



To: Toronto Public Library Board – January 17, 2005

From: City Librarian

Subject: **Toronto Public Library Foundation Board – Donor Recognition Policy**

Recommendation:

It is recommended that the Toronto Public Library Board receive the Toronto Public Library Foundation's donor recognition policy for information.

Background:

The Toronto Public Library Foundation secures resources and partnerships on behalf of the Toronto Public Library to enhance the Library's collections, programs and services, and facilities and equipment, above and beyond what core funding can provide, and according to the Library's identified priorities.

At its meeting of March 30, 1998, the Toronto Public Library Board formally adopted the Toronto Public Library Foundation as its Foundation and gave it responsibility for all fundraising for the Library. At a subsequent meeting in September 1998, the Board formalized its relationship with the Foundation in a Letter of Understanding (Attachment 1). In the Letter of Understanding, fundraising is broadly defined to include all gifts, gifts-in-kind, barter, donations, sponsorships, marketing agreements, membership programs, and advertising.

As part of their overall framework for donor relations and stewardship, the Foundation has developed and approved a donor recognition policy at its meeting of October 28, 2004.

Comments:

The donor recognition policy is intended to allow for the public recognition of the generosity of donors, to create and nurture positive relationships with donors, and to create a standard, consistent approach to donor recognition.

It establishes a range of recognition activities based on levels of giving. The type of recognition ranges from token gifts, plaques, listings in print materials and on the Library's web site, to invitations to events, etc. The specifics of these are delineated in the donor recognition chart in Attachment 2.

The policy also establishes that donor recognition will be cost-effective and will not exceed 2 percent of gift value or 1 percent of major gifts over \$500,000. Any special recognition for a donor that does not conform to the categories established in the policy will be brought to both the Foundation and Library Boards for approval.

The donor recognition policy pertains to gifts, and does not cover benefits received as a result of sponsorship agreements; those benefits are covered by the sponsorship policy.

Three types of recognition involve the use of Library property as follows:

- (1) Literary Circle Library Cards
 - (a) Individual donors making gifts of \$1,000 or more will receive a special Library card identifying them as Literary Circle Members according to four levels of giving. No special privileges are associated with this library card.
- (2) Donor Wall
 - (a) All donors making gifts of \$1,000 or more will be recognized annually on a central donor wall to be placed in the Toronto Reference Library.
- (3) Interior and Exterior Naming Opportunities
 - (a) Donors making gifts of \$250,000 or more may be recognized in association with an interior space through naming of that space;
 - (b) Donors making gifts of \$1,000,000 or more may be recognized in association with a building through naming of that facility or building on exterior signage.

Note: this category of recognition is subject to Library Board approval.

Samples of these will be displayed at the Board meeting.

Contact:

Jane Pyper, Acting Director, Marketing & Communications; Tel: 416-395-5602;
Fax: 416-393-7083; E-mail: jpyper@tpl.toronto.on.ca
Heather Rumball, President, Toronto Public Library Foundation; Tel: 416-393-7134;
Fax: 416-393-7083; E-mail: hrumball@tpl.toronto.on.ca

Josephine Bryant
City Librarian

List of Attachments:

Attachment 1 – Letter of Understanding between the Toronto Public Library and the Library Foundation, presented to the Toronto Public Library Board, September 23, 1998
Attachment 2 – Donor Recognition Policy