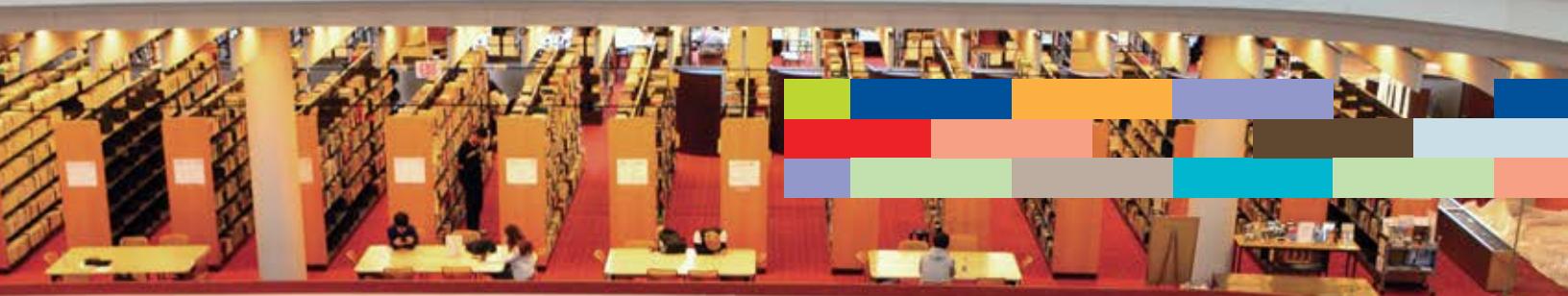




TORONTO REFERENCE
LIBRARY CAMPAIGN

re:vitalize

Report to Donors
September 2014





Dear Friends,

It's hard to believe that it has been over five years since the Toronto Public Library Foundation publicly launched **re:vitalize – Toronto Reference Library Campaign**, its very first capital campaign in support of the revitalization of the iconic Toronto Reference Library.

This Campaign was a labour of love for the members of our Capital Campaign Cabinet, including Richard Boxer, Wendy M. Cecil, Lawson Hunter and Bill Linton. While we each had our own personal reasons for assisting the Toronto Public Library Foundation in this historic Campaign, collectively we all shared – and continue to share – a fierce belief in the importance of Toronto Public Library and the enabling role that the Toronto Reference Library plays in supporting the lifelong learning aspirations of library users today – and in the future.

When we joined this Campaign, we did so knowing that we were helping to create the Library of the Future, a library that would be even more responsive to community needs, with spaces that would accommodate new opportunities for learning and engagement. We saw **re:vitalize** as an opportunity to realize powerful new outcomes for library users that would ensure that this vital public institution continues to be our city's foremost public centre for lifelong learning, the exchange of ideas and community participation.

Five years later, we are enormously proud of what the revitalization of the

Toronto Reference Library has meant to our community. From fresh new spaces to expanded programs and services, the Toronto Reference Library has gone through a remarkable transformation that has enabled it to meet the diverse needs of today's and tomorrow's learners.

On behalf of the members of the Campaign Cabinet, I wish to congratulate all the people who worked so hard to see this project through. I would also like to acknowledge the public support received from the City of Toronto and the Governments of Ontario and Canada. It is my particular pleasure to extend thanks and appreciation to those individuals, corporations and foundations who stepped forward with financial gifts to help realize our shared aspirations. Your support was vital to the Foundation's effort, and we are enormously grateful for your support.

Best regards,

A handwritten signature in black ink that reads "Frank M. McKenna".

Frank McKenna,
Honourary Chair, **re:vitalize** Campaign Cabinet



Richard Boxer



Lawson Hunter



Bill Linton



Wendy M. Cecil



Dear Friends,

Toronto Public Library is grateful for the leadership of the Toronto Public Library Foundation in helping make the revitalization of the Toronto Reference Library possible. The Foundation was the champion in building public and private support for the project, including with you, our generous donors.

The objective for the revitalization was to better serve the diverse needs of today's Torontonians and to create a library for the future. The success of our efforts to achieve this were evident to me recently as I travelled from the top of the Reference Library to the bottom. On the fifth floor in the Marilyn & Charles Baillie Special Collections Centre, I chatted with a young woman who was reading hand-written letters from medical officers and nurses who served in the First World War; part of the woman's research on early medical treatments. Descending to the second floor, I peeked into The Bram & Bluma Appel Salon where an award-winning author was giving a talk to an audience of 500. And on the first floor, in our newly opened Digital Innovation Hub, I saw a young man creating a prototype of a design on the 3-D printer.

In these and so many other ways, Torontonians are using the Toronto Reference Library today more than ever. Visits through the construction period were up 20%. We've increased seating capacity by over 300 – allowing more people to read, research, study and work collaboratively. In the last 12 months alone, we've welcomed more than 15,000 people to the Appel Salon, where they were able to meet people like Chris Hadfield, Michael Ignatieff and Margaret MacMillan. Another 18,000 attended our three-day Toronto Comic Arts Festival in May and more than 20,000 people came to other programs and classes held in the Reference Library.

I would like to recognize architects Ajon Moriyama and his father Raymond Moriyama for so beautifully imagining and reimagining the Toronto Reference Library, past and present. Raymond designed the Library which opened in 1977 and Ajon took on the task of renovating the Library to incorporate new technology, to better house the collection and to enhance display and discovery opportunities.

Lastly, on a personal note, I have enjoyed my six years as City Librarian. I am proud of all the work that has been accomplished, including the revitalization. It is the result of joint efforts by the Library Board, Library staff, the Toronto Public Library Foundation and the many community partners who have all contributed to the vision and reality of a busy, successful and great library that serves a great city.

Sincerely,

A handwritten signature in black ink that reads "Jane Pyper".

Jane Pyper
Former City Librarian



In May 2009, the Toronto Public Library Foundation launched **re:vitalize – Toronto Reference Library Campaign**, a historic **\$10 million** fundraising campaign to support the needed revitalization of the Toronto Reference Library.



Our vision:

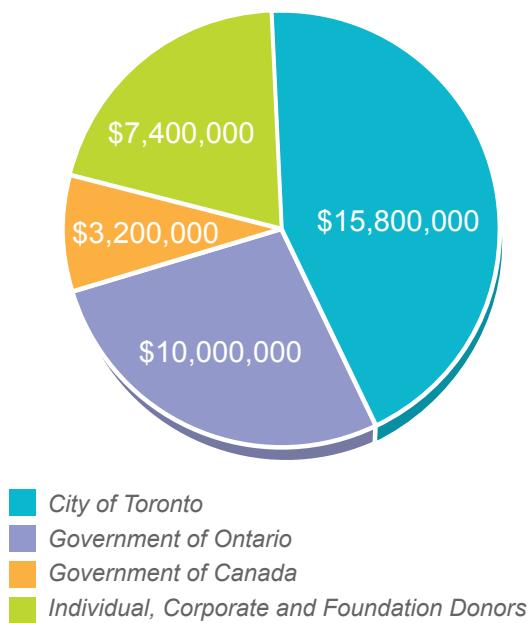
To recreate the Toronto Reference Library as Toronto's foremost public centre for life-long learning, the exchange of ideas and community.

re:vitalize is the first capital campaign in Toronto Public Library's 130-year history and was created for individuals, corporations and foundations to join together in partnership with all three levels of government, to realize a transformed Toronto Reference Library and a strengthened Toronto Public Library system.

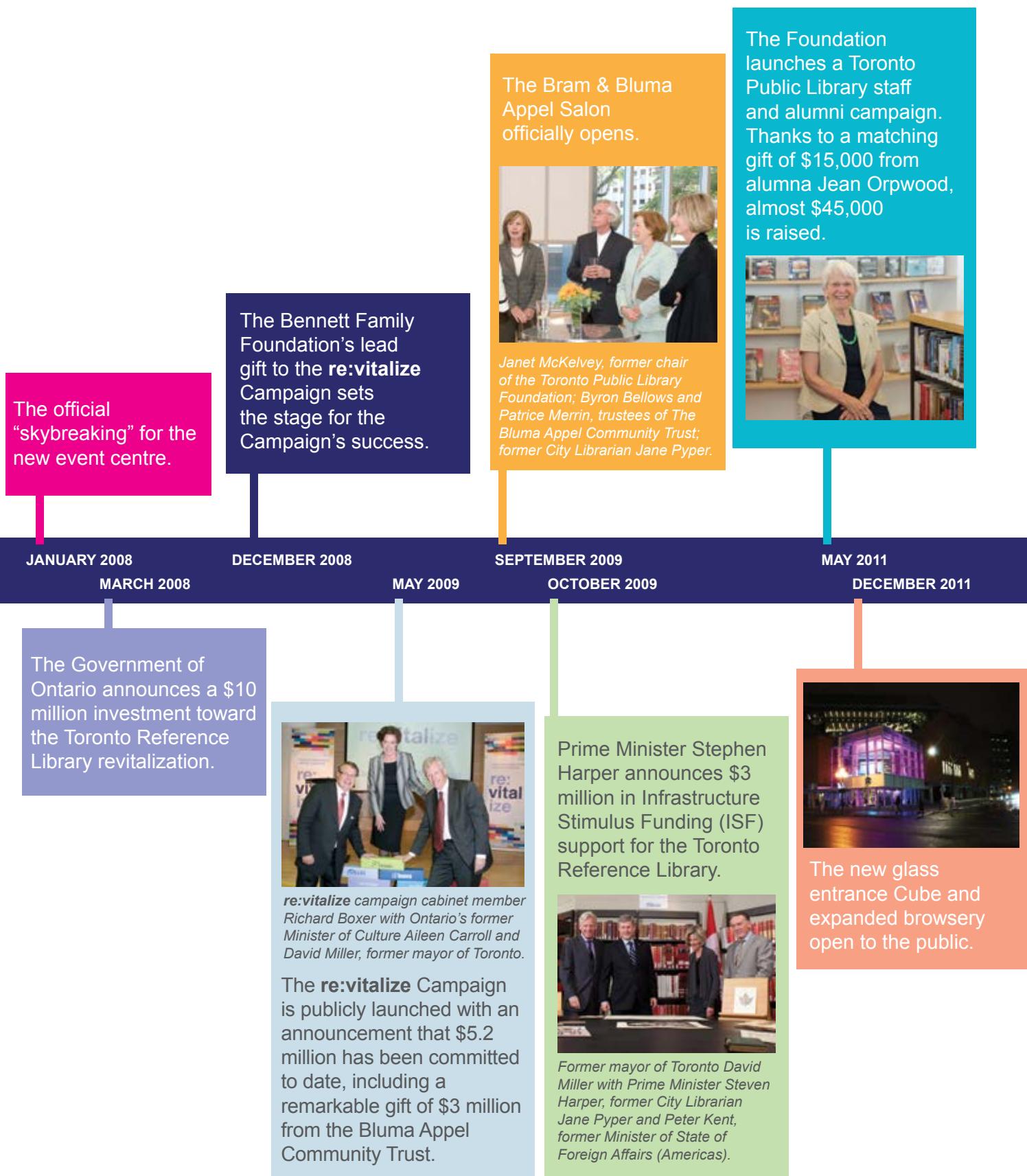
In every sense, **re:vitalize** was a game-changer. The community – from Library users to philanthropists and leading corporations – stepped forward with financial gifts in support of our shared ambitions for the Toronto Reference Library. Through their generosity they demonstrated that **philanthropy can play an important role in strengthening city-owned public institutions like Toronto Public Library**. While city funding is vital to a strong Toronto Public Library system, **re:vitalize** showed that when given the opportunity, Torontonians will support projects that help achieve powerful outcomes beyond what city funding alone can make possible.

In fact, through the generosity of our donors, the Toronto Public Library Foundation **met and exceeded its fundraising goal** with **re:vitalize**. Thanks to you and our government partners, the Foundation raised **\$10.6 million** in support of the **\$36.4 million** revitalization of the Toronto Reference Library.

Sources of Funding



Planning for the revitalization of the Toronto Reference Library began years before the launch of the **re:vitalize Campaign**. Here are notable highlights.



Marilyn and Charles Baillie pledge an extraordinary gift of \$1.5 million, taking the Campaign over its \$10 million goal.

The expanded TD Gallery opens, featuring a special exhibit of treasures from the Library's Special Collections. These include works donated by the family of James Bain, Toronto Public Library's first Chief Librarian.



Portrait of James Bain by Sir Edmund Wylly Grier, Toronto Public Library Special Collections.

JANUARY 2012

JUNE 2012

APRIL 2013

FEBRUARY 2014

SEPTEMBER 2014

The Foundation and TD Bank Group host a celebratory **re:vitalize** Donor Recognition Event in the new Cube.



New features on the second floor open to the public, including five new study pods and the new Meet-Up space.

Toronto Public Library hosts an open house celebration to showcase the new features of the revitalized Toronto Reference Library.

The Marilyn & Charles Baillie Special Collections Centre opens.



Photo by Entro Communications



re:vealing

Realizing a building that connects people with their Library in bold new ways



The revitalization reimagined the way people connect with the Toronto Reference Library. New architectural features and transparent elements have created a more inviting interface between Torontonians and their Library. The result is a magnificent new destination at the heart of our city.

New Glass Cube

The Library's soaring new two-storey entrance "Cube" and glass wall along Yonge Street invite exploration of the excellent programs, services and collections beyond the glass façade.

"Through great new architectural features, the Toronto Reference Library is no longer seen as a fortress for solitary study," said Shawn Micallef, a noted author and a senior editor at *Spacing* magazine. "The city and Library meet each other on the sidewalk now, inviting people inside to learn, connect and discover."

Browsery

Widely seen as a contemporary urban living room for Library users, the expanded browsery provides a comfortable space for enjoying Library resources.



TD Gallery

The expanded TD Gallery is one of the gems of the revitalized Toronto Reference Library. Showcasing curated exhibitions drawn from the Library's own Special Collections and those of partner institutions, the TD Gallery has emerged as one of the city's best places for exploring Toronto's heritage.



"The TD Gallery is a wonderful new space for programming," said Mary Rae Shantz, manager of Special Collections, Archives and Digital Collections. "With its interactive features, new display cases and prominent positioning at the Library entrance, the new TD Gallery offers amazing opportunities to highlight our city's diverse, colourful past."

re:engaging

Establishing the Toronto Reference Library as the premiere place for community engagement

Since opening in 2009, The Bram & Bluma Appel Salon has become a sparkling space for literary culture, discussion, debate and civic discourse. The Bram & Bluma Appel Salon has been visited by more than 50,000 people who

come to see internationally acclaimed authors such as Malcolm Gladwell and Canadian icons such as Chris Hadfield. The space is equally popular as an event venue for private functions.



“The Bram & Bluma Appel Salon is a modern agora where the currency of the marketplace is the congenial exchange of ideas, the welcoming sense of community and the openness of robust debate. It does what every common, public space should do.”

Michael Enright, CBC Radio Sunday Edition and frequent Salon host



Clockwise from top left: Margaret Trudeau; Measha Brueggergosman; Douglas Coupland; Steve Paikin in conversation with Irshad Manji, Bluma Lecture, 2014; Chris Hadfield; Malcolm Gladwell.

re:discovering

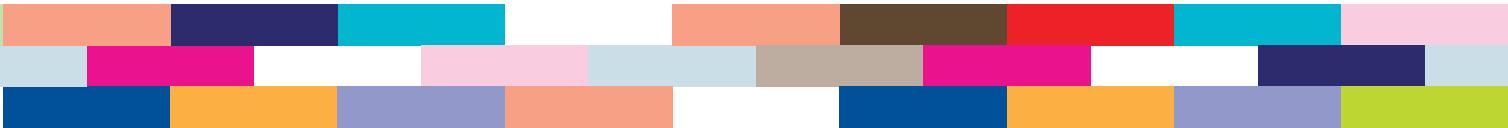
Providing new prominence and increased accessibility
to the Library's Special Collections through a
remarkable new Special Collections Centre

The Toronto Reference Library has long been home to one of Canada's most extraordinary collections of materials documenting our city's and our country's public record. But for many years, this collection was largely hidden away. Thanks to the revitalization, the Library's two million-item Special Collections – containing historical maps, original manuscripts, documentary art, photographs, rare first editions and an extensive collection of ephemera – now have a crowning new home in the Marilyn & Charles Baillie Special Collections Centre.

Within the expansive Special Collections Centre is the new Arthur Conan Doyle

Room to house items drawn from the Library's world-renowned collections celebrating the life and work of Sir Arthur Conan Doyle. The Centre also includes a Presentation Room for visitors and donors to view featured items.





3.



4.



5.

1. Marilyn & Charles Baillie Special Collections Centre rotunda
2. Arthur Conan Doyle Room
3. A Friendly Meeting in Early Canada, 1924, J.E.H. MacDonald
4. Bloor Viaduct, July 18, 1917
5. Portrait of John Graves Simcoe, 1791. Jean Laurent Mosnier. Gift of Sir R. Leicester Harsnworth.
6. The first printed map of the North Pole. Septentrionalium Terrarum Descriptio, Gerard Mercator, Amsterdam: Jodocus Hondius, 1613. Gift of George Weston Ltd.
7. Presentation room



6.



7.



re:learning

Enabling research and discovery through innovative spaces and resources



1.

The Toronto Reference Library has been transformed with flexible new spaces that allow for quiet or collaborative study.

Study Pods

Dotting three of the five floors, the translucent, free-standing study pods allow for individual quiet study or small group collaboration.

“Our intention with these new study pods was to create totally fresh and contemporary spaces for study,” said project architect Ajon Moriyama. “We love how library users have embraced them, and how well they have been integrated into the design sensibility of the Library.”



2.



1. Study Pods 2. Second floor study area
3. A variety of seating options



4.



5.

4. Norman G. Hinton Learning Theatre 5. Music room
6. Meet-Up



6.

Norman G. Hinton Learning Theatre

The new Norman G. Hinton Learning Theatre is equipped with the latest in audio-visual technologies. It provides an ideal space for business and digital innovation instruction, film screenings, poetry readings and class visits.

The Meet-Up

The Meet-Up has become a great new space for collaborative study. One of several new group-study areas within the revitalized Toronto Reference Library, the Meet-Up was made possible through a gift from the Sorbara Family Foundation.

Reconfiguring Collections

The Library's collections have been reconfigured to group similar subject areas together to make self-guided research easier.

New Music Rooms

Two new dedicated music practice rooms provide free-of-charge space for practicing or creating music, one of which was made possible through a gift from Gail and Mark Appel, in loving memory of Jonathan Appel.

re:connecting

Optimizing communications and connectivity through innovative technology and spaces

The Toronto Reference Library's revitalization includes the addition of technologies to help Library users access resources in new ways.



Global Connect Wall

The 12-screen Global Connect Wall on the Library's main floor offers up-to-the-minute news and business information from around the world; this was made possible through a gift from Richard and Joan Boxer. Its popularity underscores the Library's role of providing access to the world of knowledge and information.

Digital Technologies

Today, the Toronto Reference Library is equipped with across-the-board technology features to better connect Library users with resources and collections. With interactive digital screens in the TD Gallery, prominent digital technologies throughout the Library, a digital audition board for actors and a digital screen with business news, the revitalized Toronto Reference Library gives Library users better access to information, programs and services.



1. Global Connect Wall
2. Digital screens in the TD Gallery
3. Output from the 3D printer
4. Asquith press

The Library of the Future

The Toronto Reference Library is embracing applications for the future, including exciting new tools for creating and connecting. Recent and future technology features at the Toronto Reference Library include:

- The remarkable Digital Innovation Hub (February 2014)
- The Asquith Press book printing service (June 2014)
- Digital donor screen (September 2014)
- Tablet computers for search at the ends of book stacks.

Our re:vitalize Champions

The Toronto Public Library Foundation was heartened by the hundreds of individual, corporate and foundation donors who stepped forward with financial gifts in support of **re:vitalize – Toronto Reference Library Campaign**. Special thanks to these tremendously generous **re:vitalize** champions, whose belief in Toronto Public Library and our ambitions for the future made so many of our successes possible.



The Bluma Appel Community Trust

Throughout her life, Bluma Appel dazzled. A tireless organizer, an unparalleled philanthropist, Bluma was a dynamic force in Toronto, doing so much to help grassroots organizations take flight and to encourage activities, justice and opportunities for all. Along with her husband, Bram, of 67 years, the Appels were instrumental in funding many of Toronto's leading arts organizations and in bringing awareness to various social and medical causes close to their hearts.



Though Bluma and Bram both passed away in 2007, their legacy lives on through The Bluma Appel Community Trust and the many initiatives it has enabled including a transformative gift in support of **re:vitalize**. Since opening in 2009, The Bram & Bluma Appel Salon has become a remarkable centre for the literary arts in Toronto and a fitting tribute to two people who expressed their values through their philanthropy.

Charles & Marilyn Baillie

The Baillies have lent their support to causes that create opportunities for experiencing art and culture and that enable opportunities to learn from Canada's heritage.

In 2012, the Baillies made a remarkable gift in support of **re:vitalize**. Their gift made it possible to create the new Marilyn & Charles Baillie Special Collections Centre.



"We feel very fortunate to have been in a position to help Toronto Public Library realize the creation of this wonderful new Centre," said Marilyn Baillie. "Charlie and I are great believers in the importance of preserving and learning from Canada's heritage and are delighted that this new space will provide opportunities for people to discover treasures from our past."

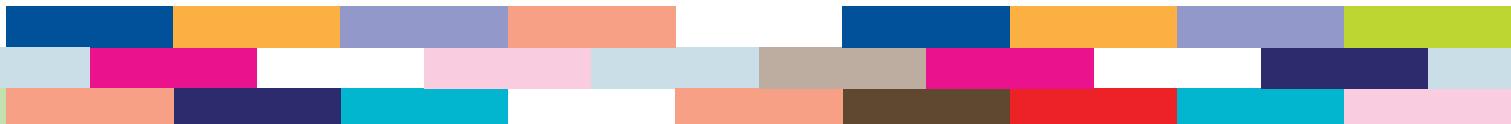
The Bennett Family Foundation

A member of the Toronto Public Library Foundation's Governors' Council since 2005, Avie Bennett is a well-respected businessman, publisher and philanthropist. Both professionally, as the former owner of McClelland and Stewart, and privately, often behind the scenes, Avie has been a tireless champion of Canadian writers and artists. His commitment to the preservation of Canada's heritage is expressed through the promotion and encouragement of those who celebrate it.



With his wife Beverly, The Bennett Family Foundation's lead gift to the **re:vitalize** Campaign set the stage for the Campaign's success. Their forward-thinking companion gift enabled the creation of the Toronto Public Library's ground-breaking *Ready for Reading* Resource Guide, enhancement of the Library's multilingual materials in a variety of languages and formats for both adults and children, and the creation of a new circulating careers collection at the Toronto Reference Library. We are pleased to demonstrate our gratitude for their generosity through the naming of The Bennett Family Foundation Canadian Literature Collection at the Toronto Reference Library.

"Toronto Public Library is one of our city's greatest resources," said Avie Bennett. "It is more than a repository of words on pages and screens. It is the heart of the imagination of the city and a gateway to our country for those newly arrived. It is crucial that we all stand on guard and do what we can to ensure that it remains a vital and dynamic centre for learning and engagement."



TD Bank Group

TD Bank Group and Toronto Public Library have a long history of partnership dating back to a transformative gift in the mid-1990s that resulted in the creation of the TD Gallery at the Toronto Reference Library. Through their corporate giving, TD Bank Group promotes the importance of early literacy programs and the preservation of Canada's heritage.



TD Bank Group's donation enabled the Library to significantly expand the TD Gallery and give it more prominence.

"We were thrilled to join with Toronto Public Library in realizing a new expanded gallery space for the benefit of all Torontonians," said Frank McKenna, Deputy Chair, TD Bank Group, and Honorary Chair of the Foundation's **re:vitalize** Campaign. "TD is enormously proud to support a project that creates even more opportunities for people to learn, discover and enjoy the Library's remarkable cultural and heritage collections."

J.P. Bickell Foundation

The J.P. Bickell Foundation is one of Canada's longest-standing and most generous private foundations, having given more than \$140 million to Ontario charities, including a generous gift in support of **re:vitalize**.



"Toronto Public Library is an important organization doing vital work in our city," said Eric Saarvala, Manager, Charitable Foundation Services, Scotiabank. "As Trustee of the J.P. Bickell Foundation, Scotiabank was delighted to support this community-building project."

Estate of Norman G. Hinton

Norman George Hinton (1930 - 2009) was an avid Toronto Public Library user and a self-made investment guru who spent his adult life developing financial literacy skills and managing his own portfolio using the resources at the Library. His belief in Toronto Public Library prompted him to remember Toronto Public Library in his will. In recognition of his support, the new Learning Centre at the Toronto Reference Library was named in Norman G. Hinton's honour.

"Norman was a staunch supporter of Toronto Public Library. He valued its resources, both for his own needs and also for the betterment of the city," said David Mattinson, friend and executor of the Estate of Norman G. Hinton. "I know that Norman would have been pleased to see how his gift will benefit the people of Toronto."

Richard Boxer



Richard Boxer is a founding and current member of the Toronto Public Library board of directors and one of the Library's greatest champions. Richard and his wife Joan's wonderful gift in support of **re:vitalize** has been recognized on the new Global Connect Wall.

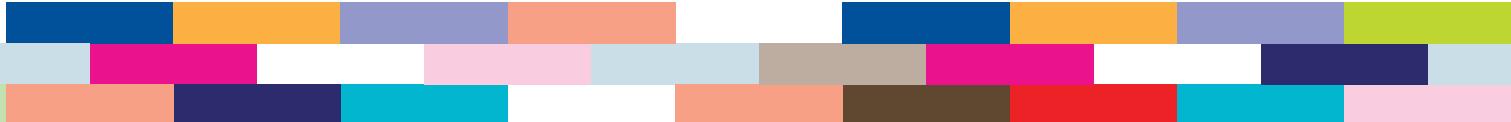
"I feel so fortunate to have been involved with Toronto Public Library as long as I have," said Richard. "There is no organization that does more for all the citizens of Toronto than Toronto Public Library and Joan and I feel very fortunate to have had such a long standing relationship to the Library and its activities."

Alan Broadbent



Through the Maytree Foundation which Alan founded in 1982, Alan has worked to reduce poverty and inequality in Canada and to build strong civic communities.

"Toronto Public Library is often the first place that newcomers visit when they arrive in Canada," said Alan. "Keeping Toronto Public Library strong is essential to helping people access programs, services and supports that can help them improve their lives."



Bill Linton and Marilynne Day-Linton

The former CFO of Rogers Communications Inc., Bill Linton joined the campaign cabinet for **re:vitalize** in honour of his mother Charlotte, a librarian in Nova Scotia who passed away in 2008.

“While public libraries were always a part of my life growing up, I had moved away from them as I got older,” said Bill. “Becoming involved with this Campaign became a wonderful way of remembering my mother and rediscovering just how amazing public libraries can be.”

The Lintons’ gift in support of **re:vitalize** has been recognized in association with the new Computer Centre on the Library’s third floor.

The Sam Sorbara Charitable Foundation

The Sam Sorbara Charitable Foundation is a private foundation created and managed by the Sorbara family in honour of their father.

The Sorbara family’s gift is being recognized in association with the new Meet-Up space located on the second floor of the Toronto Reference Library.



Edward Sorbara, Joseph Sorbara, Marcella Tanzola and Greg Sorbara.

“As a family, we recognize that giving back is an important part of what it means to be part of our community,” said Edward Sorbara, who serves on the Toronto Public Library Foundation’s Governors’ Council. “Giving to Toronto Public Library through the Foundation just made sense to us.”



The Toronto Public Library Foundation is proud to recognize and celebrate those donors who joined with us in realizing the Library of the Future. Thank you for sharing our belief in Toronto Public Library and for your generosity in support of **re:vitalize – Toronto Reference Library Campaign**.

Lead Gift \$3,000,000

The Bluma Appel
Community Trust

Leadership Gift \$1,500,000

Charles & Marilyn Baillie

\$100,000 - \$1,499,999

The Bennett Family Foundation
J.P. Bickell Foundation
Richard & Joan Boxer
Alan & Judy Broadbent
Estate of Norman G. Hinton
Bill Linton & Marilynne Day-Linton
The Sam Sorbara Charitable
Foundation
TD Bank Goup

\$25,000 – \$99,999

Gail Rose and Mark Appel in
honour of Jonathan Appel
Mercedes A. Azárraga in honour of
Eduardo A. Azárraga Jr.
BMO Financial Group
Connor, Clark & Lunn
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Donald McKenzie
Beth McLean

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Jane Pyper
Gail Rankin & Geoff Collins

In memory of Frank Rebick
Mitzi Reinsilber in honour of
Larry Reinsilber

In memory of Ted Rogers
Heather Rumball

Mary-Ellen Simon
Leslie Smyth in memory of
Bill Taylor & Allan Smyth

Ian & Julie Still
Bill Vrantsidis in memory of
Tim Egan

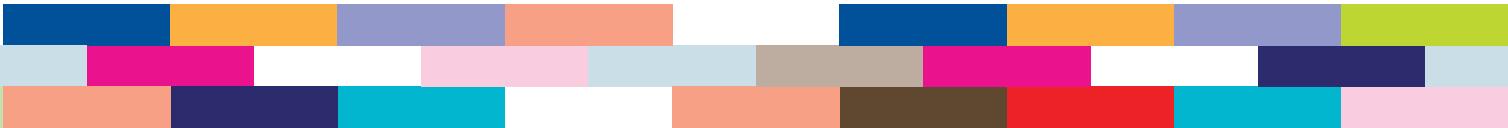
Anonymous (1)

\$500 - \$999

Joe & Antoinette Berridge
Gunes Ege
Steve Garmaise & Sue Rebick
Lori Russell
Donna Shea
Joyce N. Watson
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Joan Abernethy
Sharon Andic
Marion & Lorne Andrews
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 Viola Leff
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Margaret Smyth
Han Spoel
Jennifer Surridge
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 Wendy Setterington
Dagmar & Vaclav Taborsky
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William Toye

Paul Trumphour
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Ab Velasco
Manda Vranic
Rene Widner
Heather Wineberg
Anonymous (22)

\$25 - \$99

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Michael Binetti
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In memory of Frank Rizzi
Jean Robinson
David Sanders
Sulekha Sathi & Family
Shelley Savor
Doreen Scolnick
Martha Scott
Judith Trites
Donald T. Vanstone
Anna Windberger
Anonymous (5)

The Toronto Public Library Foundation wishes to thank the members of the Friends of the Arthur Conan Doyle Collection for their gifts in support of the revitalized ACD Room, located in the Marilyn & Charlie Baillie Special Collections Centre.

\$25,000+
Clifford & Doris Goldfarb

\$1,000 - \$24,999
The Bootmakers of Toronto
The Baker Street Irregulars
Bob Coghill
Dave Drennan
Philip Elliott
Francine Kitts
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Dayna Nuhn
Donald Redmond
Mary Rae Shantz

The Toronto Public Library Foundation and Toronto Public Library wish to thank the public funders that contributed to the revitalization of the Toronto Reference Library.



Department of Canadian Heritage through Cultural Spaces Canada



Dear Friends,

On behalf of our Board of Directors and all of us at the Toronto Public Library Foundation, please accept my heartfelt thanks for your support in making our **re:vitalize – Toronto Reference Library Campaign** such a wonderful success.

Thanks to your generosity the Toronto Public Library Foundation was able to raise \$10.6 million – including contributions from the Government of Canada – in support of the \$35.8 million revitalization of the Toronto Reference Library.

With **re:vitalize**, the Toronto Public Library Foundation created a unique opportunity for our community to support an important city-building project that would transform a much-loved public institution. When planning for the **re:vitalize** Campaign began in earnest in 2007, we hoped our community would respond favourably; that you did so generously is an inspiration to all of us. Thank you for sharing our vision for a recreated Toronto Reference Library and our belief that philanthropy can play an important role in strengthening Toronto Public Library.

Your support has enabled so much.

We have created wonderful new spaces for community engagement, new learning hubs and more responsive spaces for individual and group study. The Toronto Reference Library has been transformed into an open, inviting and dynamic place where extraordinary discoveries and experiences await.

These outcomes, and so many more, would not have been possible without the support of donors and friends – like you. Thank you.

Sincerely,

Heather Rumball
President
Toronto Public Library Foundation

re:discover

Toronto Reference Library





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t: 416-393-7123
email: foundation@torontopubliclibrary.ca

tplfoundation.ca

Toronto's Library. Absolutely Vital.

