

BOUNDLESS

University Advancement
Performance Indicators
2011–2012

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Alumni at a Glance

BOUNDLESSENGAGEMENT

The University of Toronto is home to a remarkable community of more than 500,000 alumni in 182 countries. During 2011–2012, our alumni connected with U of T and each other in a myriad of ways, such as Spring Reunion, regional events, young alumni initiatives and faculty, college and campus-based gatherings.

Number of Alumni

500,840

Living Alumni

New Graduates

15,096

June and November 2011 Convocations

Number of Countries

182

Gender of Alumni

51.6%

Female

48.4%

Male

Age Distribution of Living Alumni

3.7%

Less than 25 years

15.5%

55 to 64 years

20.4%

25 to 34 years

9.5%

65 to 74 years

19.5%

35 to 44 years

5.7%

75 to 84 years

22.4%

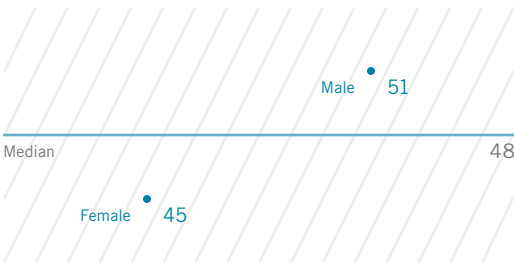
45 to 54 years

3.4%

85 years +



Average Age of Alumni



Regional Events

The University of Toronto connects with alumni through regional events held in cities around the world. The events provide alumni with an opportunity to hear from leading U of T researchers and prominent alumni and celebrate their pride of association with U of T.

117

alumni events abroad

96%

of attendees said the event met or exceeded expectations

94%

of attendees said the events fostered pride in U of T

88%

of attendees said the events fostered an emotional connection to U of T

Shaker

1,119

young alumni attended Shaker events

Spring Reunion

109

events

5,279

registrants

73%

of attendees said they are likely to attend other U of T events

74%

of attendees already support U of T or are likely to respond positively to future appeals

60%

of attendees understand U of T's need for support

Alumni Travel

356

alumni visited 46 countries

Divisional Alumni Engagement

580

events were held by divisions

33,901

alumni and friends attended divisional events

5,300

alumni volunteered their time and talents for a range of projects, including book sales, student career advice, speaking engagements, alumni association participation, organizing reunions and Boundless campaign related activities

Mentorship

750

mentors worked with students across 21 University divisions

Cressy Awards

183

recipients in 2012

2,608

recipients to date

Arbor Awards

92

recipients in 2012

1,892

recipients to date

Senior Alumni Association

500

senior alumni and friends
attended lifelong learning lectures

525

volunteer hours provided to the University

Advancement Awards

Canadian Council for the Advancement of Education: Prix d'Excellence 2012

Silver: Best Magazine, U of T Magazine

Silver: Best Fundraising Case Statement & Campaign
Materials, Boundless: The Campaign for the
University of Toronto

Silver: Best Brochure, Newsletter or Flyer,
Successful Societies and Global Fluency

Bronze: Best Writing – English, “The Debut,”
U of T Magazine

CASE District II Accolades Awards 2012

Gold: Best Practices in Alumni Relations,
Hire Power: Strategies for finding and keeping
work, University of Toronto Scarborough

Honorable Mention: Magazines, U of T Magazine

Gold: Best Article, “The Aviator,” U of T Magazine

Bronze: Best Article, “Understanding Autism,”
U of T Magazine

Case Circle of Excellence Awards

Silver: Magazine (Circulations of 75,000 and Greater),
U of T Magazine

U of T Magazine Awards

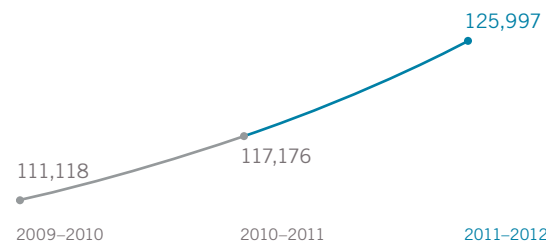
U of T Magazine continues to be recognized for communication excellence. In 2011–12, the magazine won “Best Magazine” honours from all three major higher-education award groups—the Canadian Council for the Advancement of Education (CCAEE), the Council for Advancement and Support of Education (CASE), and CASE District II. This marks the third year in a row that U of T Magazine has received honours in this category. The magazine was also recognized for writing, with one gold and two bronze awards and an honourable mention.

U of T Magazine is sent quarterly to alumni, friends, faculty and staff of the University of Toronto. In 2011–12, the University distributed 1.26 million copies.

Affinity Programs

Working with external partners, University Advancement offers a broad range of products, services and affinity programs to alumni, faculty, staff and students. These programs include wealth management, insurance, as well as alumni travel activities and convocation services. Revenue generated from these partnerships supports student activities, the University of Toronto Alumni Association, as well as alumni events and programs.

Number of Affinity Client Accounts

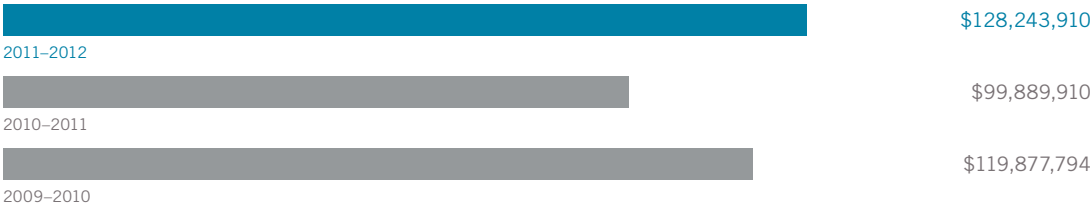


Fundraising Performance

BOUNDLESSCOMMITMENT

The University of Toronto received \$128.2 million in new gifts from individuals, foundations and corporations in 2011–2012—an increase of 28%. A total of 26,502 donors contributed to this milestone by supporting a broad of range priorities, including student scholarships, new research and teaching initiatives and major capital projects across our three campuses.

Total Gifts and Pledges



Expendable vs. Endowed

Excludes gifts in-kind

76%

Expendable

24%

Endowed

Donor Count

81%

21,309 Alumni

2%

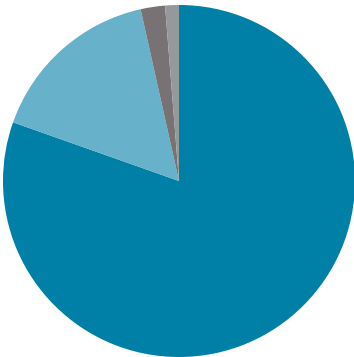
593 Corporations

16%

4,264 Friends

1%

336 Foundations & Organizations

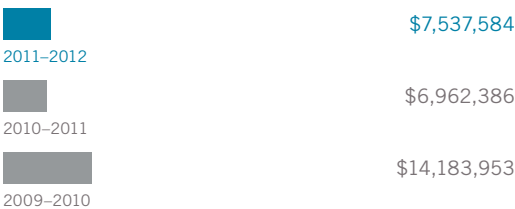


Planned Gifts

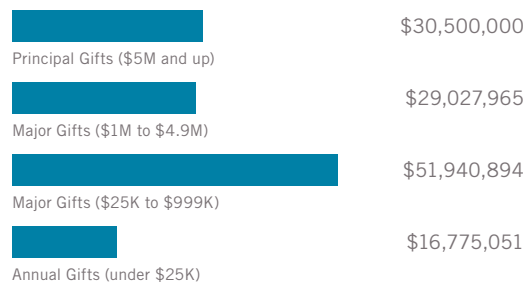
Intentions for Future Estate Gifts



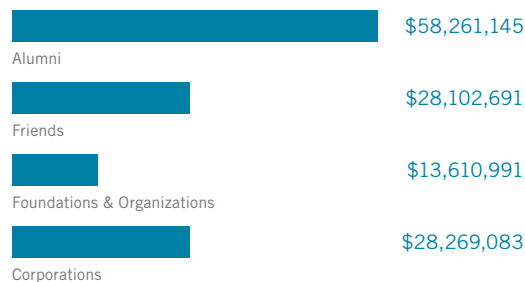
Realized Estate Gifts



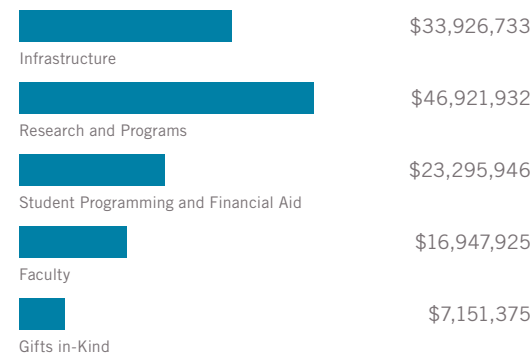
Giving by Level



Giving by Source



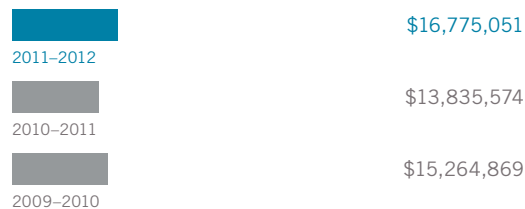
Giving by Area



Annual and Leadership Giving

Annual and Leadership Giving refers to all gifts under \$25,000. 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 to large numbers of alumni and friends through mail, email, telephone, online and personal contact.

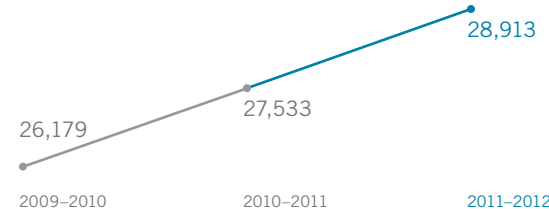
Gifts up to \$25,000



Annual and Leadership Solicitation



Annual and Leadership Solicitation: Pledge Count



Cash Received



Advancement Return on Investment

Over the past seven 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 invested in advancement.

This average is well below the Canada Revenue Agency's Guidelines to Charities on Fundraising review threshold of 35¢, and well below the midpoint of what is considered an acceptable range in our industry: 15¢ to 25¢.

Reconciliation with Audited Financial Statements, 2011–2012

Audited Financial Statements	
Monetary Gifts	\$73,829,238
Gifts-in-Kind	\$9,168,475
Audited Subtotal	\$82,997,713

Cash and Gifts Receipted

University of Toronto	
Monetary Gifts	\$73,829,238
Gifts-in-Kind	\$9,168,475
Subtotal	\$82,997,713

Federated Universities	
University of St. Michael's College	\$1,425,960
Victoria College	\$3,224,286
Trinity College	\$2,546,652
Subtotal	\$7,196,898

Other Affiliated Institutions	
Other	\$1,250,309
TOTAL	\$91,451,893

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 2011–12 state that the University received \$82,997,713 in donations revenue.

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