, north, east) or as otherwise identified by the Library as a priority. In the west, Richview or Brentwood Library locations would be preferable as they were Ms. Lucyk's home branches. Future KidsStops may also be supported from the endowment fund, as outlined below.

B. Endowment Fund

The bulk of the bequest will be used to establish within the Foundation's endowment the *Sophie's Studio Endowment Fund for Children's Literacy and Collections*. The annual interest from this fund will be used to:

- ☆ Support literacy programs at the Library such as Leading to Reading and Homework Club and those under the *Ready for Reading* mandate
- ☆ Purchase children's collections and where possible books on learning and teaching reading and writing, including cursive writing
- ☆ Maintain and enhance the KidsStops as outlined in section A, and support the development of new KidsStops
- ☆ Support the promotion and growth of the above programs

It is anticipated that this fund could yield between \$60,000 and \$70,000 annually. Recognition to be associated with the funding provided to the above or similar initiatives and utilizing the *Sophie's Studio* brand identity developed by Toronto Public Library (see Attachment 3) will be established in future as per the Foundation's Donor Recognition Policy and applicable library policies.

C. Grant to continue Sophie's Legacy

A portion of the funds has been designated to the Foundation to support fundraising activity that will:

- ☆ Grow the "Sophie's Studio Endowment Fund".
- ☆ Increase planned giving activity using "Sophie's Studio" as a case study for planned giving to the Library. This activity may also be used to grow the "Sophie's Studio Endowment Fund".

D. Grant to the Toronto Public Library Foundation

A portion of the funds has been designated to the Foundation to:

- ★ Support Foundation activities including, promoting and marketing the Foundation and the needs of the Library to the public at large, philanthropic donors and organizations within the community
- ★ Cover any initial administrative fees related to the receipt of the Estate and/or the designation of funds as set out in the Foundation's Endowment and Donation Allocation policies.

Donor Recognition Recommendation

Ms. Lucyk's gift represents the most significant individual cash gift in the history of the Toronto Public Library. Based on the Foundation's approved Donor Recognition policy, recognition of *Sophie's Studio* may include any or all of the following elements in association with recognition of any funded areas, collections or programs:

- naming/branding on plaques or other similar recognition vehicles
- listing on Foundation donor walls
- in print materials (general library and/or as related to the naming in question) and/or on websites
- bookplates
- media releases
- special events and special invitations

To begin to appropriately acknowledge this exceptional gift and in recognition of the support TPL will receive from it as outlined in components A and B above, at this time the Foundation recommends that:

A component/area of each KidsStop be named to recognize Sophia Lucyk, using the brand developed for *Sophie's Studio* (see Appendix A), and through the posting of a plaque or other recognition vehicle as best suits the area and defined space of the KidsStop. Ideally such recognition would be in the vicinity of the areas promoting Print Awareness and/or Letter Knowledge, both of which best reflect the donor's stated area of interest.

Naming of the *Sophie's Studio* components of KidsStop would be for a period of not less than 10 years, and will remain until such time that the space is materially changed.

The Foundation will continue to work with the Library to develop additional recognition vehicles in future to appropriately recognize Ms. Lucyk's generosity, and to showcase her gift as an example of philanthropy to the Library.

ATTACHMENTS

Appendix A: *Sophie's Studio Branding*

SIGNATURE

A handwritten signature in black ink, appearing to read "Heather Rumball".

Heather Rumball, President, Toronto Public Library Foundation
Tel: 416/393-7134, email: hrumball@torontopubliclibrary.ca

Sophie's Studio



About Sophia Lucyk

Ms. Lucyk was a life-long library user and a generous donor to the Foundation, through gifts of both cash and insurance, and most recently, through a bequest. Ms. Lucyk passed away in 2006; disposition of her estate has only recently been finalized.

Ms. Lucyk spent twenty years in family and active community involvement, then returned to university for a graduate degree and embarked on a 23-year career in medical social work. She was past president and long-time member of the Canadian Federation of University Women (Etobicoke), and was active in other organizations. An avid traveler, she visited and explored many lands. She frequented the Richview and Brentwood library branches.

Ms. Lucyk's bequest is the most significant cash gift received from an individual in the history of the Library and Foundation.