



STAFF REPORT
ACTION REQUIRED
With Confidential Attachment

Renewal of Sponsorship and Naming of the Summer Reading Club

Date: October 27, 2025

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, 2026 – 2028.

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 Toronto Public Library's (TPL) 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 the TPL Foundation's (TPLF) successful risk screening assessment result, as required by TPL's Sponsorship Policy; the benefits for the Library; its monetary value; and TPL's successful 29-year partnership with TD.

According to the criteria in both the 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 2026 – 2028 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 Confidential Attachment 2 and provides for the full costs of delivering the national program over the three-year term.

The Director, Finance & Chief Financial Officer has reviewed this financial impact statement and agrees with it.

ALIGNMENT WITH STRATEGIC PLAN

Supporting children's literacy through TDSRC directly enables Toronto Public Library to realize its priorities for learning and growth. This vital foundation ensures children gain the communication and critical thinking skills required to build strong social connections, participate fully in civic life, and sustain a thriving democratic society.

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.

DECISION HISTORY

The latest renewal and current agreement was approved on October 25, 2022, through the report titled [Renewal of Sponsorship and Naming of the Summer Reading Club](#). The current agreement expires at the end of 2025, and this proposed renewal would be the ninth contract with the TD Bank Group to support this program.

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, 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.

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 2,200 libraries have joined (65% of all Canadian libraries) serving over 650,000 children each year and with over 10 million kids attending events and programs over the years.

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 success later in life. School boards in Toronto and all across the country actively participate in TDSRC promotion in order to prevent summer learning loss.

Flexibility is a priority for the TDSRC 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 other children across the country.

Merits of the Sponsorship

This sponsorship provides TPL with the means to develop a high-quality program that sees substantial 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. The TDSRC investment covers core elements such as professional artwork, national promotion, print materials, a dynamic kids' website, and 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.

This three-year funding renewal makes it possible to scale the TDSRC's impact in the following key areas:

- Expand service into New Brunswick, reaching 62 new libraries and their communities;
- Deepen impact through data with continued development and maintenance of the new website and data management system to provide data-driven insights that inform local library programs;
- Support community-led growth by expanding service through schools in Indigenous Communities, where needed;
- Increase resources and collaboration with newcomer, refugee, and immigrant serving agencies; and

- Advance systems change to make summer reading resources more accessible through cross-sector collaboration, advocacy, and resource creation.

TDSRC is an outcomes-based program that tracks key metrics for program evaluation and reporting. Data is collected through library staff and participant surveys to assess the program's reach and impact, based on participation and self-reported changes in reading behavior and attitudes such as reading more often, enjoying reading more, and feeling more confident as a reader—which are key indicators of future success. Participating libraries can now access and export survey results and participation data through a new staff portal and data management system and use this feedback to inform and improve their local program. Last year's national results were overwhelmingly positive:

- **Satisfaction and Engagement:** Nearly all participants (99%) would consider participating again, and 98% strongly agreed the TDSRC provided a vital platform to connect and share with peers.
- **Positive Reading Impact:** The TDSRC achieved its literacy goals, with 98% of members enjoying reading the same amount or more. A significant majority (94%) maintained or increased the amount of reading they did, and 92% maintained or improved their reading skills.
- **Confidence and Identity:** 93% were able to find books that reflected their identity and experiences, which directly supported the 90% who maintained or increased their reading confidence.

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 TDSRC'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 TDSRC

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

In keeping with TPL's Sponsorship Policy, TPLF completed a risk screening assessment to assess the reputation of the potential sponsor, the nature of the sponsor's business and the effect that an affiliation with that sponsor will have on the Library's public image. The assessment result was shared with the City Librarian.

The sponsorship is recommended based on its benefits for the Library, its monetary value, and TPL's 29-year successful partnership with TD. 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 and Black History Months, Indigenous Celebrations, and TPLF 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 Ready Commitment logo recognition on national TDSRC promotional and program materials and website;
- participation in the TDSRC national media events and opportunities to participate in other outreach initiatives;
- use of the TDSRC brand on TD materials, adhering to brand guidelines; and
- the right of first refusal for all sponsorship opportunities 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 success later in life.

CONTACT

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SIGNATURE

Moe Hosseini-Ara
City Librarian

ATTACHMENTS

- Attachment 1: Naming Sponsorship Renewal – TD Summer Reading Club
Memo to: Moe Hosseini-Ara, City Librarian, Toronto Public Library from Will Scott, CEO, Toronto Public Library Foundation dated October 9, 2025
- Attachment 2: Confidential Attachment 2

MEMO

To: Moe Hosseini-Ara, City Librarian

From: Will Scott, CEO, Toronto Public Library Foundation

Date: October 9, 2025

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

SUMMARY

This memo recommends that the Toronto Public Library Board approve the renewal naming of the TD Summer Reading Club, a program of 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 (2026 to 2028), 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 2026-2028. 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 Group will provide.

GIFT IMPACT

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

RECOMMENDATIONS

It is requested that Toronto Public Library Board:

- approve the renewed sponsorship agreement with TD for another three-year term from 2026 to 2028;
- approve the naming of the Summer Reading Club as the “TD Summer Reading Club”;
- approve the proposed sponsorship renewal amount provided in the Confidential Attachment.

SPONSORSHIP BENEFITS

In return for their sponsorship of the TDSRC, TD Bank Group (TD) will receive the following benefits throughout the term of the agreement (2026 – 2028):

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 Toronto Public Library Foundation (TPLF) Central Donor Wall at the Toronto Reference Library and recognition through the TPLF website, annual report, newsletter and other TPLF 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 (TPL) and Toronto Public Library Foundation (TPLF). This renewed sponsorship reflects a 15.7% 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 TPL for the next three years. In keeping with TPL's Sponsorship Policy, TPLF successfully completed a risk screening assessment to assess the reputation of the potential sponsor, the nature of the sponsor's business, and the effect that an affiliation with that sponsor will have on the Library's public image. The assessment result was shared with the City Librarian.

TD Bank Group (TD) has been a generous, long-standing partner for the Library and has donated over \$18 million since 1996 to various library programs, services and events.

For 29 years, TD has been title sponsor of the TD Summer Reading Club. The TD 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

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