



Memorandum

TO: Planning and Budget Committee

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

DATE: September 2, 2011 for September 21, 2011

AGENDA ITEM NUMBER: 6

TITLE OF ITEM OF BUSINESS: Campaign Plans and Priorities

ACTION:

- For approval of Campaign Priorities Summary

JURISDICTIONAL INFORMATION:

Section 4.8 of the terms of reference of the Planning and Budget Committee provide for the following:

The Committee recommends to the Academic Board, for concurrence with the Business Board, on the ranking of priorities for major fundraising campaigns. [*Policy concerning University development and fundraising campaigns is within the authority of the Business Board. Plans for fundraising campaigns are approved by the Governing Council on the recommendation of the Business Board.*]

Section 5.3.1 of the terms of reference of the Academic Board provide for the Academic Board to recommend to the Governing Council for approval, the Planning and Budget Committee's recommendation of the priorities for fundraising.

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.
- Also attached for information and background is the Overview of Campaign Plans which is being presented to the Business Board for approval at its meeting of September 26.

BUDGETARY/FINANCIAL IMPLICATIONS:

- N/A

ACTION:

Be It Recommended to the Academic Board:

THAT the Campaign Priorities Summary, as described in the letter from the Provost to the Chair dated September 2, 2011, and attached as Appendix A, be approved as the planning framework for the University's fundraising campaign.