



Memorandum

TO: Business Board

SPONSOR: Cheryl Misak, Vice-President and Provost
David Palmer, Vice-President and Chief Advancement Officer

DATE: September 19, 2011 for September 26, 2011

AGENDA ITEM NUMBER: 6

TITLE OF ITEM OF BUSINESS: Campaign Plans and Priorities

ACTION:

- For approval of Overview of Campaign Plans

JURISDICTIONAL INFORMATION:

Section 5.5 of the terms of reference of the Business Board provide for the following:

The general priorities for fundraising campaigns – established by Governing Council on the Business Board’s recommendation, with the concurrence of the Academic Board.

PREVIOUS ACTION TAKEN:

- A similar package of campaign plans and priorities were approved in 1997, prior to the launch of The Campaign for the University of Toronto (also commonly referred to as the Great Minds for A Great Future campaign).
- Annually, the Division of University Advancement reports on the fundraising activities and success of the previous year to the Business Board.

HIGHLIGHTS:

- A letter from the Provost to Professor Gotlieb is attached which provides a detailed context for the Campaign Priorities Summary and the process by which the priorities were developed. The Campaign Priorities Summary is being presented to Academic Board for approval at its meeting of October 6.
- The Overview of Campaign Plans provides a thematic breakdown of the campaign priorities into the areas of Student Programming and Financial Aid, Faculty Funding, Research and Program Funding and Capital Projects. The Overview of Campaign Plans also describes the intensive planning process and support received to date.

BUDGETARY/FINANCIAL IMPLICATIONS:

- N/A

ACTION:

Be It Recommended to the Governing Council:

THAT (i) the “Overview of Campaign Plans” and (ii) the “Campaign Priorities Summary as of September 2, 2011”, copies of which are included in Appendices A and B hereto, be approved as the planning framework for the University’s fundraising campaign, subject to the concurrence of Academic Board.