

ABSOLUTELY VITAL

A Newsletter of the Toronto Public Library Foundation

Fall/Winter 2014

The big re:veal: donors' generosity in action at the Toronto Reference Library

What a difference five years can make.

On September 19, we celebrated the completion of the Toronto Reference Library's revitalization. Thanks to 256 very special donors and the passion of many esteemed visionaries, the **re:vitalize** - Toronto Reference Library fundraising campaign raised \$10.6 million, surpassing its \$10 million goal.

"Thanks to donors, the Toronto Reference Library has been transformed into an open, inviting and dynamic place where extraordinary discoveries and experiences happen," said director of research and reference Linda Mackenzie at the September 19 celebration.



re:vitalize supporters and ambassadors Mark Appel, Marilyn Baillie, Wendy M. Cecil, Charlie Baillie, Gail Appel at the re:vitalize donors' reception.

Foundation chair Gillian Smith thanked donors at a reception in the impressive, highly popular Bram & Bluma Appel Salon. "Your donations enable groundbreaking programs and services, innovative community spaces and exceptional collections," she said. "Without donors and ambassadors, many of the things that make Toronto's Library great simply wouldn't be possible."

During the event, acrobats performed in the dramatic atrium, where the Honourable Michael Coteau, Minister of Tourism, Culture and Sport, spoke to a full audience. Guests explored the new space during a race throughout the building, collecting stamps at the Digital Innovation Hub, TD Gallery, Norman G. Hinton Learning Theatre, and Marilyn & Charles Baillie Special Collections Centre.

The audience viewed an inspiring new video taken from the Library's



Gillian Smith, chair, Toronto Public Library Foundation and Ajon Moriyama, architect of the revitalization.

own drone. The enthusiastic reaction of both audience and media suggests that people are very excited about the Library's bright future. Watch the drone video at www.tpl.ca/rediscovertrl.

"When we began this campaign, we did so to help create the Library of the future," said **re:vitalize** campaign cabinet chair Richard Boxer. "Five years later, we are enormously proud of how things turned out. The Library has gone through a remarkable transformation."

DID YOU KNOW?

The Toronto Reference Library remained open throughout the construction. This was quite a feat, given that it gets one million visitors each year.

Tenth annual *Book Lover's Ball* promises after-hours enchantment at Toronto Reference Library

New co-chairs bring a vibrant new perspective to one of Toronto's favourite fundraisers.

Helen Burstyn and Amy Burstyn-Fritz have taken on the leadership of *The Book Lover's Ball* – Toronto Public Library Foundation's annual fundraising gala. Along with their committee, the energetic mother-daughter pair is responsible for making *The Book Lover's Ball* a truly unforgettable event.

"I've been using the Library ever since I learned to read," says Helen. "As an adult, I've become aware of how much the Library matters as a place to bring people together, a place where people can convene and discuss ideas."

This tenth-anniversary gala will

be held among the stacks at the recently revitalized Toronto Reference Library. The inspiring setting, sumptuous food and celebrity authors promise to make it an extraordinary evening. Guests can bid on literary-related auction items or adopt one of Toronto Public Library's soon to be 100 branches.

"The Library is one of the greatest treasures that our city has," adds Amy, "and *The Book Lover's Ball* is an amazing party."

Those who come for the after-party will groove to music and enjoy literary-themed late-night party games such as



The Book Lover's Ball co-chairs Amy Burstyn-Fritz and Helen Burstyn.

speed Scrabble with their favourite authors.

The Book Lover's Ball aims to raise more than \$700,000 to enhance Library collections, programs, services, technology and community spaces. It takes place on Thursday, February 5, 2015. Visit bookloversball.ca.

Toronto's life in pictures finds a home at Toronto Reference Library

The *Toronto Star* has donated an extraordinary vintage photo archive to Toronto Public Library.

Toronto Public Library is now in possession of the only complete archive of Canadian news photographs spanning the entire 20th century. It's all thanks to the *Toronto Star*, whose photographers captured the more than one million photographs of life in Toronto between 1900 and 1999.

"We feel the Toronto Public Library is an extraordinary city institution and a great place for these photographs. Part of ensuring the future of



From the archives: Pierre Trudeau with Queen Elizabeth II during her 1977 royal visit.

Toronto is shoring up our memories of this city as it once was," said John Cruikshank, publisher of the *Toronto Star*. "This is especially important for newer residents, who didn't know Toronto in its earlier days. We believe this collection will help them and all Torontonians better understand our past and appreciate our future."

The photos are available in the Marilyn & Charles Baillie Special Collections Centre to students, researchers and members of the public who wish to gain insight into the changes in our city, including the evolving daily life, fashion and economic and social developments.



David Macfarlane, writer; Michael Foderick, chair of the Toronto Public Library Board; Jane Pyper, former City Librarian; and Bob Hepburn, Toronto Star's community relations and communications director in the Marilyn & Charles Baillie Special Collections Centre on June 25, 2014.

Three more years of summer reading thanks to TD Bank Group

The Toronto Public Library Foundation is truly grateful to TD Bank Group for renewing their support of the TD Summer Reading Club. TD has committed \$2,600,000 for the program for 2015-2017.

TD Bank Group has been generously supporting Toronto Public Library programs and services, collections and community spaces for many years. Their contributions have primarily been in support of children's literacy, culture and the arts.

Nowhere is TD's commitment more evident than in the TD Summer Reading Club, an inclusive, bilingual program delivered by public libraries across Canada. The program engages children during the summer months with in-branch programming that builds reading and pre-reading skills. It has instilled the joy of reading into a generation of children.

Thanks to TD's support, the program has continued to grow and thrive. TD Summer Reading Club has grown nationally, expanding first across the province of Ontario in 2001 and more widely across Canada in 2004. In 2013, over 30,000 young people took part in Toronto and 289,000 across Canada.



TD Summer Reading Club participants.

North York Central's most devoted visitors

When four-year-old Adharsh Saravanan started junior kindergarten this past September, he had already read more than 70 books.



TD Summer Reading Club give-aways.

Adharsh and his nine-year-old sister Anuvarshini were regulars at the TD Summer Reading Club at North York Central Library last summer. They visited daily, collecting books, stickers, pencils and posters and keeping track of their voracious reading in their TD Summer Reading Club passports.

"Both children love reading," says Adharsh's mother Dhanalakshmi Saravanan, a great reader herself (she enjoys everything from *Harry Potter* to Shakespeare). "They go to sleep with a book, get up with a book, and talk about who reads more books."

DID YOU KNOW?

The most important predictor of academic success is the amount of time people spend reading books.

Toronto Challenge raises \$10,000 for Home Library Service



One of the friendly Home Library Services delivery staff.

In June, Toronto Public Library and Foundation staff walked in the Toronto Challenge in support of the Home Library Service, a lifeline for homebound Torontonians across the city. The words of a grateful user helped make the \$10,000 they raised even more special.

“I cannot tell you how much [the Home Library] service means to me. I’ve always loved the TPL, but now it makes a genuine difference in my life,” Jocelyn Heisel wrote on Facebook, explaining that when she became sick suddenly six years ago, she could no longer make regular visits to her local branch.

More than 2,500 people receive Home Library Service, getting a variety of library materials delivered free of charge. The service is available for all Toronto residents who are homebound for three months or longer due to age, illness or disability.

Thanking our donors with a digital donor screen

At the entrance of the Toronto Reference Library, we’ve installed an interactive digital screen to acknowledge you, our generous donors. The searchable touch-screen technology allows Library users to learn more about the remarkable people who support Toronto’s Library. Be sure to try it out - and take a bow!



Library patron explores the new digital donor screen.

Celebrate the season



Holiday cards can be mailed or emailed.

This holiday season, celebrate your loved ones by making a donation in their honour to Toronto Public Library. The cards feature beautiful images from the Library’s Special Collections. Send one to someone you’ll be thinking of this winter.

Go to tplfoundation.ca/give-in-honour-or-memory



Our mission is to inspire giving to Toronto Public Library in support of exemplary collections, ground-breaking programs and services, and innovative community spaces.

Absolutely Vital is issued twice a year to donors to the TPLF.

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