

# re:vitalize

## **MEMO**

**To:** Toronto Public Library Board

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

**Date:** April 9, 2009

**Subject:** Details on the May 7<sup>th</sup> public launch of **re:vitalize** – the Toronto Reference Library Campaign

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For the past two years, the Toronto Public Library Foundation has been laying the groundwork for **re:vitalize**, a \$10 million private sector capital campaign in support of the Toronto Reference Library revitalization project. The Toronto Public Library Foundation was delighted to commit to the challenge of supporting, through its first-ever major capital campaign, the remarkable public service outcomes being achieved for library users through the revitalization of this vital institution.

With the City's contribution in place through its capital budget, the Foundation was able to secure a \$10 million investment from the Government of Ontario, and to lever these commitments into private sector donations – including a very generous lead gift in support of the Campaign – now totalling in excess of 50% of our \$10 million private sector goal. As such, the Foundation is now ready "go public" with our Campaign through a celebratory media launch event during which we will:

- share our fundraising goal and achievements to date
- celebrate our public funders (City & province)
- announce our Campaign Cabinet
- identify our Campaign's lead gift and announce recognition in association with the naming of the event space (*pending board approval*)

Working in partnership with Toronto Public Library, the Foundation has selected May 7<sup>th</sup> as the date for the public launch of our **re:vitalize** Campaign at which time we will be hosting a reception and media event at the Toronto Reference Library at 11:00 AM. TPL Board members have been asked via e-mail to please hold this date and time in your calendars. A formal invitation has been sent to you by mail.

The Foundation has set out to achieve the following goals through the public Launch event:

- create high-impact awareness and excitement for the **re:vitalize** Campaign and the outcomes that will be achieved
- celebrate our volunteer leaders (Campaign Cabinet) and to name and recognize our public funders and private donors
- raise awareness before a wide audience of influencers about the project as a philanthropic opportunity and the Toronto Public Library Foundation as a philanthropic vehicle

Key components of the public Launch event include:

- a celebratory media launch event on May 7<sup>th</sup>
- supporting the media launch event through an effective PR Plan, including preparation of two media releases:
  - Media Release 1: announcing the public launch of the Campaign
  - Media Release 2: announcing recognition of the lead gift through naming in association with the event space (*pending TPL board approval*)
- supporting the media launch through a paid and in-kind advertising campaign
- realizing street presence outside the Toronto Reference Library on May 7<sup>th</sup> through banners and other signage
- launching a dedicated Campaign brochure & website

We are delighted to have His Worship Mayor David Miller and The Honourable Aileen Carroll participating in our launch event. We look forward to celebrating our Campaign successes with the Toronto Public Library Board on May 7<sup>th</sup>.

## **SIGNATURE**

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Heather Rumball, President, Toronto Public Library Foundation

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