



*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 – Rec. Nos. 2 and 3), Confidential Attachment Nos. 1 and 2 are now public in their entirety on November 3, 2015.*

## MEMO - CONFIDENTIAL

**Date:** March 12, 2014  
**To:** Jane Pyper, City Librarian  
**From:** Heather Rumball, President, Toronto Public Library Foundation  
**RE:** **Naming Recognition of the Canadian Literature Collection at the Toronto Reference Library**

### SUMMARY

This Memo recommends that Toronto Public Library approve naming the Canadian Literature Collection located on the fourth floor of the Toronto Reference Library **The Bennett Family Foundation Canadian Literature Collection**. This naming would retrospectively recognize the exceptional donation made to the TPL Foundation by Avie Bennett and his family in 2008 and received in installments in 2008, 2011 and 2012, all under terms of strict anonymity.

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

In doing so, Mr. Bennett has further stipulated that the total value of his gift not be disclosed by the Foundation. This desire is consistent with Imagine Canada Standards Fundraising Code of Standards, which the Foundation is bound by:

*8. The charity shall honour donors' requests to remain anonymous in respect to:*

- being publicly identified as a supporter of the organization; and/or*
- having the amount of their contribution publicly disclosed.*

The Foundation can confirm, however, that Mr. Bennett and his family's gift is the largest received by the Foundation from a living donor.

### GIFT IMPACT

Mr. Bennett's total gift was designated equally towards priority Library collections and programs and towards the **re:vitalize** – Toronto Reference Library Campaign and over the course of four years supported:

- completion of the revitalization of the Toronto Reference Library;
- 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 *Ready for Reading* program:
  - i. The hiring of a special outreach librarian to promote the Ready for Reading promote the *Ready for Reading* program to high-needs audiences who do not come to the Library
  - ii. Development of print materials to support the *Ready for Reading* program, in particular the acclaimed *Ready for Reading* Resource Guide

## RECOMMENDATION

It is recommended that Toronto Public Library:

1. approves naming the Canadian Literature Collection at the Toronto Reference Library **The Bennett Family Foundation Canadian Literature Collection**. The naming shall continue for a minimum of ten years and until such time as the Collection and/or the space in which it is housed is substantively changed or materially altered, and will be recognized through the installation of appropriate signage.

## BACKGROUND

### The Bennett Family Foundation

- *Established:* 1983 in Ontario
- *Purpose:* General charitable purposes.
- *Funding Interests:* Performing Arts; Dance; Theatre; Music; Universities; Youth; Peace and Security; Jewish Culture; First Nations Culture; Environmental Problems; Canadian Studies; Women; Human Rights
- *Granting Region:* Canada-wide, with an emphasis on Toronto, ON
- *Types of Support:* The Foundation is primarily interested in ballet, literacy, Black education and culture, and Native Canadian and Inuit arts and culture. Grants will be considered for program funding and research projects.

### Avie Bennett

*(as excerpted from the Canadian Encyclopedia)*

Businessman, publisher and philanthropist (born at Toronto, Ontario, 2 Jan 1928). Renowned for his interest in social and cultural issues, Avie Bennett began his business career in shopping centre development, a business that his family had pioneered.

In 1985, Bennett purchased the esteemed Canadian publishing company of McClelland & Stewart (headed since 1953 by the legendary Jack McClelland and perceived by many as the flagship of cultural nationalism), rescuing it from the brink of financial disaster. During Bennett's adroit, 14-year management he nurtured the company's commitment to Canadian titles, winning the respect of authors and publishers in Canada and abroad. He published roughly 100 titles a year by major authors such as Margaret Atwood, Leonard Cohen, Robertson Davies, Mavis Gallant, Rohinton Mistry, W. O. Mitchell, Alice Munro and Michael Ondaatje. In 1991 he acquired Hurtig Publishers of Edmonton, publisher of *The Canadian Encyclopedia*, and in 1995 he bought Tundra, the highly

respected Montreal-based publisher of children's books. Bennett encouraged the encyclopedia's conversion to a CD-ROM format with yearly updating and in 2000 donated it to the Historica Foundation of Canada. It is now available online in both English and French, free of charge to all Canadians.

On 26 June 2000, Bennett announced that he had organized a change of ownership of McClelland & Stewart. With no Canadian company interested in taking it over, and prohibited by federal legislation from selling majority control to a foreign firm, Bennett structured an innovative deal that ensured the integrity of McClelland & Stewart while raising necessary funds for continued investment. Under its terms, Bennett donated 75% of McClelland & Stewart's publishing arm to the University of Toronto, which would use the revenues generated to establish an endowment in support of Canadian culture. Random House of Canada, a wing of the giant German-owned Bertelsmann AG company, acquired the remaining quarter. The University of Toronto controls five of the seven seats on the Board of Directors and Bennett remains as Chairman of the Board. Bennett was appointed as Chairman of the Board of Directors of the Historica Foundation (now Historica Canada) in 2003, assuming the position from John Cleghorn, and led its merger with the Dominion Institute in September 2009. He retired from the organization in 2011.

In 2000, Bennett took on the issue of corporate responsibility, co-chairing (with Ed Broadbent) the privately funded Canadian Democracy and Corporate Accountability Commission. Their January 2002 report, based on cross-country hearings, called for greater corporate social responsibility at both national and international levels. Bennett, a successful businessman for more than 40 years, was castigated by some observers for his role in advocating that corporations meet standards of behaviour with regard to human rights, the environment and consumer protection. For others, however, he not only gauged public sentiment correctly but articulated it in a series of farsighted recommendations.

Avie Bennett has received several honours in recognition of his work, including the Order of Ontario in 1996. In 1991 Bennett was appointed as a Member of the Order of Canada; in 1997 he was promoted to the rank of Officer within the Order of Canada; and in 2003 he was given a further promotion to the rank of Companion. In 1995 he was made a Doctor of Laws, *honoris causa*, by the University of Toronto; he was made a Doctor of the University at the University of Ottawa in 1997 and a Doctor of Letters by York University in 2004. In 1998 he was named Chancellor of York University; he retired in 2004 and continued to serve as Chancellor Emeritus and a member of the Board of Directors of the York University Foundation. As Chancellor Emeritus, Bennett established the Avie Bennett Historica Institute Chair to promote the study of Canadian history. In recognition of his support of York University the Student Services Centre at York's Keele campus was renamed the Bennett Centre for Student Services in 2006.

*(additional biographical notes from various sources)*

Mr. Bennett has been a member of many cultural, educational, and government agencies over the past ten years including The Premier's Economic Council of Ontario, The National Ballet of Canada, the Schulich School of Business, and the United Way of Greater Toronto. In 2004, Mr. Bennett was appointed Honorary Chair of the Board of Trustees of the Art Gallery of Ontario and accepted an invitation by the Toronto Public

Library Foundation to be the founding member of its newly-formed Governors' Council – a group of honorary patrons. Mr. Bennett is also President Emeritus of the International Readings at Harbourfront.

*(as excerpted from: Being Jewish in multicultural Canada. Author: Avie Bennett. Canadian Speeches 14.5 (Nov-Dec 2000))*

*"I spent more time reading at the Hart House library ... than I did in classrooms, which goes a long way to explaining why I got my first university degree ...., when the University of Toronto gave me an honorary doctorate. That proud occasion gave me an opportunity to reflect on the changes that have occurred in my lifetime. The young faces before me represented a group that was multicultural and racially mixed in a way that would never have been thought possible in Canada when I had attended university."*

*"I have loved my time at McClelland & Stewart. It has given me the chance to spend time with some of the most talented writers in the world and, I hope, to help put Canadian writers into their rightful place on the world stage. I have been very pleased to be involved in the great flowering of the literary life of this country, as it too became more ethnically representative of our cosmopolitan land."*

*The career change has also given me memories enough for several lifetimes. I've been to Cuba with Margaret Atwood and Alistair MacLeod, to Dublin with Jane Urquhart, while in Canada I've been to Lake Louise with Alice Munro and Moishe's Steak House in Montreal with Mordecai Richler. I've played golf for literacy with Peter Gzowski in the Northwest Territories and been on an oil rig in the Bering Sea to launch a book with Pierre Berton..."*

### **Recognition in Association with the Canadian Literature Collection at the Toronto Reference Library**

In 2001, in one of his earliest associations with Toronto Public Library, Mr. Bennett donated 1,300 books to the Toronto Public Library, including multiple copies of large-format, well-illustrated books on fine art, architecture, cooking, home decorating and travel with a total value of \$173,000.

In addition, through lending his name to the Foundation's Governors' Council, Mr. Bennett helped the Foundation to attract many other business and community leaders since 2004, and thereby many other significant donations in support of the Library's funding priorities.

More recently, through Mr. Bennett and his family's exceptional generosity, the Library has been able to achieve many important service priorities.

The Foundation therefore encouraged the intensely private Mr. Bennett to consider being publicly associated with a component of the Toronto Reference Library in order to appropriately recognize his and his family's generosity and all it has enabled over the past six years.

Recognizing Mr. Bennett also allows both the Library and the Foundation to benefit from association with a name synonymous with Canadian publishing and highly-regarded in business, cultural and philanthropic circles.

## DONOR RECOGNITION

To appropriately recognize the significance of Mr. Bennett's and his family's generosity, the Foundation is recommending the following scope of recognition, commensurate with the size of the family's gift and in keeping with the Space Naming Framework approved by the Library board at its February, 2014 meeting:

- 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 be 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;
- 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.

## SIGNATURE:



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