

As all negotiations are complete, appropriate approvals have been finalized and the public announcement has been made in connection with this naming opportunity (see April 28, 2014 – Agenda Item No. 21 - Naming Opportunity – Toronto Reference Library report – Rec. Nos. 2 and 3), Confidential Attachment Nos. 1 and 2 are now public in their entirety on November 3, 2015.

Naming Recognition of the Bennett Family Foundation Canadian Literature Collection

Date:	April 28, 2014
To:	Toronto Public Library Board
From:	City Librarian

CONFIDENTIAL RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1. approves the naming recognition of “The Bennett Family Foundation Canadian Literature Collection” at the Toronto Reference Library for a minimum of ten years as of spring 2014;
2. approves continuation of the naming until such time as the Collection or the space in which it is housed is substantively and materially altered; and
3. approves recognition of the naming through the installation of appropriate signage and in all appropriate collateral display and print materials.

CONFIDENTIAL INFORMATION

Summary

This report recommends that the Toronto Public Library Board name the Canadian Literature Collection, now located in the Language and Literature Collection on the fourth floor of Toronto Reference Library, after the Bennett Family Foundation in recognition of an exceptional gift received from Avie Bennett and his family in support of: the Toronto Public Library Foundation’s **re:vitalize** – Toronto Reference Library Campaign; and the Library’s fundraising priorities through funding directed towards collections and programs at Toronto Public Library. Funding supported enhancements to collections and the Ready for Reading program and guide.

Financial Impact

Half of the total gift from the Bennett Family Foundation was counted in the Toronto Public Library Foundation’s \$10 million fundraising campaign in support of the \$35.9 million Toronto Reference Library revitalization project. The other half of the gift was designated to three significant Toronto Public Library funding priorities over a period from 2009 through 2012.

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

Decision History

The Library Board approved a Naming Policy on June 19, 2006. The Toronto Public Library Board has the responsibility for approving the naming of all Library branches, rooms, programs and collections.

In 2008, the Toronto Public Library Board approved recommendations for naming opportunities to be associated with the Toronto Public Library Foundation's **re:vitalize** – Toronto Reference Library Campaign. The Foundation achieved its capital funding goal to realize \$10 million in capital support towards the \$35.9 million revitalization of the Toronto Reference Library in 2011. Over the course of this campaign the Board approved four naming opportunities for spaces and/or collections at Toronto Reference Library.

The naming recognition of the “The Bennett Family Foundation Canadian Literature Collection” will be the fifth naming recognition associated with the **re:vitalize** – Toronto Reference Library Campaign, and serve as the vehicle for recognizing The Bennett Family Foundation’s total gift.

Issue Background

In 2008, Avie Bennett and his family provided an exceptional donation to the TPL Foundation under terms of strict anonymity.

Subsequently at the encouragement of the Foundation, in 2013, Mr. Bennett agreed to have his and his family’s generosity public recognized and that the recognition be in association with the Canadian Literature Collection at the Toronto Reference Library.

Mr. Avie Bennett’s significant business and philanthropic contributions, along with his long association with Canadian publishing are described in the attachment from the Foundation.

Comments

The Bennett Family Foundation’s gift substantially contributed to the \$35.9 million revitalization of the Toronto Reference Library and allowed the Library to achieve the following service priorities as identified in the 2012 - 2014 Fundraising Priorities:

- creation of a new circulating careers collection at the Toronto Reference Library comprised of approximately 1,500 titles;
- the purchase of approximately 13,000 new items to enhance the Library’s multilingual materials in a variety of languages and formats for both adults and children;
- twofold support of the Library’s new *Reading for Reading* program:
 - i. the hiring of a special outreach librarian to conduct early literacy outreach to community agencies and Early Childhood Educators and to parents and caregivers of preschool age children in non-traditional locations;

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- ii. development of print materials to support the Ready for Reading program, in particular the acclaimed *Ready for Reading* Resource Guide.

In total, the Bennett Family's gift is the largest single donation from a living individual in the history of the Foundation and well above the minimum threshold of \$250,000 identified for naming spaces at the Toronto Reference Library.

Naming Policy

The Library Board's Naming Policy makes provision for naming opportunities of branches, rooms, programs or collections in recognition of a significant financial gift, and requires Board approval for all naming opportunities.

The policy outlines the factors to be considered for naming opportunities where a gift is involved:

- whether the gift constitutes a significant portion of the total cost;
- whether the initiative could proceed without the gift;
- the urgency of the need for the initiative;
- the distinction, reputation and integrity of the individual or corporation whose name will be used; and
- the relationship of the individual or corporation to the Library.

The naming of the Canadian Literature collection as "The Bennett Family Foundation Canadian Literature Collection" is consistent with the criteria as laid out in the Board's Naming Policy. In recognition of the nature of this gift, and in keeping with Mr. Bennett's preferences, the naming of the Canadian Literature collection is deemed the most appropriate manner to recognize the exceptional contribution the Bennett Family Foundation has made to the Toronto Public Library.

The Naming Policy also states that "when a branch or room is named after an individual, that name will be effective for the useful life of the facility....Should a physical facility be replaced or substantially renovated...the renaming of the facility may be considered". This provision is reflected in the recommendation.

Donor Recognition

In recognition of the Bennett Family's exceptional gift, the Foundation is proposing the following:

- that the gift be recognized through the naming of The Bennett Family Foundation Canadian Literature Collection at the Toronto Reference Library;
- that signage for The Bennett Family Foundation Canadian Literature Collection be installed above the five open stacks located on the fourth floor of the Toronto Reference Library;
- that the name for included in the stack end signage for the five open stacks containing the Collection;
- that the Collection be identified as The Bennett Family Foundation Canadian Literature Collection on the floor directories located by the elevators on each floor of the Toronto Reference Library;

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- that each of the titles that comprise the Canadian Literature Collection at the Toronto Reference Library be identified with a location marker on the Library's on-line catalogue indicating that it can be found in The Bennett Family Can. Lit. Collection or some similar abbreviated form of the same;
- that the Toronto Reference Library on-line branch profile include reference to The Bennett Family Foundation Canadian Literature Collection;
- that items drawn from the Collection for physical or virtual displays or promoted in the Library's print materials be identified as part of The Bennett Family Foundation Canadian Literature Collection.

Terms of Announcement

The Toronto Public Library Foundation requests that this matter be held in confidence by Toronto Public Library until such time that the signage for “The Bennett Family Foundation Canadian Literature Collection” has been installed prior to the official completion of the Toronto Reference Library revitalization project, expected to be in June 2014.