

BOUNDLESS

University Advancement
Performance Indicators

Alumni at a Glance

BOUNDLESSENGAGEMENT

Alumni Demographics

The University of Toronto is home to a remarkable community of 514,289 alumni living in 194 countries. During 2012–2013, 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

514,289

Living Alumni

New Graduates

15,219

June and November 2012 Convocations

Global Alumni Distribution

194

countries

Gender of Alumni

51.9%

Female

48.1%

Male

Age Distribution of Living Alumni

2.5%

Less than 25 years

14.9%

55 to 64 years

22.5%

25 to 34 years

9.5%

65 to 74 years

21.6%

35 to 44 years

5.0%

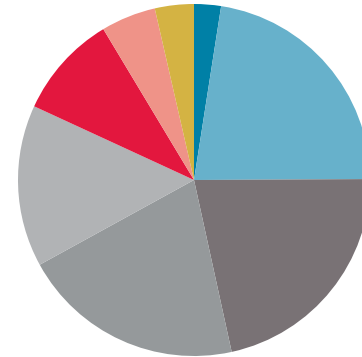
75 to 84 years

20.4%

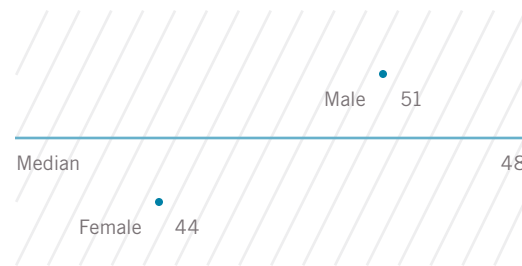
45 to 54 years

3.6%

85 years +



Average Age of Alumni



Alumni Events

Regional Events

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

5,168

attendees at 144 alumni events

94%

of attendees said the events met or exceeded expectations

88%

of attendees said the events fostered pride in U of T

82%

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

SHAKER

1,975

young alumni attended SHAKER events

Spring Reunion

110

events

5,128

registrants

65%

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

76%

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

56%

of attendees understand U of T's need for support

Alumni Travel

419

alumni visited 48 countries

Divisional Alumni Engagement

626

events were held by divisions

34,125

alumni and friends attended divisional events

8,441

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

1,259

mentors worked with students across 16 University divisions

Staying connected to alumni around the world...

Each year, U of T reaches out to alumni and friends across Canada and around the world through innovative programs, services and events.

These offerings, which engage graduates in their own communities, are part of our ongoing efforts to boost alumni pride in the University, connect alumni with one another, and provide opportunities for graduates to give back time, knowledge and support to U of T.

2013 was yet another banner year for alumni engagement. In February, we hosted an Innovators Reception in Menlo Park, in the heart of the San Francisco Bay Area. The event, which was co-hosted by Boundless Campaign Executive member **Melinda Rogers** (MBA 1997) and U of T President David Naylor (MD 1978), celebrated the power of innovation and entrepreneurship, and showcased some of the cutting-edge ideas, discoveries and start-ups emerging from the University of Toronto.

The event was also an opportunity to celebrate the accomplishments of our alumni in California. From Google to Pixar, they have made vital contributions to the world's most famous innovation hotbed, across a wide range of industries and disciplines.

Throughout the year, U of T continued to connect and celebrate with alumni around the globe through a busy calendar of events and programming. Our "Dinner with Strangers" series, which gathers yet-to-be-acquainted alumni around the dinner table, deepened ties among graduates in Montreal, Boston, Cincinnati, Seoul



and Geneva. Our President's and Chancellor's receptions captivated audiences in Ottawa, Hong Kong, Sydney and London. The "U of T Where You Are" series brought some of U of T's best speakers to alumni audiences in New York, Calgary, Vancouver and San Francisco. Volunteers in our branches also organized more than 70 activities ranging from social gatherings in Dubai and Cape Town to a dinner in Rome and a trek in Grenoble.



The Chancellor in London

On March 14, the Honourable **Michael Wilson** (BA 1959 TRIN, Hon. DSL 1994 TRIN, Hon. LLD 2005), Chancellor, played host in London, England to a diverse group of alumni and friends—all exemplary ambassadors and champions for U of T. Along with regular visits to alumni groups worldwide by senior University staff and representatives, U of T mobilizes about 90 regional alumni representatives around the world.

Next Stop: U of T

"Next Stop: U of T," now well into its second decade, took place in seven cities across Asia. These receptions bring alumni together with excited but nervous new students preparing to enter U of T. Close to 1,300 people, including 546 new students and their parents, attended Next Stop this year, and several prominent alumni acted as hosts and speakers for the events.



Asia Pacific connections

U of T's deep roots in the Asia-Pacific region span three centuries of collaboration, exchange and achievement. The University's remarkable international success is largely attributable to the ongoing and reciprocal connections that have been nurtured in the region.

Just weeks after delivering an inaugural address that called on the University of Toronto to strengthen its international partnerships, President Meric Gertler arrived in China on November 19. In his first international visit as head of the University of Toronto, he travelled to

Beijing and Hong Kong to meet with alumni, parents, senior government officials and his counterparts at leading universities.

The President's trip strengthened the University's ties with important partners in China, from distinguished alumni to leading academic institutions that collaborate with U of T on research and education. In advance of his trip, he engaged alumni in the area through Facebook, asking for dining and sightseeing suggestions.

Beijing alumni event

On November 22, a record crowd attended a Special Reception to celebrate the University of Toronto's long-standing relationships with China. President Meric Gertler co-hosted the event with His Excellency Guy Saint-Jacques, Canada's ambassador to the People's Republic of China. Among the distinguished guests were cultural industry leader Zhang Bin and entrepreneur Niu Gensheng who have jointly established student awards and bursaries at U of T honouring Dr. Norman Bethune (MD 1916). Funds will also go toward installation of a statue of Bethune, to be unveiled in May 2014.

Asia Pacific graduation

Since 1996, the University has held graduation ceremonies in Hong Kong, offering a high-profile, warm opportunity for graduates to celebrate their success with family and friends. Open to all 2011, 2012 and 2013 graduates in the region, this year's ceremony was held in November and generated tremendous excitement, attracting some 800 attendees from nine countries.

Hong Kong alumni Event

On November 25, President Meric Gertler hosted another exceptionally well-attended reception in Hong Kong, which is home to the largest concentration of U of T graduates outside North America.

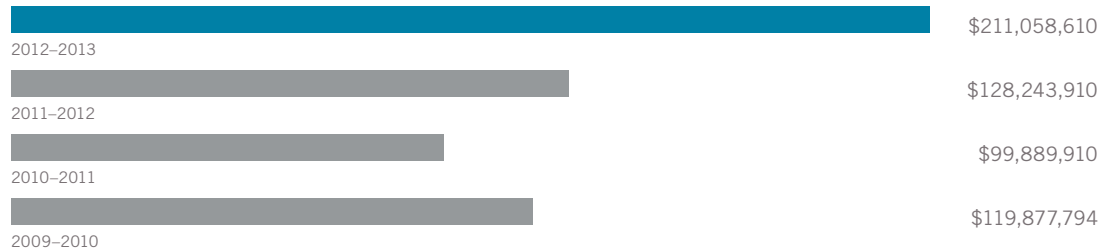
Fundraising Performance

BOUNDLESSCOMMITMENT

Annual Fundraising Performance

In 2012–2013, U of T set a new record for philanthropic support, raising \$211,058,610 in new gifts from individuals, foundations and corporations. This achievement sets a new benchmark for giving at U of T and universities across Canada. This outpouring of generosity from 25,079 donors is creating countless opportunities for students, contributing to research discoveries and innovations, and strengthening U of T's standing among the world's best universities.

Total Gifts and Pledges



Expendable vs. Endowed

Excludes gifts in-kind



Donor Count

25,079

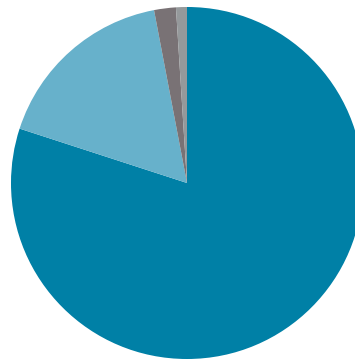
Total Donors

80%
19,971 Alumni

2%
569 Corporations

17%
4,210 Friends

1%
329 Foundations & Organizations



Planned Gifts

Over the past two years, there has been a rising number of planned gift intentions made to the University. In 2012–2013, the number of intentions totalled 144, up from 115 in 2011–2012 and 101 in 2010–2011. This represents a 43% increase during this time, a record for U of T.

Intentions for Future Estate Gifts



Realized Estate Gifts



Total Giving by Level

Principal Gifts (\$5M and up)	\$77,790,021
Major Gifts (\$1M to \$4.9M)	\$60,735,305
Major Gifts (\$25K to \$999K)	\$55,285,069
Annual Gifts (under \$25K)	\$17,248,215

Total Giving by Source

Alumni	\$90,874,508
Foundations & Organizations	\$73,091,652
Friends	\$28,085,112
Corporations	\$19,007,337

Total Giving by Area

Programs and Research	\$94,062,481
Student Experience	\$49,736,839
Infrastructure	\$33,870,276
Faculty Support	\$20,532,290
Gifts in-Kind	\$12,856,724

Annual and Leadership Giving

Annual and Leadership Giving (which refers to gifts under \$25,000) has increased by a record 25% 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 to large numbers of alumni and friends through mail, e-mail, telephone, online and personal contact.

Gifts Under \$25,000

2012-2013	\$17,248,215
2011-2012	\$16,775,051
2010-2011	\$13,835,574

Annual and Leadership Solicitation

2012-2013	\$11,207,879
2011-2012	\$9,894,446
2010-2011	\$8,914,177

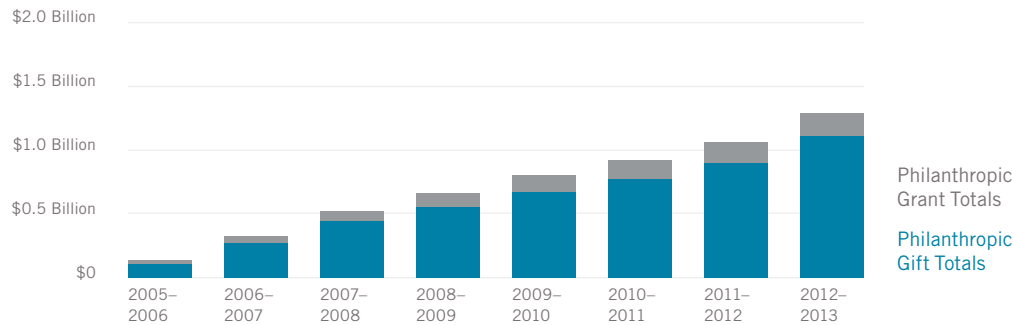
Annual and Leadership Solicitation: Average Gift

2012-2013	\$413.59
2011-2012	\$342.21
2010-2011	\$323.76

Campaign Performance

Boundless: The Campaign for the University of Toronto surpassed \$1.3 billion towards its \$2 billion goal by April 30, 2013, setting a new benchmark for philanthropy at U of T and in Canada. We achieved this milestone after a year in which giving across all categories increased; in some types, by record amounts. In 2012–2013, Campaign contributions totalled \$226,279,139, including \$211,058,610 in new gifts and \$15,220,529 in new grants. As the Campaign progresses towards its goal, each division is participating and realizing the fulfillment of key strategic objectives benefiting students, faculty and research. The numbers below represent cumulative giving during the Boundless Campaign.

Year-by-Year Growth



Total Giving by Type

Confirmed Pledges	\$1,007,440,337	77.2%
Realized Planned Gifts	\$104,981,699	8.0%
Sponsorship	\$5,051,928	0.4%
Research Grants	\$187,646,765	14.4%
TOTAL	\$1,305,120,729	

Total Giving by Priority Area

Student Experience	\$216,262,474	16.6%
Faculty Support	\$155,873,079	11.9%
Programs and Research	\$390,784,072	29.9%
Infrastructure	\$354,554,339	27.2%
Research Grants	\$187,646,765	14.4%
TOTAL	\$1,305,120,729	

Total Giving by Source

Dollars Raised: \$1,305,120,729

Alumni:
\$544,933,237

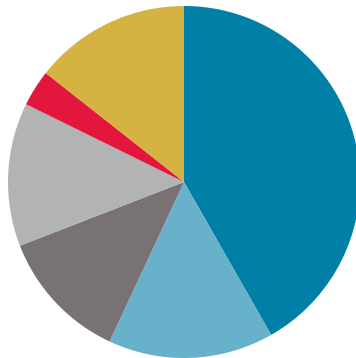
Friends:
\$198,355,231

Corporations:
\$158,564,084

Foundations:
\$172,039,032

Organizations:
\$43,582,380

Research Grants:
\$187,646,765



Donor Counts: 81,229

Alumni:
55,927

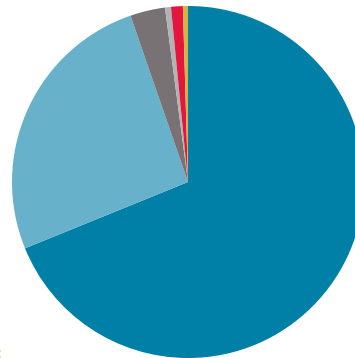
Friends:
20,997

Corporations:
2,604

Foundations:
444

Organizations:
879

Research Grants:
378



Expendable vs. Endowed

Excludes Research Grants

66.2%

Expendable

33.8%

Endowed

Campaign Performance

Alumni giving by age

Alumni Age Range	Living Alumni Count	% of Living Alumni Count	Living Alumni Campaign Donor Count	% of Living Alumni Campaign Donors
Less than 25 years	11,105	2.50%	619	1%
25 to 34 years	101,102	22.50%	3,725	8%
35 to 44 years	97,478	21.60%	5,915	13%
45 to 54 years	92,046	20.40%	9,216	21%
55 to 64 years	66,969	14.90%	9,442	21%
65 to 74 years	42,826	9.50%	7,617	17%
75 to 84 years	22,661	5.00%	5,089	11%
85 years	16,126	3.60%	2,945	7%
Total (with birthdate info)	450,313	100.00%	44,568	100%

2012-13 record-setting year across all giving programs

Record **TOTAL FUNDRAISING:** \$211 million gifts, up 64%

.....

Record **CAMPAIGN TOTAL FOR CANADA:** \$1.305 billion raised

.....

Record # **MAJOR GIFTS:** 493 gifts, up 40.8%

.....

Record **ANNUAL FUND:** \$17.2 million, up 24%/2 yrs

.....

Record # **NEW PLANNED GIFTS:** 144 gifts, up 43%/3yrs

.....

Record **TOTAL CALL ACTIVITY:** 5,509, up 48%

.....

Record **AVERAGE CALL ACTIVITY:** 94, up 27%

2012-13 record-setting year additional solicitations carried forward

Verbal Commitments:	\$8,855,000
Decisions Pending:	\$117,744,321
Proposals in Development:	\$94,125,000
Asks in Progress:	\$180,000,000
<hr/>	
Total solicitations carried forward:	\$400,724,321

BOUNDLESS

A Year in Review

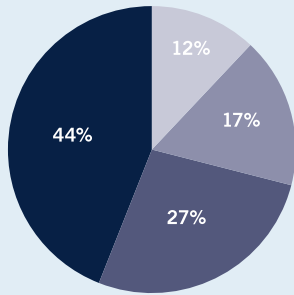


A Boundless milestone

U of T's fundraising campaign surpasses \$1.4 billion raised from more than 83,000 donors.

Boundless: The Campaign for the University of Toronto had raised over \$1.4 billion by December 31, 2013, establishing a new benchmark in Canadian philanthropy. At the close of yet another extraordinary year with gifts from more than 83,000 donors, the University of Toronto acknowledges our generous supporters to the Boundless Campaign. Philanthropy is vital to safeguarding U of T's commitment to accessibility and excellence. While funding from tuition and government helps support U of T's core operations and sustainability, generous alumni and friends are creating new opportunities for students, supporting important research discoveries and innovations, and strengthening U of T's standing among the best universities in the world.

The facts and figures presented here provide a glimpse into the momentum, energy and impact of the Boundless Campaign during 2013.



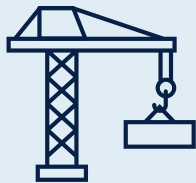
Since the start of the Boundless Campaign, your gifts have supported:

World-class faculty committed to excellence in teaching and research

Best and brightest students through enhanced student life and financial aid programs

New and renovated facilities that enhance research and learning

New knowledge and pioneering research



20

critically-needed capital renewal projects have begun construction across our three campuses thanks to the Boundless Campaign



83,258

alumni and friends have made gifts to the Boundless Campaign



79%
donated less than \$1,000

42%

were first time donors



1,540

scholarships and fellowships, which help U of T students reach their potential as leaders of tomorrow, have been created or enhanced through the Boundless Campaign



38,000

student scholarships and bursaries are awarded each year during the Boundless Campaign



50+

chairs and professorships which help professors and their students advance knowledge and make discoveries, have been supported by the Boundless Campaign

87

countries are represented by alumni and friends who have supported the Boundless Campaign



17 to 104

is the age range of donors to the Boundless Campaign



3,983

donors have made a pledge in every year of the Boundless Campaign



125,000+

guests have been welcomed at U of T events in Canada and around the world since the start of Boundless



8,441

volunteers support the University of Toronto and help advance its mission

BOUNDLESS 2013

2/3rd Campaign Milestone Event at Corus Quay





UNIVERSITY OF
TORONTO



Bill Graham \$5 million
Centre for Contemporary International History



Anonymous \$10 million Research in Democratic Capitalism



MARTIN
Prosperity*Institute*



[News](#) [Event Calendar](#) [Projects](#) [Research & Publications](#) [Teaching](#) [MPI Library](#) [People](#) [Art @ MPI](#) [About Us](#)

Project: The Infrastructure of Democratic Capitalism

Exploring the stresses and fixes for the critical supports to our social, political and financial systems.

Search this site

Search...



John and Myrna Daniels \$10 million One Spadina Crescent and Student Awards

“Remaking our built environments to address social, environmental, and economic challenges requires new kinds of thinking, research, and collaboration. Our students and faculty are pushing new boundaries and leading change. The Daniels Faculty’s new home at One Spadina will be the platform for developing creative approaches to designing the built environment into the future.”

Richard Sommer, Dean, John H. Daniels Faculty of Architecture, Landscape, and Design



June

Reimagining One Spadina Crescent

Originally the home of Knox College Theological Seminary, and later, the Connaught Laboratories, which introduced insulin to the world, One Spadina Crescent is one of Toronto's most historic addresses. On June 11, the John H. Daniels Faculty of Architecture, Landscape, and Design unveiled its plans to revitalize this iconic landmark at a special event for students, alumni, donors and members of the media.

The building project will renew the south-facing 19th century Gothic Revival building and build out the unrealized northern face of the circle with a stunning work of contemporary architecture. Designed by Nader Tehrani, principal of the internationally acclaimed firm NADAAA, and his collaborator Katie Faulkner, the site will be the new home of the Faculty.

The project is the largest architecture school expansion ever undertaken in Canada. When complete, the complex will consolidate U of T's architecture, art, and urban design programs within one precinct, and provide a bridge from the University to the dynamic neighbourhoods beyond. It will be a focal point for education, research, and outreach on how to build more sustainable, beautiful and socially just cities.

To support this pivotal project, the Daniels Faculty launched a \$50 million fundraising campaign as part of the University's Boundless Campaign.

At the event, the University announced a number of new gifts, including \$10 million from architect, developer and philanthropist John H. Daniels (BArch 1950, Hon. L.L.D. 2011) and his wife Myrna Daniels. This new gift, which builds on their \$14 million contribution to



support the expansion of the Faculty in 2008, brings the Daniels' total contribution to a remarkably generous \$24 million — the largest benefaction to an architecture program in Canadian history. Together, these gifts will provide \$19 million to the building project, and \$5 million to the John and Myrna Daniels Scholars award program, which has so far recognized 27 students as the next generation of architects and designers to reimagine the buildings, landscapes and cities of the 21st century.

In addition to John and Myrna Daniels' extraordinary personal benefactions, The Daniels Corporation will contribute \$1 million to the campaign, evenly divided between capital and The John and Myrna Daniels Scholars award program.

Heart and Stroke Foundation **\$30 million** Cardiac Research

June

Landmark commitment
from Heart and Stroke
Foundation



MasterCard Foundation \$22.5 million MasterCard Foundation Scholars

April

MasterCard Foundation offers gifted African students a world-class education

The first MasterCard Foundation Scholars arrived at U of T, joining more than 430 students from 31 African countries studying at the University. In April, the MasterCard Foundation Scholars Program bestowed US\$22.5 million to U of T to help educate and develop young scholars from Africa, preparing them to lead change in their home communities.

President David Naylor (MD 19/8) celebrated the possibilities of this remarkable gift. "We've all seen Asia blossom on the world stage. Now, as the visionaries at The MasterCard Foundation have seen, it's Africa's turn."

U of T joined UBC and McGill and other universities worldwide in a US\$500 million global education initiative that provides secondary and university education to an estimated 15,000 young people from economically disadvantaged communities in Africa.

The MasterCard Foundation gift affords 67 African scholars with the opportunity to receive a world-class

education at the University of Toronto. The program goes beyond traditional scholarships, offering scholars comprehensive support throughout their education, which includes:

- Orientation processes for a smooth transition into Canada
- Comprehensive scholarships (school fees, living expenses, books, stipends, transportation)
- Mentoring and counselling, including academic and social support
- Opportunities for community service, which reinforce leadership
- Career counselling and connections to jobs and networks in the Scholars' home countries

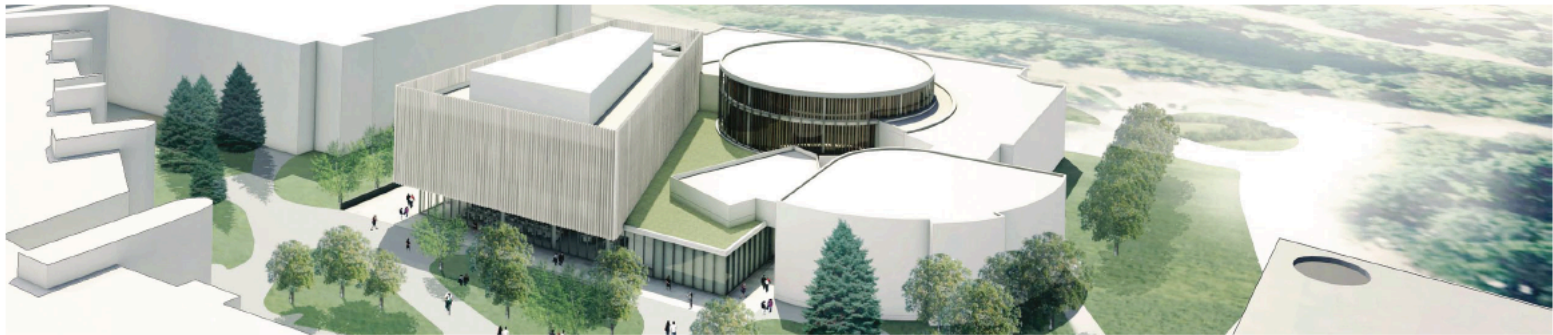


MasterCard
Foundation Scholar
Sylvia Mwango

City of Mississauga \$10 million Institute of Management Innovation

December

Driving innovation through
University of Toronto
Mississauga



The City of Mississauga is investing \$10 million over 10 years to help build the University of Toronto Mississauga's Innovation Complex, a facility that will offer a new model of business education, and help to develop a culture of innovation and drive economic development in the region. The investment is the largest municipal grant ever made to UofT Mississauga.

The city's investment will go toward the construction of the \$35 million Innovation Complex. The four-storey building, scheduled to open in September 2014, will house the new Institute for Management & Innovation (IMI).

The vision for IMI is to create a new model for business education. Rather than offer a traditional MBA degree, IMI will provide specialized, sector-specific professional graduate degrees that are calibrated to the needs of external business and community stakeholders.

The result will be mission-focused graduates who are ready to lead in fields as varied as health care, biotechnology, professional accounting and environmental sustainability.

"We are delighted that city council has approved this investment that will build substantial competitive advantage for the city, help to generate new ideas and leaders, and develop a strong base of human talent," said Professor Deep Saini, Vice-President of the University of Toronto and Principal of UofT Mississauga. "This \$10 million grant will produce major economic benefits for Mississauga and our region by creating an innovation culture, building a knowledge economy and attracting global business."

The construction of the Innovation Complex is expected to create about 28 person-years of employment, \$2.6 million in labour income, and nearly \$1 million

in business income in Mississauga. Ongoing expenditures related to IMI are expected to create about 100 full-time jobs, \$20.7 million in labour income, and \$1.5 million in business income annually in Mississauga.

Over time, IMI plans to increase enrolment from 2,300 to almost 3,000 students, and to hire approximately 30 faculty from Canada and around the world. With this talent and infrastructure in place, the institute will deliver the creativity, innovation and expertise Mississauga needs for a bright economic future.



Henry Wu \$3.5 million

Centre for Engineering Innovation & Entrepreneurship

Early schematic design for the Centre for Engineering Innovation & Entrepreneurship



April

The Centre for Engineering Innovation & Entrepreneurship takes shape

University of Toronto engineering's new Centre for Engineering Innovation & Entrepreneurship (CEIE) moved one step closer to reality last April with the selection of Toronto-based Montgomery Sissam Architects (MSA) and U.K.-based Felden Clegg Bradley Studios as architects for the new building.

The CEIE will serve as the hub of U of T engineering's collaborative learning and interdisciplinary research, with interactive spaces for learning and design, as well as a number of multidisciplinary research centres and institutes. Located on St. George Street, adjacent to iconic Convocation Hall, the 15,000-square-metre CEIE is expected to open in 2016.

*This ambitious project is quickly becoming a reality thanks to the generous support of our alumni and

friends," said Cristina Amon, Dean of the Faculty of Applied Science & Engineering. "I am delighted with the initiative demonstrated by our community, including an impressive commitment from our undergraduate students, many of whom will graduate before the building is completed."

Over the year, U of T saw a surge in support including a \$2.5 million contribution from Lee (BASc 1977, MEng 1982) and Margaret Lau to name the Centre's auditorium, and the J.Edgar McAlister Trust, which provided \$500,000 to name a room in the building. To date, half of the philanthropic funds required have been raised.



Gift to the students of tomorrow

The Faculty's Undergraduate Engineering Society is contributing \$1 million to the Centre for Engineering Innovation & Entrepreneurship. Students voted to donate part of a fund created from their contributions over the past three years to create a legacy for future students. The gift will help build the Centre's lower level, constructing flexible facilities that directly serve the requirements of the Faculty's more than 80 student clubs that involve some 1,700 students. "This contribution improves the student experience at the Faculty for years and decades to come," said Mauricio Carbele, the group's president. "That's why the students of today are proud to make this gift to the students of tomorrow."

With this generous contribution, donations from students through the Engineering Society have totalled more than \$5 million to date—an unprecedented amount of giving by a student group.

Bill Downe \$2 million Centre for Inner City Health

Building capacity for inner-city health

William (MBA 1978) and Robin Downe are long-time advocates for improving the health of vulnerable populations. "My wife Robin and I believe that those of us who have had the good fortune of education, employment and so many other advantages need to participate directly in the community through the contribution of our time and financial support," Downe said. "All of us need to feel that we are part of the whole community and that, given the success we have realized, take some responsibility for its well-being."

Bill Downe sits on the board of Toronto's St. Michael's Hospital Foundation and is a member of the Campaign Executive for the Boundless Campaign. He served as Chairman of the 2009 Campaign Cabinet for United Way of Greater Toronto and is a past Chair of the Board of Directors of St. Michael's Hospital.

In 2013, the Downes made a \$2 million donation to the University of Toronto and St. Michael's Hospital to advance research and educate future and current leaders of the health sector. This generous gift has created the Chair in Intersectoral Solutions for Urban Health Problems at St. Michael's; the Community Health Leadership Program (CHLP) at the Rotman School of Management; and provided support that has tripled enrolment in the LEAD (Leadership Education and Development) program at the Faculty of Medicine. LEAD gives medical students the training they need to realize their leadership potential, while CHLP strengthens the strategic management skills of leaders of community health and social service agencies.



Ed Clark \$2.5 million University College Restoration



Renewing a storied space

University College is at the centre of U of T, geographically and philosophically. The opening of UC in 1853 marked the rebirth of the University as a non-sectarian institution of higher learning. A bold plan to revitalize the interior spaces of this majestic building has taken a leap forward with the generous donation of \$2.5 million by Ed (BA 1969 UC, Hon. LLD 2012) and Frances (BA 1969 UC, MA 1990, PhD 2002) Clark toward the restoration of the West Hall. This impressive interior has played a central role in Convocation for thousands of graduating students as an assembly space for donning cap and gown. It has also served as an exhibition space for the collections of the Royal Ontario Museum.

Now, it will be renamed the Clark Reading Room and updated with technology that will not interfere with the heritage of the space. Similarly, the new name for the West Hall is thoroughly grounded in U of T tradition. Ed, the president and CEO of TD Bank Group, is an alumnus of UC whose father, Samuel Delbert "Del" Clark (PhD 1938, Hon. LLD 1988), founded sociology as a discipline at U of T. Fran Clark's parents were Dr. John P. Fletcher (BA 1933 UC, MD 1937) and Jean P. Fletcher (BA 1933 UC, MA 1934, PhD 1938), a physiologist who worked alongside Drs. Charles H. Best (BA 1921 UC, MA 1922, MB 1925, MD 1932) and Frederick G. Banting (MB 1916, MD 1922), who discovered insulin along with J.J.R. Macleod and J.B. Collip (BA 1912 VIC, MA 1913) at the University of Toronto. Banting and J.J.R. Macleod subsequently won the Nobel Prize in Medicine for this ground-breaking work. Both the Fletchers were UC graduates, as indeed are Ed and Frances Clark—they met as students in residence. Other Clark gifts to U of T include the S.D. Clark Chair of Sociology and the Fletcher-Clark OSOTF Scholarships in Science and/or Economics.

Brian and Joannah Lawson \$5 million Centre for Child Health, Nutrition, & Development

December

Advancing childhood nutrition

Brian (BA 1982 TRIN) and Joannah (MIR-HR 1989) Lawson have long been committed to nutrition and the health of children. To help realize their goal, they have made a \$5 million donation to nutritional sciences in the Faculty of Medicine to support the work of the Centre for Child Nutrition, Health and Development. Their gift will set the stage for the establishment of an endowed Chair in nutrition, advance research and education, create an expendable fund to advance the cause of good nutrition as a public policy priority, and establish a term Chair in microbiome nutrition research (microbiomes are the community of micro-organisms that share the human body).

Through their gift, the Lawsons are hoping they will have an impact on U of T's work in child nutrition and help advance the aims of the Centre. "As a registered nutritionist working with clients, I see first-hand how life-changing good nutrition can be to physical and mental health," Joannah Lawson said. "We urgently need to support initiatives that work to ensure that everyone has access to healthy, sustainable food."

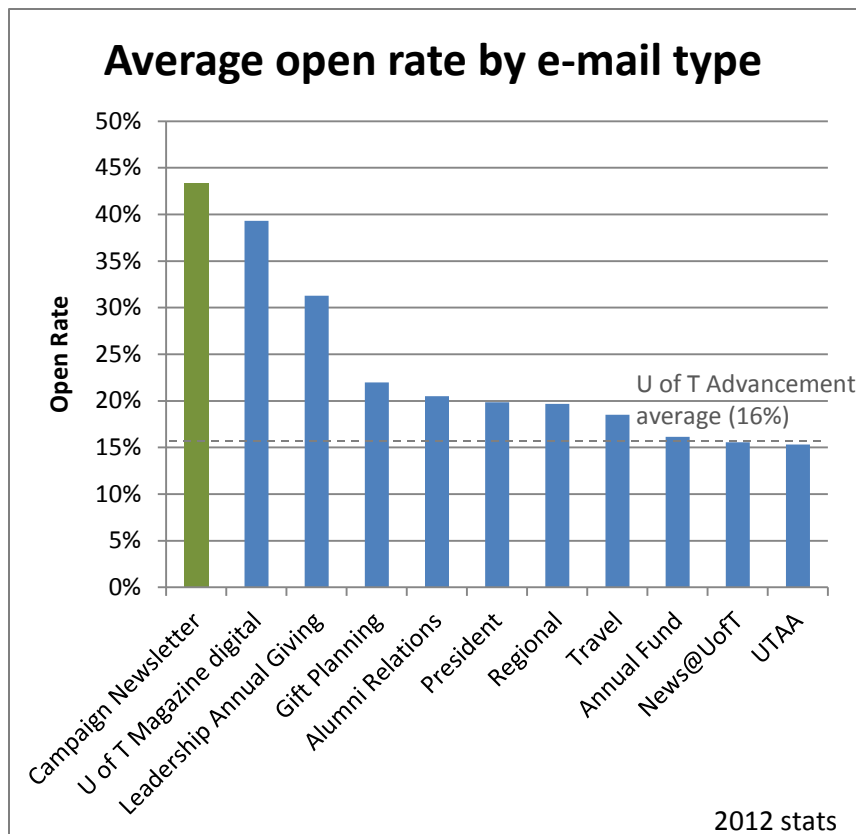
Brian Lawson emphasized the many economic and environmental benefits of better nutrition. "Nutrition is a nexus for many issues we care about deeply, such as the effectiveness and fiscal sustainability of our health care system, quality of life and our environment," he said. "The U of T Faculty of Medicine is uniquely positioned through the excellence and scale of its activities to undertake cutting edge research, deploy the results in the field, and lead strong advocacy—all of which should lead to improved lives for families in Canada and globally."

Joannah Lawson is a registered nutritionist in private practice specializing in nutrition curriculum design and delivery, environmental conservation and organic farming practices. Brian Lawson is a member of U of T's Governing Council. He is senior managing partner and chief financial officer at Brockfield Asset Management Inc. and was named Canada's CFO of the Year in 2013.

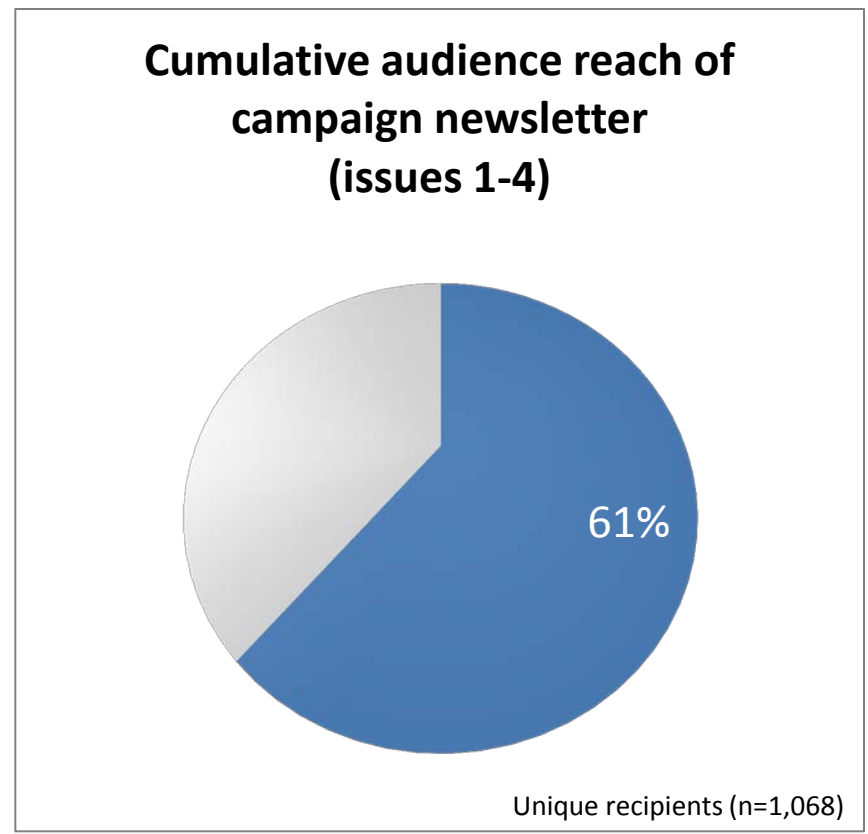


Campaign Newsletter is well-targeted to highly engaged stakeholders, and the messages are effectively reaching this important audience:

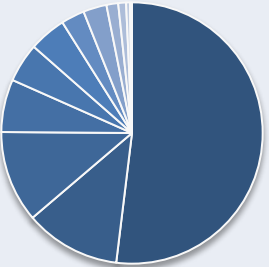
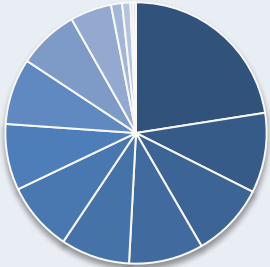
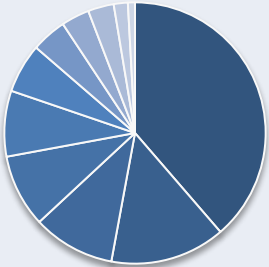
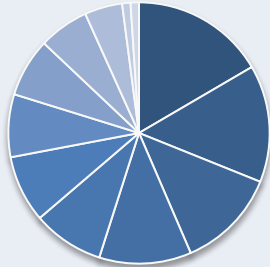
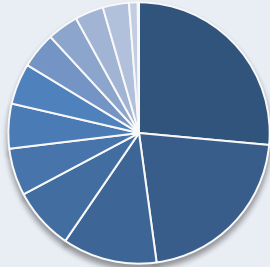
Campaign Newsletter has highest open rate of any central program, on average:



61% of campaign newsletter recipients opened at least one of the first four issues:



In terms of share of clicks, the print-friendly PDF is very popular. Other top links are an even mix of general & division-specific stories. Distribution of clicks in a given issue is increasingly evenly split across stories.

	2012.04.02	2012.10.05	2012.12.11	2013.04.22	2013.06.04
#1	Download print-friendly PDF (51%)	Boundless Surpasses \$1.1 billion (22%)	Download print-friendly PDF (37%)	Creative Destruction Lab (17%)	Download print-friendly PDF (26%)
#2	A&S Celebrates Campaign Launch (12%)	New era begins at Rotman School (10%)	Asia-Pacific Launch of Boundless (14%)	Bill Graham contributes landmark gift (15%)	Boundless sets new high water mark for philanthropy (21%)
#3	Boundless surpasses \$1 billion raised (11%)	George Myhal: Creating an infrastructure for impact (9%)	Boundless momentum (10%)	MasterCard Foundation Scholars Program (12%)	Jackman Law building breaks ground (12%)
Distribution of clicks by unique link	 n=155	 n=153	 n=192	 n=148	 n=346

Boundless Communications Platform continues to generate positive response

the guardian

Google™ Custom Search

Search

International hub

From the Higher Education Network

SUPPORTED BY
ETS TOEFL

Previous

Blog home

Next

University fundraising: what the UK can learn from Canada

Major donors are motivated both by the excitement of giving and the satisfaction that their money has been put to good use, finds **Andrew Derrington** on a recent fundraising study trip



By learning from the mistakes made in Canada, the UK has the ability to raise £5-£10m per year from philanthropy, says Andrew Derrington. Photograph: Getty

Canada is a good place to learn about university fundraising because the giving culture is fairly similar to the UK, but its practice tends to be about 20 years ahead. So it was that I recently found myself on the annual CASE fundraising study tour, which takes groups of academic leaders and fundraising professionals from Europe to Canadian universities to learn first hand how they approach this trickiest of businesses.

Share 0
Tweet 3
g+1 4
Pin it
in Share 6
Email

Posted by
Andrew Derrington
Monday 20 May 2013
17.58 BST
Guardian Professional
Jump to comments (2)



Article history

Higher Education Network

International · Fundraising · Alumni · Academics · Communications and marketing · Student engagement

Education

University funding · Higher education

More from Blog on

Higher Education Network

Join the network

Exclusive content and best practice insight from your sector, brand new job opportunities, VIP event invitations and much more.

Sign up for free



Jobs of the week

City College
Coventry
Head of ALS
Click here >>

UNIVERSITY OF
OXFORD
Click here >>

guardianjobs
Recruiting for
higher education
roles?
Click here >>

guardianjobs
For more
higher education
jobs
Click here >>



Photo: Save the Children

Magazine readership surveys show **above-average** engagement

HOW MUCH DO YOU READ <i>% “some”, “all” or “most”</i>	U.S. 66%	UofT 72%
HOW MUCH TIME DO YOU SPEND <i>% “more than 30 minutes”</i>	U.S. 59%	UofT 64%
MY ALUMNI MAGAZINE STRENGTHENS MY PERSONAL CONNECTION TO MY UNIVERSITY <i>% “agree” or “strongly agree”</i>	U.S. 87%	UofT 88%

Telling the Uof T story in award-winning fashion



The vast array of exciting breakthroughs, fascinating history, bold thinking and irrepressible personalities at the University of Toronto offers a wealth of story-telling opportunities.

U of T's Advancement Communications and Marketing team took full advantage of this rich vein of material to tell our story across both new and traditional media.

The result was an exceptional body of work that earned industry recognition from both the international Council for Advancement and Support of Education (CASE) and the Canadian Council for the Advancement of Education (CCAEE).

Awards

The following were awarded to Uof T by CASE

- Silver: Transit of Venus event in the PR and Community Relations Projects category
- Bronze: Transit of Venus event in the Individual Special Event category
- Bronze: Student Poster Campaign in the Advertising category
- Bronze: Asia Pacific Gala in the Design Invitations category
- Bronze: Winter '13 *Uof T Magazine* in the Design Covers category

CCAEE awarded Uof T the following honours

- Gold: "We've Got a Club/Course for that" campaign in the Best Poster category
- Silver: *Uof T Magazine* in Best Magazine category
- Bronze: Boundless website in the Best Website category
- Silver: Article "Frye's Anatomy" in the Best Writing category
- Bronze: Article "Escaping Gridlock" in the Best Writing category

Honouring David Naylor's legacy



The University of Toronto has launched major entry scholarship programs aimed at attracting the brightest students and supporting their development as leaders in an increasingly global environment.

Governing Council Chair Judy Goldring (BA 1987 VIC) announced the establishment of the C. David Naylor University Scholarships (undergraduate awards) and the C. David Naylor University Fellowships (graduate awards) at an event to commemorate **David Naylor's** (MD 1978) term as President.

The undergraduate scholarships, valued at \$20,000 each, will be among the top entrance awards in North America and will be a major boost to the University's ability to compete for top-tier Canadian students. The C. David Naylor University Fellowships for graduate

students will complement these scholarships. Valued at \$30,000, the new prestigious fellowships will support outstanding candidates from Atlantic Canadian provinces who are admitted to graduate programs across the University.

"I can think of no more fitting way of honouring David—distinguished scholar and educator, academic leader, public policy and health sciences expert, and talented musician and athlete—and his legacy at U of T, than by developing future undergraduate and graduate leaders of similar breadth and calibre," Goldring said.

Both award programs will be directed at students demonstrating academic excellence as well as outstanding leadership potential in one or more endeavours, including sports, arts, entrepreneurship and social enterprise.

More than \$4 million has been raised by alumni, donors and friends for the David Naylor scholarships and fellowships. This includes a lead gift from Trinity College graduates Arthur Scace (BA 1960 TRIN, Hon. LLD 2003) and Susan Scace (BA 1963 TRIN, Hon. DSL 2003 TRIN, Hon. LLD 2013), along with the Henry White Kinnear Foundation, to establish the undergraduate scholarships. A lead gift from U of T alumna Sandra Irving (MA 1966), Arthur Irving, and the Arthur L. Irving Family Foundation will permanently endow two graduate awards.

Welcoming Uof T's sixteenth president



On November 7, in a ceremony steeped in tradition, **Merik Gertler** was installed as the 16th president of the University of Toronto. President Gertler celebrated his 30th year at Uof T in 2013. Gertler came to the Department of Geography in 1983 after receiving his doctorate from Harvard University. He also holds an Honours Bachelor of Arts from McMaster University and a Master of City Planning from Berkeley.

In a speech that highlighted three core strategies for Canada's largest university, Gertler told the enthusiastic crowd of students, alumni, faculty, staff and members of the community that Uof T must leverage its location as a world city, deepen its international partnerships and enrich its undergraduate teaching and learning. He emphasized the significance of the University's relationship with the Toronto city-region—home to its three campuses—praising Uof T's hands-on

partnerships with community development organizations in downtown Toronto, Scarborough and Mississauga. He also noted the importance of strengthening international partnerships with universities in other major world cities, including São Paulo, Paris, New York and Shanghai.

Judy Goldring (BA 1987 VIC), Chair of Governing Council, administered the oath of office to Gertler and announced his official installation. Chancellor **Michael Wilson** (BA 1959 TRIN, Hon. DSL 1994 TRIN, Hon. LLD 2005) invited speakers to welcome the new President: Ontario Lieutenant Governor, the Honourable David C. Onley (BA 1975 UTSC, Hon. LLD 2009); the Honourable Reza Moridi, minister of research and innovation, Government of Ontario; President and CEO of The Hospital for Sick Children Mary Jo Haddad (MHSc 1998), representing the Toronto Academic Health Science Network hospitals; Adrian De Leon, student member of the Governing

Council; Vice-President and Provost Cheryl Regehr (MSW 1980, PhD 1996); Dr. Suzanne Fortier, principal and vice-chancellor of McGill University; Lenna Bradburn (BA 1982 VIC), President of the University of Toronto Alumni Association; Louis Charpentier (BSc 1979 SMC), Secretary of the Governing Council; and President Emeritus J. Robert S. Prichard (LLB 1975, Hon. LLD 2002).

In his address, Gertler also acknowledged the vital role that alumni and supporters play in maintaining the University's stellar international standing. "We owe a huge debt of thanks to our alumni (more than half a million worldwide), and to our benefactors and friends. They help us in ways too numerous to mention, with their time, their loyalty, and their generosity."

Campaign Progress

as of January 27, 2014

RAISED TO DATE: **\$1.438 BILLION**

RAISED IN 26 MONTHS SINCE LAUNCH: **\$472 MILLION**

RAISED PER MONTH SINCE LAUNCH: **\$18.1 MILLION**

SOLICITATIONS IN PROGRESS: **\$479 MILLION**

RAISED MAY-OCT 2013: **\$53 MILLION**

RAISED NOV-JAN 2014: **\$80 MILLION**

BOUNDLESS

A Year in Review



UNIVERSITY OF
TORONTO

2013