

*As all negotiations are complete, appropriate approvals have been finalized and the public announcement has been made in connection with this naming opportunity (see May 10, 2010 – Agenda Item No. 16 - Naming Committee – Naming Opportunity Rec. Nos. 2 and 3), Confidential Attachment Nos. 1 and 2 are now public in their entirety on January 29, 2013*

## **MEMO**

**To:** Jane Pyper, City Librarian

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

**Date:** March 22, 2010

**Re:** Naming Recognition for a new marquee event program in honour of Bluma Appel to be hosted in the Bram & Bluma Appel Salon at the Toronto Reference Library on an annual or twice-annual basis

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### **Summary**

The Toronto Public Library Foundation recommends that the Toronto Public Library name a new annual civic discourse program to be hosted in the Bram & Bluma Appel Salon at the Toronto Reference Library in honour of Bluma Appel.

This naming recommendation stems from the receipt of an additional \$1 million gift from The Bluma Appel Community Trust by the Toronto Public Library Foundation in 2009, which was beyond the Trust's generous lead gift of \$3 million in support of **re:vitalize – Toronto Reference Library Campaign**.

### **Recommendation**

It is recommended that Toronto Public Library agree that:

1. a new civic discourse event for the Bram & Bluma Appel Salon be named in honour of Bluma Appel

### **Background**

As part of its continuing mission to provide enhanced resources to support Toronto Public Library services, program, collections and revitalized community spaces, the Toronto Public Library Foundation identified an opportunity to secure additional support for programming in the new Event Space, through dialogue with representatives from The Bluma Appel Community Trust in late 2008/early 2009.

Recognizing from discussions with the Toronto Public Library that additional resources would help establish the new Bram & Bluma Appel Salon at the Toronto

Reference Library as an important new cultural commons, the Foundation was pleased to work with representatives of The Bluma Appel Community Trust to realize this significant gift.

The representatives from The Bluma Appel Community Trust expressed a strong interest in supporting the Library's effort to create a dynamic new Event Centre enlivened with high profile programming that would support the Library's vision to establish the Toronto Reference Library as the premiere public forum for community engagement at the centre of the city.

In particular, they wished to provide Toronto Public Library with additional resources that would help enliven the new Bram & Bluma Appel Salon at the Toronto Reference Library through the creation of a high profile annual (or twice-annual) civic discourse event that is provocative and engaging, and provides a platform for difficult conversations, differing viewpoints, and challenges to conventional wisdom – very much in keeping with Bluma herself.

It was, however, agreed that the shape and format of the new event(s) be based on a programming mandate created by Toronto Public Library. Furthermore, a consultant engaged by the Foundation is currently undertaking an environmental scan on how to best differentiate and position the Appel signature event within the identified competitive landscape and to determine the ideal format for the event.

The \$1 million gift from The Bluma Appel Community Trust will be expended over a period of not less than 5 years and will provide additional resources to Toronto Public Library that will help:

- create one or two prestigious, annual, high profile signature events in The Bram & Bluma Appel Salon under the banner of a named program
- engage a consultant to assist in shaping the format and content of the event, within the mandate and brand of the Library
- support promotion of the event(s) and the establishment of The Bram & Bluma Appel Salon at the Toronto Reference Library as an important new cultural commons

It is hoped that the inaugural named event will take place in the fall of 2010.

### **Donor Recognition**

Naming Recognition for this additional gift from The Bluma Appel Community Trust is in accordance with the Foundation's Donor Recognition framework. Specific recognition generally provided for a gift of this magnitude, and tailored to this particular opportunity would include:

- Recognition honouring Bluma Appel through the naming of an annual (or twice-annual) marquee event to be hosted in the Bram and Bluma Appel Salon at the Toronto Reference Library for a period of not less than 5 years
- Name recognition on all marketing materials associated with the new signature event
- A media release announcing the first Bluma Appel signature event and the additional \$1 million gift from The Bluma Appel Community Trust
- Following the public announcement of the gift, the gift from the Trust will be celebrated and recognized in perpetuity on the Toronto Public Library Foundation's Annual Giving Wall, and be profiled in Library publications including, but not limited to, its Annual Report

Throughout her life, Bluma Appel was a tireless activist and philanthropist – and it was the city of Toronto and its people that benefited most from her passion, generosity, and leadership. Until her death in 2007, Bluma was a dynamic force in this City, doing all she could to help grassroots organizations take flight and to encourage activism, justice, and opportunities for all and assiduous in her efforts to support civic discourse, community engagement and life-long learning.

Recognition of Bluma Appel in association with the naming of a new annual civic discourse program made possible by a \$1 million gift from her estate would be a fitting tribute to a remarkable woman, and dedicated Torontonian.

## **SIGNATURE**

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Heather Rumball, President, Toronto Public Library Foundation

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