

Toronto Public Library Foundation - Donor Recognition Chart

	Annual									Heritage Society	Gift-In-Kind	Major and Mini Capital Campaigns	Cumulative			
	\$1-249	\$250-999	\$1,000-4,999	\$5,000-9,999	\$10,000-24,999	\$25,000-99,999	\$100,000-249,999	\$250,000-999,999	\$1,000,000+				\$25,000-99,999	\$100,000-249,999	\$250,000-999,999	\$1,000,000+
ITEM										Planned Giving						
Annual - Individuals	Donors	Friends	Reader's Circle	Collector's Circle	Conservator's Circle	Literary Circle										
Annual - Corp., Fdn, Gov., Clubs and Assoc.	Donors	Friends	Partners	Leaders	Benefactors	Reserve List Circle										
						Patrons										
Recognition on Plaques, Donor Walls/Books, etc.																
Cumulative Central Donor Walls						X	X	X	X	X at (\$25,000)	X at (\$25,000)	X at (\$25,000)				
Annual Donor Wall - (Separate for Ind. Giving incl. Literary Circle and Grants, Corporate Gifts and Sponsorships)			X (for Ind. , all others at \$2,500)		X	X	X	X	X	X at (\$25,000)	X at (\$25,000)					
Interior Plaque in area of support or fund (if applicable)							X	X	X				X (as per agreement)			
Interior Lettering (Naming) in area of support or fund (if app.)									X	X			X (as per agreement)			
Community Giving Book	X (for Ind. Only) at \$100	X	X	X	X	X	X	X	X	X						
Exterior Building signage										X (depending on contract)			X (as per agreement)			
Capital Donor Wall (campaign specific)													\$25,000 and mini at \$5,000)			
Recognition in TPL Publications																
Shelflife/Foundation Newsletter - Just Names		X	X	X	X	X	X	X	X	X	X (at \$1,000)					
Shelflife/Foundation Newsletter - Editorial					X	X	X	X	X	X	X (at \$25,000)	X at (\$10,000)				
What's On - Just Names	X	X	X	X	X	X	X	X	X	X	X (at \$1,000)					
What's On - Editorial					X	X	X	X	X	X	X (at \$25,000)	X at (\$10,000)				
Annual Report - Just Names	X	X	X	X	X	X	X	X	X	X	X (at \$1,000)					
Annual Report - Description/Editorial					X	X	X	X	X	X	X (at \$25,000)	X at (\$10,000)				
Website - Editorial						X	X	X	X	X	X (at \$25,000)	X at (\$25,000)				
Website - Grants and Sponsorship page						X	X	X	X	X	X (at \$100,000)	X at (\$25,000)				
Media Coverage/Press Release							X	X	X	X	X (at \$100,000)	X (at \$100,000)	X (depending on contract)			
Other Recognition																
Literary Circle Library Card			X (Ind. only)	X (Ind. only)	X (Ind. only)	X (Ind. only)	X (Ind. only)	X (Ind. only)	X (Ind. only)	X (Ind. only)						
Bookplate					X (Ind. only)	X (Ind. only)	X (Ind. only)	X (Ind. only)	X (Ind. only)	X (Ind. only)						
Gift to Donor					X (Ind. only)	X (Ind. only)	X (Ind. only)	X (Ind. only)	X (Ind. only)	X (Ind. only)			X (TBD)			
Recognition Event						X	X	X	X	X		X (at \$100,000)	X at (\$25,000)			
Photo Albums						X	X	X	X	X						

Note 1: Benefits may vary as programs develop and/or change

Note 2: Endowments to the Library will be recognized and or stewarded as other cash gifts