

Toronto Public Library Foundation - Donor Recognition Chart

	Annual									Heritage Society	Gift-In-Kind	Major and Mini Capital Campaigns
ITEM	\$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+	Planned Giving		
			Literary Circle									
Annual - Individuals	Donors	Friends	Reader's Circle	Collector's Circle	Conservator's Circle	Reserve List Circle						
Annual - Corp., Fdn, Gov., Clubs and Assoc.	Donors	Friends	Partners	Leaders	Benefactors	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	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 (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 (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 (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)			
Bookplate					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 (TBD)
Recognition Event						X	X	X	X		X (at \$100,000)	X at (\$25,000)
Photo Albums						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

Cumulative			
\$25,000-99,999	\$100,000-249,999	\$250,000-999,999	\$1,000,000+
Carnegie Society			
The Weston Society	The Riverdale Society	The Annette Street Society	The Yorkville Society

X	X	X	X
	X	X	X
		X	X
X	X	X	X

X	X	X	X
X	X	X	X