



Councillor Paul Ainslie

Toronto City Council
Scarborough East - Ward 43

Chair, Scarborough Community Council
Chair, Government Management Committee
Chair, Toronto Public Library Board

Date: June 12, 2012
To: Toronto Public Library Board
From: Councillor Paul Ainslie
Re: Introducing an affinity credit card for Toronto Public Library employees and City of Toronto residents.

Dear Fellow Library Board Members,

Affinity credit cards are typically offered through a partnership between a lending institution and a non-financial organization. A Toronto Public Library affinity card program would enable the Library's employees and customers to use a specially branded credit card that generates a percentage of every transaction charged to the card as revenue for the organization. There would be no additional cost to the library or residents to use this card.

I am writing to ask you support the following motion.

Recommendations:

1. The Chief Librarian identify a strategy to:
 - a. Create a partnership with a financial institution and the Toronto Public Library to create an affinity credit card available to the general public for use such that a percentage of all fees earned by the credit card company will revert back to the Toronto Public Library; and
 - b. Identify a strategy in which all employees of the Toronto Public Library that are using credit cards be issued one on an affinity basis such that funds can be raised for programs as Toronto Public Library Board sees fit.

Sincerely,

Councillor Paul Ainslie
City of Toronto
Scarborough East Ward 43

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