

BOUNDLESS

University Advancement
Performance Indicators



UNIVERSITY OF
TORONTO

FY 2013–2014

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ALUMNI ENGAGEMENT

ALUMNI DEMOGRAPHICS

Number of Alumni

529,228

Living alumni

Global Alumni Distribution

197

Countries

New Graduates

11,560

June and November 2013 Convocations

Average Age of Alumni

48

Years

Age Distribution of Living Alumni

3.5%

Less than 25 years of age

17.6%

55 to 64 years of age

20.8%

25 to 34 years of age

10.7%

65 to 74 years of age

19.0%

35 to 44 years of age

5.8%

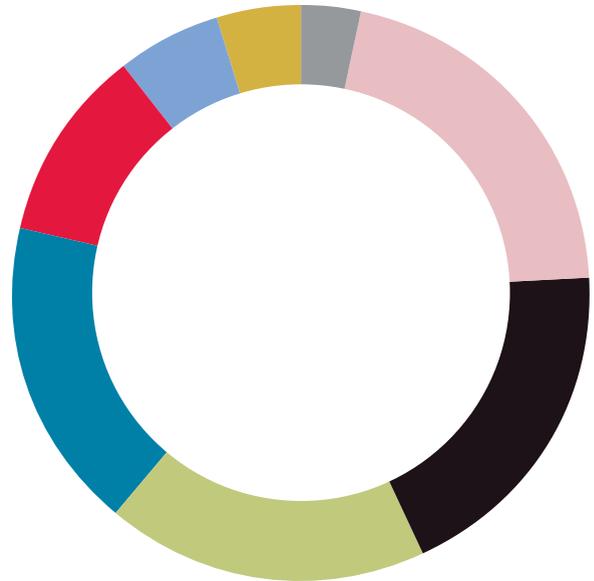
75 to 84 years of age

17.9%

45 to 54 years of age

4.7%

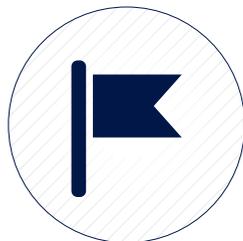
85+ years of age



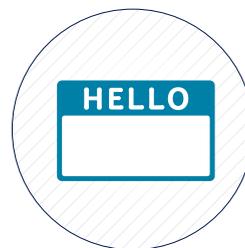
ALUMNI ENGAGEMENT

Pride of Association

Bringing Alumni and Students Together



Boundless Engagement

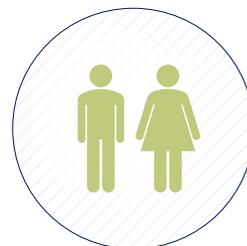


Building Communities and Connections



Alumni Relations' mandate is to stimulate alumni pride, engagement and support for the University of Toronto. During 2013–2014, a record **67,631** alumni and students participated in alumni programming and events, and **9,233** alumni volunteered their time to U of T. In the following pages, we demonstrate the scale and impact of alumni engagement across the University and around the world.

Volunteer Impact



Lifelong Learning



Divisional Events and Engagement





Pride of Association

Our vision for Alumni Relations is to foster and support alumni who see themselves as proud lifelong members of a shared community and are invested in the future success of the University. Through our activities, we help alumni show their pride as enthusiastic ambassadors, supporters and citizens of the University. Alumni events are held in cities around the world and throughout the Greater Toronto Region, and many are hosted by affinity-based groups representing diverse demographics of alumni. Events are just one of the many ways the University promotes pride of association.

95%

Fostered pride in U of T

94%

Created emotional connection to U of T

96%

Strengthened intellectual connection to U of T

90%

Increased the sense that alumni have a stake in U of T's success and achievements

91%

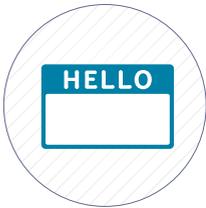
Enhanced understanding of U of T's need for support

97%

Created a greater sense of belonging to the U of T community

92%

Increased willingness to recommend U of T to an outstanding student



Boundless Engagement

Engagement opportunities for alumni are not limited by the boundaries of geography, age, affinity or life stage. Through our regional programming, student and young alumni events, alumni travel and various other initiatives, we provide alumni with numerous ways to connect with U of T and their interests.

Regional Events:

135

Total regional events

5,781

Attendees

57

Cities

Student and Young Alumni Events:

40

Events

3,183

Attendees

213

Volunteers

Alumni Travel:

369

Alumni and guests

54

Countries



Volunteer Impact

From student career advice, speaking engagements and organizing reunions to participating in governance, alumni associations and Boundless campaign activities, alumni volunteers lend their time and talents to a broad a range of projects supporting the University's highest priorities.

9,223

Alumni volunteers advanced the University's mission

85

Alumni volunteered as regional alumni representatives worldwide

74

Alumni activities were organized by volunteers at our regional branches

53

Alumni associations actively promoted engagement within the University community

16

Alumni volunteers participated in student recruitment events

190

Students were engaged by alumni recruitment volunteers

1,892

Mentors worked with students



Divisional Events and Engagement

Alumni Relations works closely with divisional advancement offices within the University's colleges and faculties to facilitate alumni engagement opportunities. During 2013–2014, our divisional colleagues helped connect thousands of alumni through a diverse calendar of events.

867

Divisional events were held

28,991

Alumni and friends attended



Lifelong Learning

Every year, Alumni Relations organizes dynamic educational programming for alumni as part of our promise to provide our graduates with access to the wealth of research and innovative teaching taking place at U of T.

73

Academic lectures were offered to alumni

31

Divisions, faculties and colleges participated in alumni lectures

57

Faculty members presented alumni lectures



Building Communities and Connections

Programs such as U of T in Your Neighbourhood, Spring Reunion and various affinity-based alumni groups help our alumni to pursue their passions and access the University as a lifetime resource for ideas, connections, networks and support.

1,453

Alumni and guests attended U of T in Your Neighbourhood events and lectures

25

U of T in Your Neighbourhood events were held

6,660

Alumni and guests registered for Spring Reunion

110

Spring Reunion events were held across our three campuses

25

Divisions, faculties and colleges participated in Spring Reunion

2,679

Alumni and guests attended events held by affinity-based alumni groups such as LGBTQ, African, Chinese, Indian, Senior, Finance and Soldiers' Tower



Bringing Alumni and Students Together

Alumni programming is increasingly focused on connecting alumni with students in order to help students navigate the various transitions they experience as they study and prepare for professional life.

Next Steps Conference:

572

Attendance at Next Steps Conference for graduating students

147

Alumni volunteers attended the Next Steps Conference to support graduating students

93.5%

of respondents said Next Steps helped them feel more prepared to graduate

Dinner with 12 Strangers:

391

Students attended Dinner with 12 Strangers (D12)

29

D12 events were held

32

Volunteers hosted D12 events

Mentorship:

1,892

Alumni mentors worked with students

18

Divisions offered mentorship programs

33

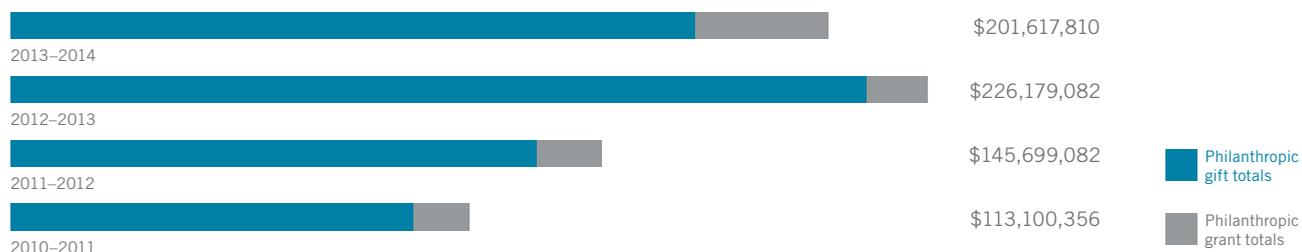
Mentorship programs helped students across the University

FUNDRAISING PERFORMANCE

ANNUAL FUNDRAISING PERFORMANCE

In 2013–2014, U of T received a high level of philanthropic support, raising \$201,617,810, including \$168,785,447 in new gifts and \$32,832,362 in new grants from individuals, foundations and corporations. This outpouring of generosity from 26,252 donors is creating countless opportunities for students and contributing to critical research discoveries across a broad spectrum of disciplines.

Total Gifts and Pledges



Donor Count

26,252

Total donors

80%

20,965 alumni

17%

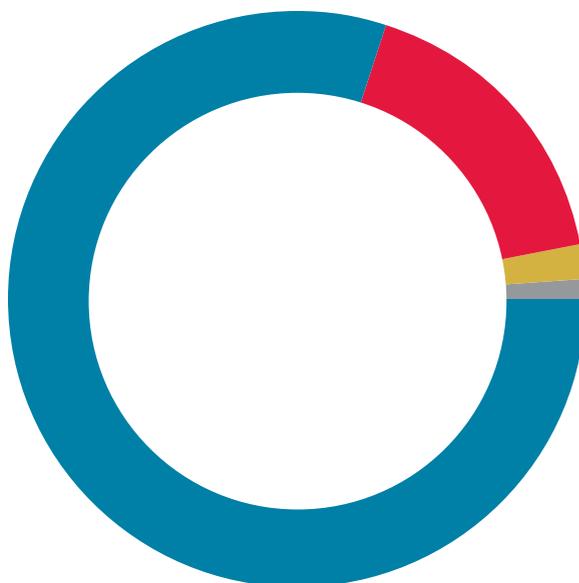
4,343 friends

2%

589 corporations

1%

355 foundations and organizations



Expendable vs. Endowed

Excludes gifts in-kind

77%

Expendable

23%

Endowed

Planned Gifts

During the past three years, U of T has received \$30,093,257 in realized planned gifts. During the same period, the University has received 394 intentions for future estate gifts totalling \$65,097,915.

Realized Estate Gifts

2013–2014	\$12,424,948
2012–2013	\$10,130,725
2011–2012	\$7,537,584

Intentions for Future Estate Gifts

2013–2014	\$23,581,358
2012–2013	\$19,684,350
2011–2012	\$21,832,207

Total Gifts by Level

Last year, total gifts (not including philanthropic grants) at different giving levels included:

Principal gifts (\$5M and up)	\$56,000,000
Major gifts (\$1M to \$4.9M)	\$32,370,302
Major gifts (\$25K to \$999K)	\$49,982,210
Annual gifts (under \$25K)	\$15,319,839

Total Gifts by Donor Type

Last year, total gifts (not including philanthropic grants) from different donor demographics included:

Alumni	\$70,486,581
Foundations and organizations	\$53,614,952
Friends	\$27,767,316
Corporations	\$16,916,598

Total Gifts by Priority

Last year, total gifts (not including philanthropic grants) were directed to various areas of the University including:

Programs and research	\$72,870,362
Infrastructure	\$37,930,100
Student experience	\$33,509,009
Gifts in-kind	\$15,054,725
Faculty support	\$9,421,251

Annual and Leadership Gifts

Annual and Leadership Giving (which refers to gifts under \$25,000) has increased by a record 25 percent over the past two years. An important subset of this amount is gifts made in response to annual and leadership solicitations, as this is an indicator of the success of the University's fundraising efforts directed to large numbers of alumni and friends through mail, e-mail, telephone, online and personal contact.

Gifts under \$25,000

2013-2014	\$15,319,839
2012-2013	\$17,248,215
2011-2012	\$16,775,051

Core Annual Fund

2013-2014	\$11,523,033
2012-2013	\$11,207,879
2011-2012	\$9,894,446

Annual and Leadership Solicitation: Average Gift

2013-2014	\$386.91
2012-2013	\$413.59
2011-2012	\$342.21

Cash Received

2013–2014	\$143,383,507
2012–2013	\$132,929,525
2011–2012	\$91,451,893

Reconciliation with Audited Financial Statements, 2013–2014

Audited Financial Statements

University of Toronto

Monetary gifts	\$112,847,694
Gifts-in-kind	\$14,316,856
Subtotal	\$127,164,550

Federated Universities*

University of St. Michael's College	\$4,064,643
Victoria University	\$5,423,948
University of Trinity College	\$4,234,578
Subtotal	\$13,723,169

Other Affiliated Institutions	\$237,823
Joint Fundraising Gifts	\$2,818,522
Other Donations Not Recorded in FS	\$3,939,881
TOTAL	\$147,883,945

*These figures include donations received by the University of St. Michael's College, University of Trinity College and Victoria University.

The University's audited financial statements for donations are based on cash received and do not include any future pledges or cash-received totals from the federated universities and other affiliated organizations. Accordingly, the audited financial statements for 2013–2014 state that the University received \$127,164,550 in donations revenue.

Advancement Return on Investment

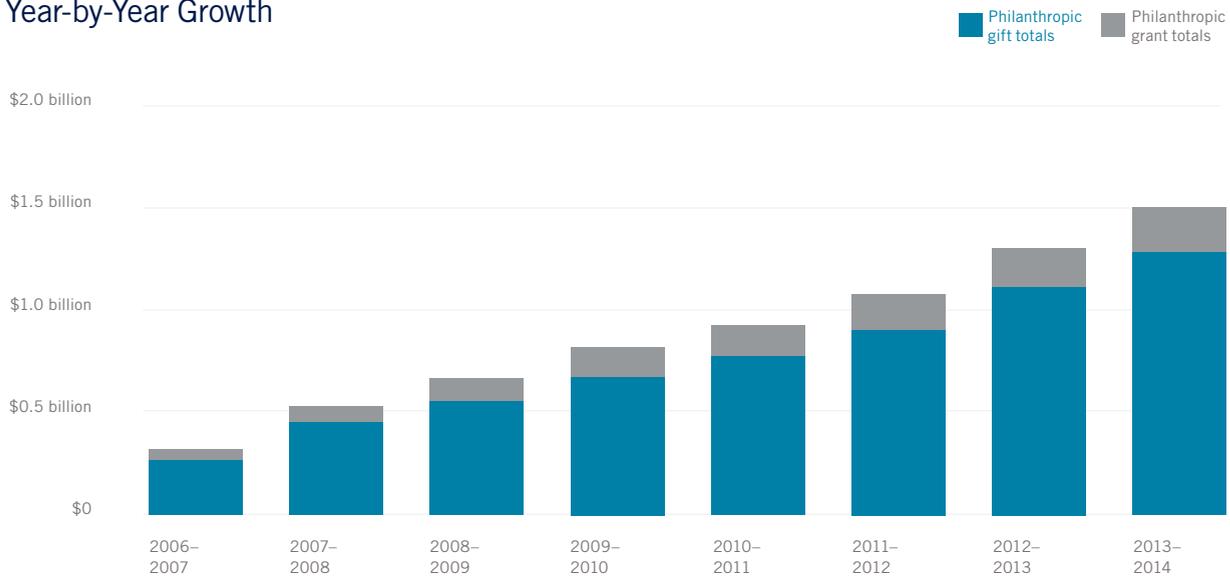
Over the past eight years, University Advancement's cost per dollar raised has ranged from 8¢ to 23¢, with an average of 14¢—more than a seven-fold return on every dollar spent.

This average is well below the 35¢ threshold cost listed in the Canada Revenue Agency's guidance: *Fundraising by Registered Charities* and below the midpoint of what is considered an acceptable range in our industry: 15¢ to 25¢.

CAMPAIGN PERFORMANCE

Boundless: The Campaign for the University of Toronto raised \$1,505,175,008 toward its \$2 billion goal by April 30, 2014, setting a new benchmark for philanthropy at U of T and in Canada. In 2013–2014, campaign contributions totalled \$201,617,810, including \$168,785,447 in new gifts and \$32,832,362 in new grants. As the campaign progresses toward its goal, each division is participating and realizing the fulfillment of key strategic objectives benefiting students, faculty and research. The numbers below represent cumulative gifts during the Boundless campaign.

Year-by-Year Growth



Total Giving by Type

Confirmed pledges	\$1,161,344,435	77.2%
Realized planned gifts	\$117,561,510	7.8%
Sponsorship	\$6,374,468	0.4%
Research grants	\$219,894,595	14.6%
TOTAL	\$1,505,175,008	

Total Giving by Priority Area

Student experience	\$246,890,975	16.4%
Faculty support	\$168,743,408	11.2%
Programs and research	\$461,150,698	30.6%
Infrastructure	\$408,495,332	27.1%
Research grants	\$219,894,595	14.6%
TOTAL	\$1,505,175,008	

Total Giving by Donor Type

Dollars Raised: \$1,505,175,008

Alumni:
\$613,781,073

Friends:
\$224,281,494

Corporations:
\$176,409,874

Foundations:
\$212,734,620

Organizations:
\$58,073,352

Research grants:
\$219,894,595



Expendable vs. Endowed

Excludes research grants

68%
Expendable

32%
Endowed

Donor Counts: 85,406

Alumni:
58,004

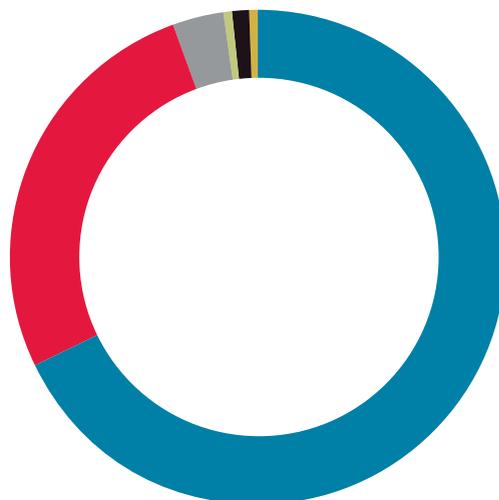
Friends:
22,732

Corporations:
2,818

Foundations:
491

Organizations:
935

Research grants:
426



COMMUNICATIONS AND MARKETING

INSPIRING ENGAGEMENT AND SUPPORT

The Advancement Communications and Marketing (ACM) team's extensive range of talent and experience is helping the University of Toronto inspire positive impressions and pride of association for each of our three campuses. With Boundless, we have created a compelling communications platform that asserts the University's global leadership, excellence, impact, and relevance in a manner that is unique, robust, and personally engaging. The platform is effectively instilling awareness and conviction among the University's varied stakeholders, and helping to inspire new levels of engagement and support.

ACM works collaboratively and strategically with our divisional and central advancement colleagues to produce high-quality creative materials that strengthen understanding, engagement and support of the University among alumni, donors, prospective donors and community members. ACM's efforts are consistently recognized with top honours from national and international associations of advancement professionals.

Content and materials are developed from an integrated and collaborative communications and marketing strategy that makes use of both traditional and electronic communications. The team offers wide-ranging services including research, strategic planning, writing, design, video production, digital development and more. This work has generated innumerable points of contact with U of T alumni, friends, donors and general public, inspiring heightened engagement and greater understanding of the University's mission and fundraising objectives.

In fiscal year 2013–2014 the ACM team delivered:



15

Principal gift proposals supporting divisional priorities



20

Divisional and department cases, and 11 brochures



200+

Divisional customized e-mails and direct mail letters



120+

Sets of remarks



370

Ad and banner executions



30

Unique alumni stories



30+

Videos for divisions and central advancement and student life



300+

Citations for awards such as Cressy and Arbor



330

Unique invitations, programs and cards

Reach and Impact

The growth of digital communications is generating exciting new avenues of alumni and donor engagement. More than six million messages were delivered in 2014 via e-newsletters and a wide range of electronic communications. Eleven editions of *News@UofT* were sent to 200,000 alumni and friends. More than 100,000 click-throughs were made from *News@UofT* to other U of T websites. The newsletter generated a 25 percent open rate and 4 percent click-through rate, which mirrors industry benchmarks for educational newsletters. Additionally, three editions of the *Campaign Newsletter* were sent to donors and generated a remarkable 42 percent open rate and a 21 percent click-through rate, demonstrating exceptional levels of engagement for campaign communications.

The five websites maintained by ACM attracted an average of 36,000 unique monthly visitors who consumed written and video content and signed up for events and other opportunities. Online donations continued to grow by 15 percent, which is on par with industry benchmarks.



6 million

Messages sent to our
alumni and friends



100,000

Click-throughs



36,000

Unique monthly visitors to
advancement websites



15%

Growth in on-line donations



U of T Magazine

In 2014, *U of T Magazine* won Gold for Best Magazine and Gold for Best Article from the Canadian Council for the Advancement of Education (CCAE). Over the past 10 years, *U of T Magazine* has received 49 awards from the Council for the Advancement and Support of Education (CASE) and the CCAE, including seven awards in the category of “Best Magazine.” The awards include eight gold, 23 silver and 18 bronze. Also in the past decade, the magazine has been nominated for five National Magazine Awards. Only a handful of other university magazines have been nominated for a National Magazine Award in its 38-year history.



Advancement Awards

In 2014, University Advancement and its divisional partners earned numerous industry awards for writing, design, videos and alumni events from both CASE and CCAE.

CCAE

- Gold: *U of T Magazine* (Best Print Magazine)
- Gold: “Iron Man,” *U of T Magazine* (Best Writing - English)
- Gold: Gift Planning Kit (Best Brochure, Newsletter or Flyer)
- Silver: The Centre for Engineering Innovation & Entrepreneurship: Building Innovation (Best Fundraising Case Statement)
- Silver: “Club/Course for that” Video Series (Best New Idea: Creativity on a Shoestring)
- Silver: The Centre for Engineering Innovation & Entrepreneurship Video (Best Use of Multi-Media)
- Bronze: Boundless Campaign Milestone Event (Best Development Event)

CASE

- Gold: “Iron Man,” *U of T Magazine* (Best Articles of the Year)
- Bronze: “Screen Time” (Illustrations)
- Bronze: The Campaign for University College (Case Statements)

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