



To: Toronto Public Library Board – April 30, 2001

From: City Librarian

Subject: **Toronto Public Library Celebrates Reading Award**

Purpose:

For approval.

Funding Implications and Impact Statement:

There will be no funding implications for the Toronto Public Library. The award will be used in conjunction with the Toronto Public Library Foundation to raise money at a gala fundraising event.

Recommendation:

It is recommended that the Toronto Public Library Board approve the creation of an annual *Toronto Public Library Celebrates Reading Award* to recognize the contributions made to the enjoyment of reading for the people of Toronto.

Background:

On Sunday, October 22, 2000, the Toronto Public Library Foundation staged its first gala luncheon, *A Novel Afternoon*, at the Royal York Hotel with children's author superstar J. K. Rowling. As a first time large scale fundraising event, the gala was a tremendous success in terms of dollars and profile raised for the Library. More than \$60,000 was raised for the *Osborne Collection of Early Children's Books* and children's literacy programs at the Library. The opportunity to host an annual gala fundraising event was established. An annual award will provide the focus for future fundraising gala events.

Comments:

An award and an award ceremony provides the opportunity for the Toronto Public Library to highlight the outstanding contributions of individuals, organizations or corporations who have enhanced the reading pleasure of the people in Toronto and Canada. The *Toronto Public Library Celebrates Reading Award* will also promote the Toronto Public Library and provide recognition for the Library as a leader in the literary and literacy communities.

The award will:

- ◆ be given annually;
- ◆ be presented at a gala event;
- ◆ be promoted locally and nationally; and
- ◆ support children's reading at least every other year.

The recipient of the award will be chosen by a staff committee comprised of librarians from across the system.

Award Criteria

The *Toronto Public Library Celebrates Reading Award* will be given based on an outstanding contribution to the enjoyment of reading. A body of work will be considered. The recipient will not be limited to authors and illustrators, but could include publishers, organizations and individuals. The recipient will be honoured for their work helping Torontonians discover the joy of reading.

The Prize

The award will be created and paid for by a corporate sponsor in exchange for recognition. Several potential sponsors have been identified.

Rationale

The *Toronto Public Library Celebrates Reading Award* will:

- ◆ raise the profile of the Toronto Public Library
- ◆ raise the profile of literacy
- ◆ raise the profile of Canadian literature

Fundraising Gala Event

The Toronto Public Library Foundation will present *A Novel Afternoon* on Sunday, October 14, 2001 where the first *Toronto Public Library Celebrates Reading Award* will be given out. A Sunday afternoon is thought to be favourable for ticket sales to families. Dates were checked to determine that no other large special events are planned that would conflict with *A Novel Afternoon*. To date, the location of the event has not been determined.

Tickets will be sold for the event at \$350 per ticket; \$3,500 for a table for ten people. It is anticipated that approximately 4,000 people will attend the event generating expected net revenues of \$100,000. Sponsors and a silent auction will provide alternate sources of revenue.

Conclusion:

The *Toronto Public Library Celebrates Reading Award* to be presented annually at *A Novel Afternoon* will continue to grow as a cornerstone of TPL's fundraising, friend-raising and profile building efforts.

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City Librarian

List of Attachments:

Not applicable.