



STAFF REPORT
ACTION REQUIRED
With Confidential Attachment

Renewal of Sponsorship and Naming of the Summer Reading Club

Date: October 25, 2022

To: Toronto Public Library Board

From: City Librarian

Reason for Confidentiality:

The Renewal of Sponsorship and Naming of the Summer Reading Club (Attachment 2) includes materials that relate to the security of the property of the Board, in accordance with section 16.1(4)(a) of the Public Libraries Act, Attachment 2 is considered confidential and therefore not available for public distribution at this time.

SUMMARY

The purpose of this report is to request approval for the renewal of the TD Bank Group sponsorship of the national summer reading club and the renewal of the naming of the Library's summer reading club as the TD Summer Reading Club, for a period of three years, 2023 – 2025.

The TD Summer Reading Club (TDSRC) is Canada's largest, bilingual summer reading program for kids of all ages, all interests, and all abilities. It celebrates Canadian authors, illustrators and stories and inspires kids to explore the fun of reading their way – the key to building a lifelong love of reading.

The proposed sponsorship and naming of the summer reading club meets the criteria for approval set out in the Library's Sponsorship and Naming policies. The summer reading club is a key fundraising priority for the Library.

The renewal of the sponsorship is recommended based on its benefits for the Library, its monetary value, the reputation of TD for corporate and social responsibility and TPL's successful 26-year partnership with the bank.

According to the criteria in both of the Library's Sponsorship Policy and Naming Policy, the naming of programs requires the approval of the Library Board.

RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1. approves the renewal of the TD Bank Group sponsorship of the summer reading club for 2023 – 2025 according to the terms and conditions outlined in this report;
2. approves the renewal of the naming of the Library's summer reading club as the TD Summer Reading Club;
3. approves the proposed sponsorship amount provided in Confidential Attachment 2;
4. releases the amount of the sponsorship renewal once the contract is signed; and
5. authorizes and directs staff to take the necessary actions to give effect thereto.

FINANCIAL IMPACT

The value of the proposed three-year sponsorship is described in Attachment 2: Confidential Information and provides for the full costs of delivering the national program over the three-year term.

The Director, Finance and Treasurer has reviewed this financial impact statement and is in agreement with it.

ALIGNMENT WITH STRATEGIC PLAN

By supporting children's literacy, TDSRC sets the necessary groundwork for realising TPL's priorities for opening up our public space, broadening digital access and inclusion, workforce and life skills development, providing the ingredients for a democratic society and public service excellence.

EQUITY IMPACT STATEMENT

The TDSRC aligns with TPL's focus on equity and the commitment to break down barriers to access and increase inclusion. The TDSRC program is developed so children of all backgrounds and abilities can see themselves in the program content and program development is committed to reflecting the diversity of our audience in the recommended reads, artwork, and activities. The program strives to celebrate diverse and underrepresented stories, authors and illustrators.

The pandemic increased inequities for many equity-deserving communities. Studies show children living in low-income areas lost more academic skills than other peer groups. Experts recognize that learning recovery for vulnerable students requires enhanced supports for reading and math over the summer months. The United Nations Educational, Scientific and Cultural Organization and other authorities advise that investments in summer reading and learning programs are key to supporting vulnerable kids as we recover from the pandemic.¹

DECISION HISTORY

Naming of the TD Summer Reading Club was initially presented and approved by the Toronto Public Library Board on October 20, 2003. Subsequent renewal of the program was approved by the Toronto Public Library Board on January 16, 2006; December 15, 2008; June 7, 2011, June 23, 2014 and June 19, 2017.

ISSUE BACKGROUND

The TD Summer Reading Club is a cornerstone of Children's Services at TPL. In 1996, the former TPL sought financial support for its program in order to reach as many kids as possible and the TD Bank Group responded. In 1998, the TD Summer Reading Club became the first amalgamated program of the new library system.

¹ Tracy Vaillangourt, Scott Davies, Janice Aurini. "Learning Loss while out of school – is it now time to worry?" RSC-SRC, April 28, 2021 <https://rsc-src.ca/en/voices/learning-loss-while-out-of-school-%E2%80%94-is-it-now-time-to-worry>

In 2001, with TD's support, the program expanded from a Toronto-based program to one offered across the province, and TPL was able to offer a French-language component through partnerships with Ottawa Public Library and translation services in Montreal. In 2004, it expanded again to become a national bilingual program in partnership with Library and Archives Canada.

In the first year, the program reached 6,000 children. Since then, more than 4 million kids have registered for the program with more than 8 million kids attending events and programs over the years. Numbers dipped in 2020 due to lack of in-person programming during COVID-19 and in 2021 participation began to recover with 129,513 kids registering nationally and 249,730 children attending 11,790 in-person and online events held by the more than 2,000 participating libraries across Canada.

COMMENTS

TPL works in partnership with Library and Archives Canada (LAC) and the Canadian National Institute for the Blind (CNIB) to deliver the bilingual and accessible program for kids of all ages and abilities. In addition to the funding provided to TPL and TPLF, TD provides funds directly to LAC for recruitment and retention of participating libraries, national distribution and French content and translation of the summer reading club materials. TD also provides funds directly to the CNIB to develop accessible program materials so kids of all abilities can participate.

The program encourages the love of reading and helps kids maintain and improve their reading skills over the summer months, which contributes to later life success. School boards in Toronto and all across the country actively participate in Club promotion in order to prevent summer learning loss. Flexibility is a priority for the Club which allows kids and their caregivers to participate anytime, anywhere – at local public libraries across Canada as well as at home, online, on the road or wherever their summer takes them. Participants explore recommended reads; track their reading; access free eBooks online; join in activities; collect reading incentives and share jokes, stories and book reviews with children across the country.

The Sponsorship Policy allows the Library “to enhance the level, extend the range and improve the quality of library service” through sponsorships. The Naming Policy specifies that programs can be named if “the gift constitutes a significant proportion of the cost of the program and is commensurate with the market value of the opportunity as identified by the Toronto Public Library Foundation (Foundation).” This sponsorship meets the criteria set out in the Library’s Sponsorship and Naming policies as outlined below.

Merits of the Sponsorship

This sponsorship provides TPL with the means to develop a high quality program that attracts high levels of participation in both Toronto and all across the country. The funding is crucial for maintaining the broad reach of the program and supporting new initiatives and enhancements each year. Program elements include professional artwork, national Club promotion, print materials, and a dynamic website for kids as well as online resources for staff and parents/caregivers. The program further positions TPL as a national leader in children's literacy. Without this support, many smaller libraries across Canada would not be able to offer summer programming of equal value. This funding makes a difference not only in the lives of children in Toronto but also for children in communities both small and large across Canada.

TDSRC is an outcomes based program that tracks key metrics for program evaluation and reporting. Data is gathered through library staff and participant surveys to determine the reach and impact of the program based on participation and self-reporting of changes in reading behaviour and attitude such as reading more often, enjoying reading more and feeling more confident as a reader, which we know are key indicators of later success in life. Last year's results are overwhelmingly positive:

- **99%** of kids will consider joining the Club again
- **98%** of parents/caregivers say their child has maintained or improved their reading skills over the summer
- **97%** of parents/caregivers say their child read the same amount or more over the summer
- **97%** of parents/caregivers say their child has maintained or increase their confidence as a reader

The intended outcomes of the program are outlined below.

Short Term Outcomes

- Kids and their families have increased awareness of Canadian kids' book creators
- Kids see themselves reflected in the Club's recommended reads and other content
- Kids with print disabilities can equally participate in the program and have access to reading materials in the format of their choice
- More libraries participate in the Club

Medium Term Outcomes

- Kids have increased confidence as readers
- Kids enjoy reading more
- Kids read more throughout the summer
- Kids maintain or improve their reading skills

Long Term Outcomes

- Canadian kids have improved academic performance
- Canadian kids build habits and skills in lifelong, self-directed learning
- Canadians have opportunities to learn and develop multiple literacies that support health, education, employment and entrepreneurship, and enhance their quality of life
- High literacy rates in the Canadian workforce lead to improved economic wellbeing of Canadian families and greater productivity in the economy

Appropriateness of the Sponsor

TD meets the criteria for the appropriateness of the sponsor outlined in the Sponsorship Policy. In 2008, the Foundation engaged a third party to complete a corporate social responsibility review of TD. The result of that review continues to support this proposed sponsorship.

The sponsorship is recommended based on its benefits for the Library, its monetary value, TD's reputation for corporate and social responsibility and TPL's 26-year successful partnership with the Bank. The Library has directly and indirectly benefited from TD's investment in cultural, literacy and education initiatives in the past, including Word Out/TPL Teens; TD Canadian Kids' Book Week; Shakespeare in Action, Asian, Black and Aboriginal History Months; and Foundation fundraising events, such as Biblio Bash. TD has fulfilled all terms and conditions of previous sponsorship agreements for the program.

Terms and Conditions

The level of recognition proposed in the sponsorship agreement will meet the requirements of the Sponsorship and Naming policies. The benefits for TD are commensurate with the value of TD's contribution to the program and do not include endorsement or promotion of TD's products or services. Recognition benefits include:

- naming of the program as the TD Summer Reading Club and the right of first refusal for the renewal of this agreement

- TD logo recognition on all TDSRC promotional and program materials, such as posters, invitations, branch displays, activity books, online and in any other TDSRC-related materials that the Library develops;
- recognition of TD through a feature section profiling TDSRC in What's On and promotion through the Library's email newsletter; a minimum of one press release, a comprehensive media campaign in Toronto, including the TD logo in all Summer Reading Club advertising and recognition using social media channels with the development of specific promotions to raise awareness of the program with parents;
- donor recognition includes recognition on the Central Donor Wall at the Toronto Reference Library and recognition through the Foundation website, annual report, newsletter and other Foundation donor recognition vehicles;
- participation in the annual launch of the TDSRC and opportunities to participate in other outreach initiatives;
- use of the TDSRC wordmark on TD materials; and
- right of first refusal for all sponsorship opportunities in the financial services category pertaining to the Summer Reading Club during the term of this agreement and for renewal of the agreement.

There will be a written agreement specifying the terms and conditions of the sponsorship as required by the policy.

TD's sponsorship of the summer reading club is a specific example of how sponsorships enhance an important library program. TD's generous donation allows the Library to achieve the following:

- Better quality program materials, including an online platform
- National program promotion
- Increased program participation
- National positioning of TPL as a leader in children's reading programs

The proposed funding reflects the growth of the program as well as a commitment to program quality and impact. Together through this program, we are making a significant positive impact on the lives of thousands of kids by fostering a love of books and reading, which will contribute to their later success in life.

CONTACT

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E-mail: pryan@tpl.ca

SIGNATURE

Vickery Bowles
City Librarian

ATTACHMENTS

- Attachment 1: Naming Sponsorship Renewal – TD Summer Reading Club – Memo to Vickery Bowles, City Librarian, Toronto Public Library from Will Scott, CEO, Toronto Public Library Foundation dated October 5, 2022
- Attachment 2: Confidential Information

MEMO

To: Vickery Bowles, City Librarian

From: Will Scott, CEO, Toronto Public Library Foundation

Date: October 5, 2022

Re: **Naming Sponsorship Renewal - TD Summer Reading Club**

SUMMARY

This memo recommends that the Toronto Public Library approve the renewal naming of the TD Summer Reading Club, a program of the Toronto Public Library. This agreement would serve to recognize TD Bank Group's renewed sponsorship in support of the Summer Reading Club for a term of three years (2023 to 2025), subject to the successful final negotiation of the sponsorship renewal agreement.

The proposed sponsorship renewal will go towards support of the Summer Reading Club for a three-year term, from 2023-2025. In addition to the direct cash payment, Toronto Public Library will receive other benefits as a result of this partnership through the promotional support of the program TD Bank will additionally provide.

GIFT IMPACT

The Summer Reading Club has been identified and approved as a funding priority of the Toronto Public Library. The Library will directly benefit from the cash support of TD Bank Group as well as the additional promotional support for the program provided by TD Bank in its own bank branches across the country.

RECOMMENDATIONS

It is requested that Toronto Public Library:

1. approve the renewed sponsorship agreement with TD Bank Group for another three-year term from 2023 to 2025;
2. approve the naming of the Summer Reading Club as the "TD Summer Reading Club";
3. approve the proposed sponsorship renewal amount provided in the Confidential Attachment.

SPONSORSHIP BENEFITS

In return for their sponsorship of the TDSRC, TD Bank will receive the following benefits throughout the term of the agreement (2023 – 2025):

Recognition Benefits include:

- naming of the program as the TD Summer Reading Club and the right of first refusal for the renewal of this agreement;
- TD logo recognition on all TDSRC promotional and program materials, such as posters, invitations, branch displays, activity books, online and in any other TDSRC-related materials that the Library develops;
- recognition of TD through a feature section profiling TDSRC in What's On and promotion through the Library's email newsletter; a minimum of one press release, a comprehensive media campaign in Toronto, including the TD logo in all Summer Reading Club advertising and recognition using social media channels with the development of specific promotions to raise awareness of the program with parents;
- donor recognition includes recognition on the Central Donor Wall at the Toronto Reference Library and recognition through the Foundation website, annual report, newsletter and other Foundation donor recognition vehicles;
- participation in the annual launch of the TDSRC and opportunities to participate in other outreach initiatives;
- use of the TDSRC wordmark on TD materials;
- right of first refusal for all sponsorship opportunities in the financial services category pertaining to the Summer Reading Club during the term of this agreement and for renewal of the agreement.

BACKGROUND

This is the largest cash sponsorship in the history of Toronto Public Library and the Foundation. This renewed sponsorship fee reflects a 7.7% increase in funding from the previous agreement and reflects the growth in the program as well as funding to achieve new program goals and objectives set out by the Library for the next three years.

TD Bank Group has been a generous, long-standing partner for the Library and has donated over \$15 million since 1996 to various library programs, services and events.

For 26 years, TD Bank Group has been title sponsor of the TD Summer Reading Club. The TD Bank sponsorship supports a high-quality TPL-created summer reading club program enjoyed by tens of thousands of Toronto children annually,

delivered nationally in large and small communities throughout Canada in partnership with Library and Archives Canada (LAC) and the Canadian National Institute for the Blind (CNIB).

TD has developed a good reputation in the community at large as well in the library and literature community through its support of various organizations and programs such as:

- TD Summer Reading Club;
- Welcome to Kindergarten, an initiative of The Learning Partnership;
- Book Bash;
- Literacy Through Hip Hop;
- Shakespeare in Action;
- TD Canadian Children's Book Week;
- TD Canadian Children's Literature Award;
- JUMPMath (innovative numeracy learning experience);
- TD Canada Trust Scholarships for Community Leadership.

TD is dedicated to helping children learn and thrive, as demonstrated by their significant investment in literacy and education. TD finds ways to contribute at many different levels, from sponsoring reading clubs to funding student scholarships.

SIGNATURE

Will Scott, CEO, Toronto Public Library Foundation

416-407-1322; wscott@tpl.ca

MEMO

To: Vickery Bowles, City Librarian

From: Will Scott, CEO, Toronto Public Library Foundation

Date: October 5, 2022

Re: Naming Sponsorship Renewal - TD Summer Reading Club – Confidential Attachment

The total value of the sponsorship renewal is \$2,946,547 for the three-year term from 2023 – 2025. Over the term, Toronto Public Library (TPL) will receive the \$2,658,892 it requested to support the program and the Toronto Public Library Foundation (TPLF) will receive the balance of funding to support its contributions to global project management, sponsor stewardship and fundraising costs.

This renewal represents an increase of 7.7% over the \$2.7 million sponsorship agreement for the current renewal period 2020-2022. In addition to the direct cash payment, Toronto Public Library will receive other benefits as a result of this partnership through the promotional support of the program TD Bank will additionally provide.

SIGNATURE

Will Scott, CEO, Toronto Public Library Foundation

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