



STAFF REPORT ACTION REQUIRED

TPL Foundation Framework for Space Naming Opportunities

Date: June 23, 2025

To: Toronto Public Library Board

From: City Librarian

Reason for confidential information: *This report involves the security of the property of the Board – Public Libraries Act, R.S.O 1990, Chapter P. 44, s. 16.1 (4) (a).*

SUMMARY

The purpose of this report is to request approval of the Toronto Public Library Foundation's (TPL Foundation) proposed Framework for Space Naming Recognition Opportunities (Framework), which provides minimum donation and sponsorship levels for naming opportunities specific to branches and different internal and external spaces at Toronto Public Library (TPL) Research and Reference, District and Neighbourhood branches. The updated Framework will support fundraising efforts by the TPL Foundation, on behalf of the Library, in compliance with the Library Board's Naming Policy.

It is important to note that the Foundation's Framework is intended to set minimum thresholds only. Specific naming opportunities at branches may be set higher than the minimum threshold on a case-by-case basis. Opportunities for naming individual branches or spaces that result from the Framework will

be brought to the Library Board's Naming Committee for recommendation and the Library Board for approval, in compliance with the Library Board's Naming Policy.

The updated Framework will ensure that minimum naming thresholds reflect changes to the value of named spaces within the current philanthropic landscape, and will support the TPL Foundation to attract and realize major and transformative gifts.

The TPL Foundation is a key contributor to achieving the priorities of TPL's 2025-2029 Strategic Plan, and plays an important role in advancing and accelerating its outcomes.

RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1. approves the TPL Foundation Framework for Space Naming Recognition Opportunities as included in Attachment 1;
2. directs TPL staff to work with the TPL Foundation to bring naming opportunities related to the TPL Foundation Framework for Space Naming Recognition Opportunities to the TPL Board Naming Committee and Library Board for concept approval in compliance with the Naming Policy;
3. receives for information the confidential memorandum in Attachment 2 to this report; and
4. holds the information contained in Attachment 2 to this report in confidence, not be released publicly, in order to protect the competitive position and future economic interests of TPL.

FINANCIAL IMPACT

Funds raised by the TPL Foundation are in addition to the Library's operating and capital budgets, and are used to enhance the level and range of library services.

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

ALIGNMENT WITH STRATEGIC PLAN

The proposed Framework for Space Naming Recognition Opportunities advances TPL's 2025-2029 Strategic Plan priority of Shared Community Spaces by ensuring that fundraising and naming opportunities for branches and spaces help to create welcoming and inclusive spaces that meet diverse needs in neighbourhoods throughout the city.

EQUITY IMPACT STATEMENT

Fundraising by the TPL Foundation provides the Library with additional resources to remove barriers to access, enhance outcomes and increase the impact of branches, spaces, services and programs for vulnerable and equity seeking residents and groups.

DECISION HISTORY

At its meeting of March 24, 2025 The TPL Board approved the [Naming Policy Update report](#), which included updates to the Naming Policy to reflect alignment the City's updated Property Naming Policy, and Commemorative Naming Framework principles.

At its meeting of September 21, 2020, the TPL Board approved the [Naming Committee: Space Naming Recognition Opportunities](#) report, which included an updated Framework for Space Naming Recognition Opportunities.

At its meeting of January 20, 2014, the TPL Board approved [the Framework for Space Naming Recognition Opportunities](#) report which proposed a naming framework for library spaces.

At its meeting of September 15, 2008, the TPL Board approved the [Toronto Reference Library Naming Opportunity Framework report](#) which proposed naming opportunities and potential donor categories to be associated with the Toronto Reference Library revitalization capital campaign.

ISSUE BACKGROUND

The Letter of Understanding between the TPL Board and the TPL Foundation Board sets out responsibilities for fundraising:

- The Library is responsible for setting identified funding priorities. The Library will work closely with the Foundation to determine appropriate fundraising goals and priorities for the enhancement of the Library; and
- The Foundation agrees to seek funding on behalf of the Library toward identified Library funding priorities.

The Library Board's Naming Policy gives responsibility for the naming of all branches, and naming of rooms, programs and collections where there is a name in recognition of a donor or sponsor, to the Library Board.

For naming involving a donation or sponsorship, the following conditions apply:

- The Library will consider naming rooms, programs or collections as part of a donation or corporate sponsorship proposal in recognition of significant financial contribution to the Library. Naming of branches will be considered for donations, but not for corporate sponsorship.
- Prior to solicitation of sponsors or donors for naming opportunities, the naming component and framework must receive concept approval from the City Librarian or their delegate.
- The donation or sponsorship shall constitute a significant portion of the total cost of the branch, room, program or collection to be named.
- The associated sponsorship shall be commensurate with the market value of the naming opportunity as identified by the Toronto Public

Library Foundation. Any naming opportunities as part of a sponsorship arrangement will also comply with TPL's Sponsorship policy.

- All naming agreements will be in the form of a legal contract. Names for a donor or sponsorship must be for a fixed term, and must not exceed the useful life of the asset. Any extensions or renewals must be approved by the TPL Board. In exceptional circumstances, names without a fixed term may be considered with approval of the TPL Board.
- In developing naming agreements, the Library and the TPL Foundation will ensure that donors and sponsors do not have any influence on the design or objectives of Library branches, rooms, programs, and collections.

In reviewing a request for naming related to a donation or sponsorship, consideration will be given to:

- whether the initiative could proceed without the donation or sponsorship;
- 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.

COMMENTS

The proposed TPL Foundation Framework for Space Naming Recognition Opportunities will support fundraising efforts by the TPL Foundation, on behalf of the Library, in compliance with the Library Board's Naming Policy. The Framework provides minimum donation and sponsorship levels for naming opportunities specific to branches and different internal and external spaces at TPL Research and Reference, District and Neighbourhood branches. It is important to note that the framework is intended to set minimum thresholds only. Specific naming opportunities at branches may be set higher than the minimum threshold on a case-by-case basis.

Specific naming opportunities will be valued using the Framework and the specific criteria of the Naming Policy for new or existing branches and rooms. Opportunities for naming individual branches or spaces that result from the

Framework will be brought to the TPL Board Naming Committee for recommendation and the Library Board for approval, in compliance with the Library Board's Naming Policy.

The Naming Policy states that a risk screening assessment will be conducted to assess the reputation of the potential sponsor or donor, the nature of the sponsor's business and the effect that an affiliation with that sponsor or donor will have on the Library's public image. The Naming Policy also confirms that the Library Board has the authority to withdraw the naming opportunity or discontinue use of the name in circumstances where continued use of a particular name may compromise the public trust and/or reputation of the Library.

The updated Framework will ensure that minimum naming thresholds reflect changes to the value of named spaces within the current philanthropic landscape, and will support the TPL Foundation to attract and realize major and transformative gifts.

The TPL Foundation is a key contributor to achieving the priorities of TPL's 2025-2029 Strategic Plan, and plays an important role in advancing and accelerating its outcomes. Fundraising and donor support allow TPL to innovate, develop new programs and scale impact to meet community needs faster.

CONTACT

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SIGNATURE

Vickery Bowles
City Librarian

ATTACHMENTS

Attachment 1: Memorandum - Naming Opportunities Framework

Attachment 2: Confidential Attachment

Memorandum

To: Vickery Bowles, City Librarian

From: Will Scott, Chief Executive Officer, Toronto Public Library Foundation

Date: June 12, 2025

Re: Proposed Revised Framework for Space Naming Recognition Opportunities

This document proposes a revised Toronto Public Library Foundation (TPL Foundation) Framework for Space Naming Recognition Opportunities (Framework). This Framework supports the TPL Foundation in attracting and realizing major and transformative donations and sponsorships. These donations and sponsorships provide the Library with significant funds to advance Toronto Public Library's mission and strategic priorities and realize outcomes for the City of Toronto.

The Framework supports the TPL Foundation as a valuable tool in fundraising for significant donations and sponsorships and in raising awareness of the Library within a competitive philanthropic environment. More specifically, naming:

- Is a powerful tool for **raising more funds** to advance the Library's ambitions
- **Raises the profile** of the Library as worthy of significant philanthropic investment
- Provides an opportunity to show how **diverse donors** are fueling TPL's plans

The TPL Foundation understands that this Framework will be applied in compliance with TPL's Naming Policy, including risk screening.

In 2014, using the Toronto Reference Library Campaign as the model, the TPL Foundation proposed a framework for space naming recognition opportunities. The Framework established the minimum gift threshold at which donations from individuals, corporations or foundations would be recognized in association with the naming of an identified space at TPL branches. In 2020, this Framework was expanded to encompass the naming of library branches, as well as premium spaces.

This Framework is intended to set minimum gift thresholds only. Specific naming opportunities at branches may be set higher than the minimum threshold on a case-by-case basis.

The intent of this current revised Framework is to ensure that minimum gift thresholds reflect changes to the value of named spaces within the philanthropic landscape. In accordance with the TPL Naming Policy, names for a donor or sponsor will be negotiated for a fixed term and must not exceed the useful life of the asset.

2024 Proposed Revised Framework (changes are in red)

Branch Type	Minimum Gifting Levels	Notes
Toronto Reference Library	\$ 30,000,000 \$ 1,000,000 \$ 500,000 \$ 250,000	Branch Naming Premium Spaces Primary Spaces Secondary Spaces
North York Central Library	\$ 15,000,000 \$ 1,000,000 \$ 500,000 \$ 150,000	Branch Naming Premium Spaces Primary Spaces Secondary Spaces
District Libraries	\$ 7,500,000 \$ 1,000,000 \$ 250,000 \$ 100,000	Branch Naming Premium Spaces Primary Spaces Secondary Spaces
Neighbourhood Branches	\$ 5,000,000 \$ 500,000 \$ 250,000 \$ 100,000	Branch Naming Premium Spaces Primary Spaces Secondary Spaces

Definitions:

Premium Spaces High traffic, unique spaces within the TPL system (e.g. Theatres, Jack Rabinovitch Reading Room, Bram and Bluma Appel Salon, TRL Atrium, NYCL Concourse Event Space)

Primary Spaces Large and/or high-profile spaces such as main floor program rooms, and learning centres (e.g. Toronto Reference Library Youth Hub, Bloor/Gladstone Learning Centre)

Secondary Spaces Smaller and/or lower profile, lower traffic spaces such as second floor meeting rooms or reading areas (e.g. Gwen Liu Meeting Room, Hinton Learning Theatre)

Framework for Space Naming Opportunities

TPL Foundation
June 2025

Benefits of Philanthropic Naming

Naming can benefit both the donor and the institution. Philanthropic naming:

- Is a powerful tool for **raising more funds** to advance the Library's ambitions and to benefit our city and communities
- **Raises the profile** of the Library as worthy of significant investment
- Provides an opportunity to show how **diverse donors** are fueling TPL's plans and to broaden recognition in our City

Philanthropic naming enables us to celebrate donors and elevate generosity.



Bram and Bluma Appel Salon

TPL Naming Framework

Minimum Values

Branch Type	Minimum Giving Levels	Types of Space
Toronto Reference Library	\$30,000,000 \$1,000,000 \$500,000 \$250,000	Branch Naming Premium Spaces Primary Spaces Secondary Spaces
North York Central Library	\$15,000,000 \$1,000,000 \$500,000 \$150,000	Branch Naming Premium Spaces Primary Spaces Secondary Spaces
District Libraries	\$7,500,000 \$1,000,000 \$250,000 \$100,000	Branch Naming Premium Spaces (Fairview/Yorkwoods) Primary Spaces Secondary Spaces
Neighbourhood Branches	\$5,000,000 \$500,000 \$250,000 \$100,000	Branch Naming Premium Spaces (Palmerston) Primary Spaces Secondary Spaces

Notable Library Namings

The Steven A. Schwarzman Building

New York Public Library (2018)

\$100M to renovate & expand the main library building

Stavros Niarchos Foundation Library

New York Public Library (2017)

\$55M to support renovation & program endowment

Dilawri Square (Dilawri Foundation)

Vancouver Public Library (2019)

\$5M to reimagine Children's Library

The Patricia A. Whelan Performance Hall

Calgary Public Library (2018)

\$5M expansion/enhancements to programs & services

Shaikh Family Welcome Gallery

Calgary Public Library (2015)

\$1M for a new central library



**The Jack Rabinovitch
Reading Room**

Key Principles

- Philanthropic naming serves to **recognize impact** and has many potential benefits for institutions.
- Effective **risk management** benefits TPL, the Foundation, and the donor.
- Naming valuation can vary significantly, depending on such factors as profile, condition, donor excitement. The **framework outlines minimum valuations**.
- The **TPL Board approves naming** in accordance with TPL's Naming Policy. The Framework serves as a guideline to align expectations in advance of fundraising.



Barbara Frum Branch