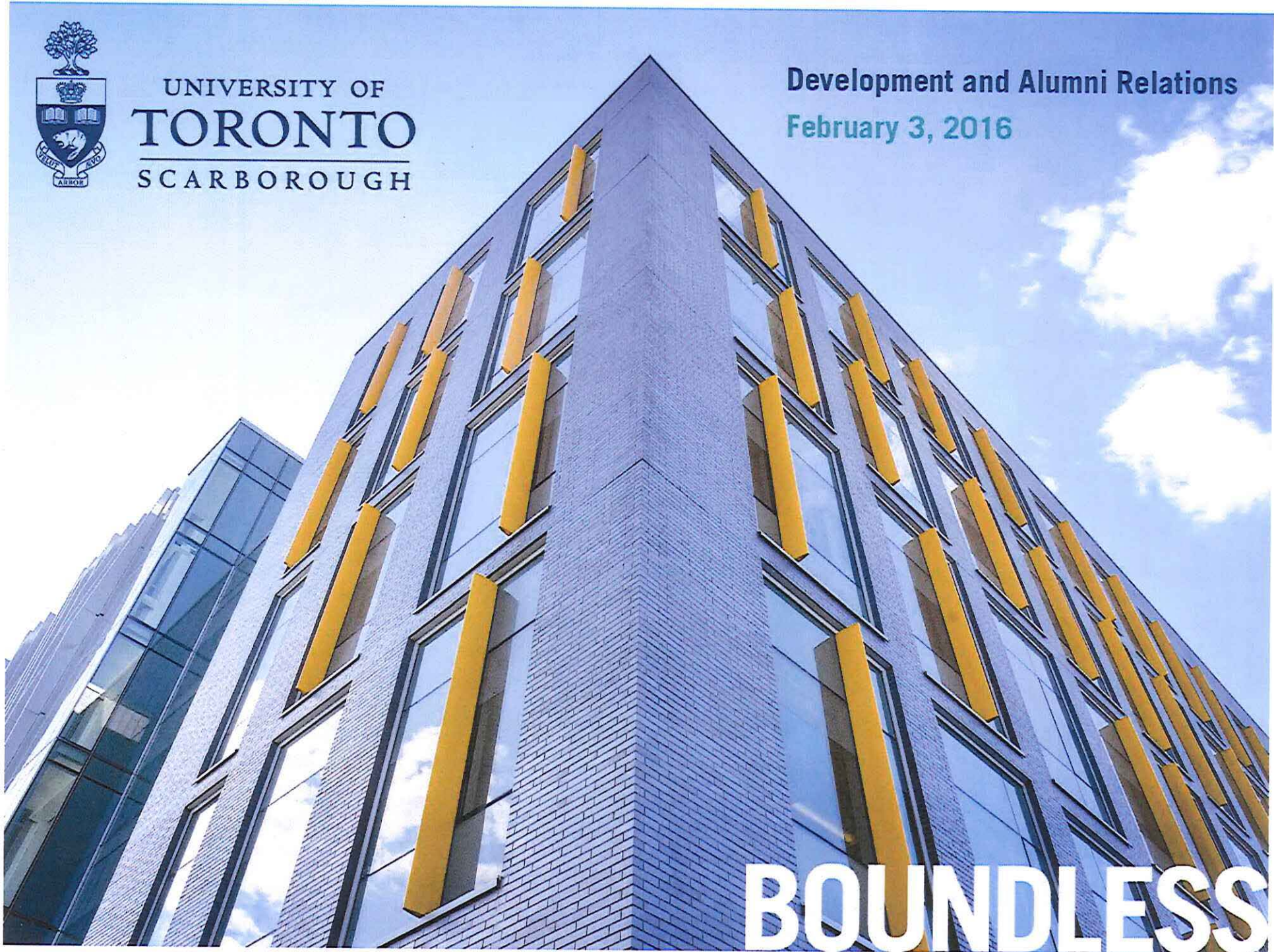




UNIVERSITY OF
TORONTO
SCARBOROUGH

Development and Alumni Relations
February 3, 2016



BOUNDLESS

DEVELOPMENT AND ALUMNI RELATIONS

MANDATE

To oversee university advancement, including alumni affairs and fundraising, through the cultivation and enhancement of relationships with our key stakeholders and friends, and to build long-term capacity and support of UTSC in support of our goals, priorities and aspirations.

ALUMNI RELATIONS

CULTIVATION AND CONVERSION

UNIVERSITY OF TORONTO
SCARBOROUGH

CELEBRATING

50

YEARS

#UTSC
www.utsc.utoronto.ca/50



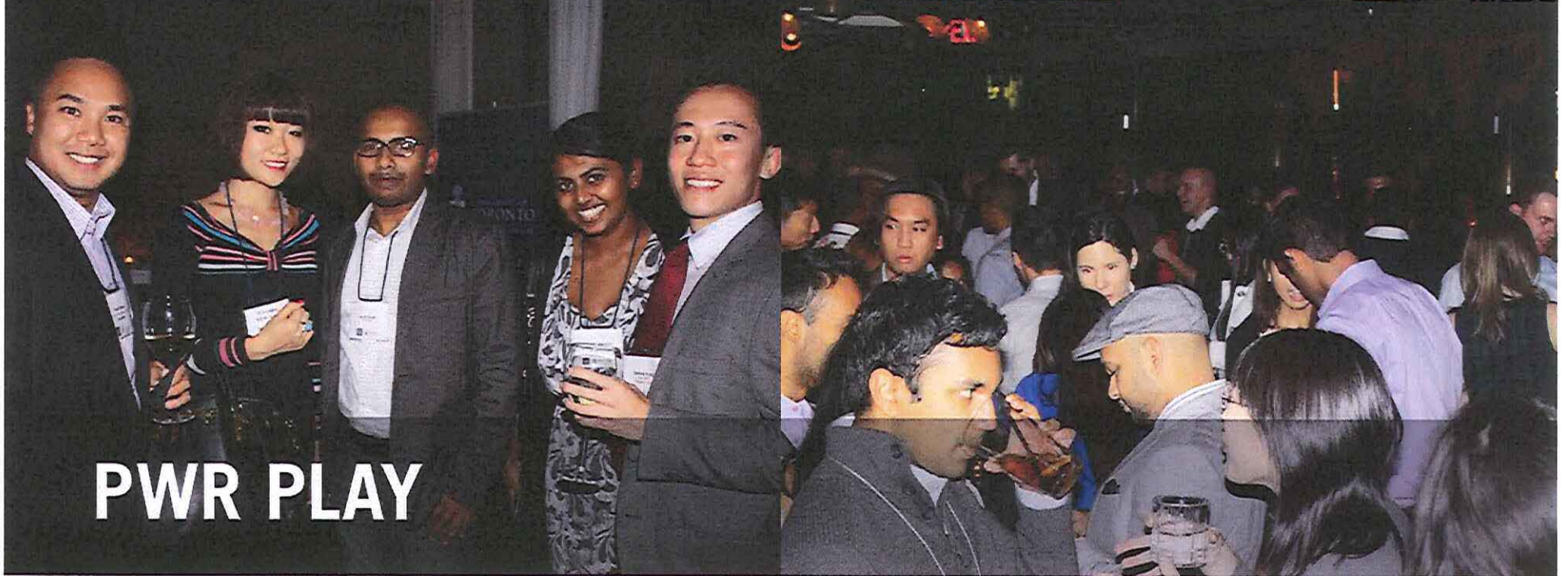
LEADER TO LEADER

BUILDING A PIPELINE AND GIVING BACK



PARTNERS IN LEADERSHIP

NURTURING YOUNG ALUMNI



PWR PLAY

CELEBRATING COMMUNITY

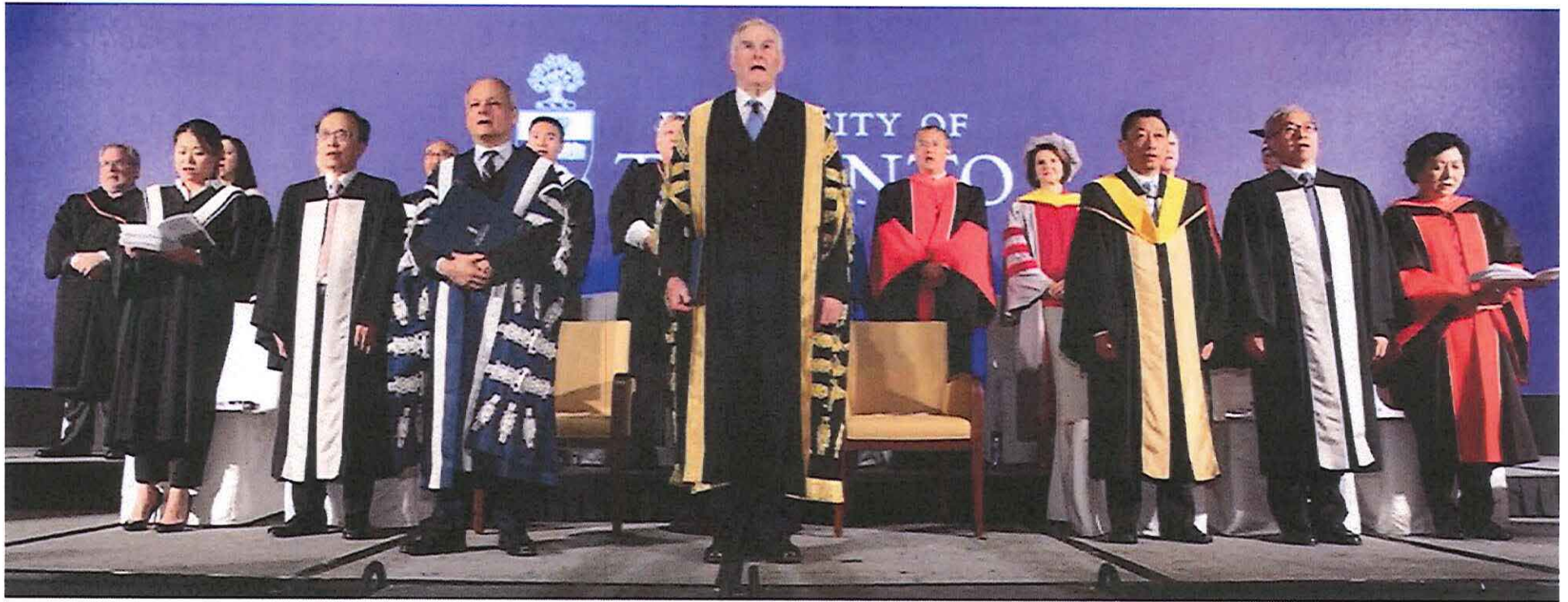


SPRING REUNION





INTERNATIONAL OUTREACH



ASIA-PACIFIC CONVOCATION CEREMONY

ADVANCEMENT

WHERE WE ARE TODAY

CAMPAIGN TO DATE

UTSC

Raised: \$24,572,120

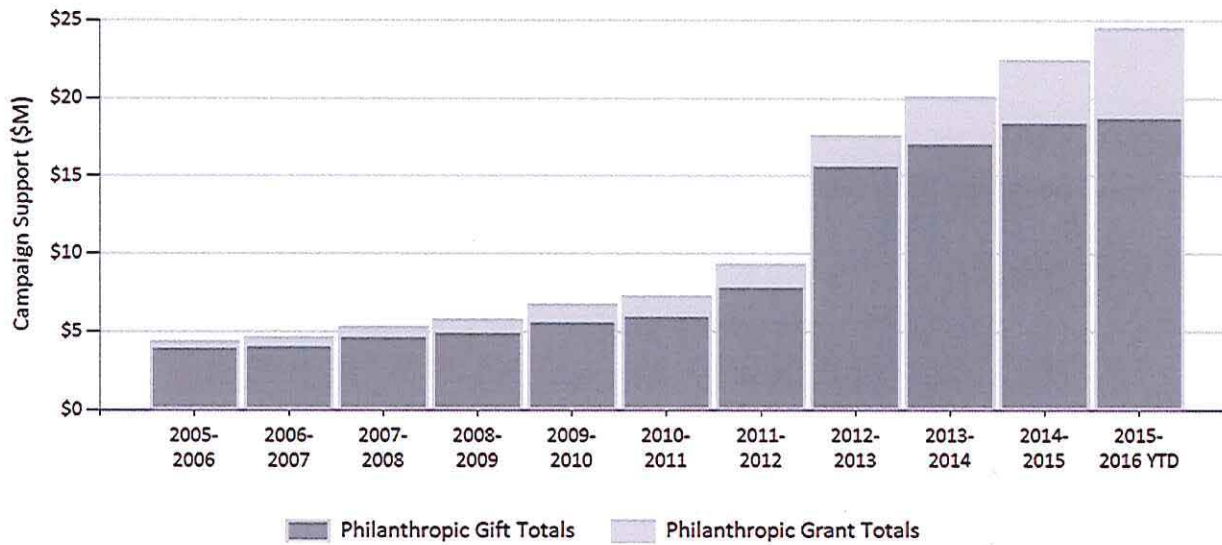
Goal: \$35 Million

UofT (all divisions)

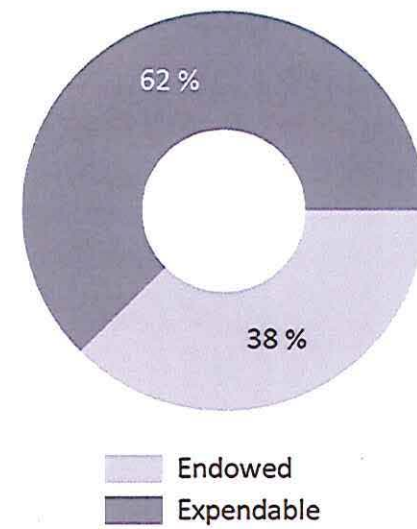
Raised: \$1,895,311,083

Goal: \$2 Billion

CAMPAIGN PHILANTHROPIC TOTALS by FISCAL YEAR



Philanthropic Gifts by Investment



**SUPPORT FOR EXPERIENTIAL LEARNING, GRADUATE
SCHOLARSHIP AND RESEARCH**



TD FRIENDS OF THE ENVIRONMENT

SUPPORT FOR CUTTING EDGE RESEARCH



THE KREMBIL FOUNDATION

GIFTS IN KIND



THE MCCARTHY ESTATE

TOP GIFTS

GIK

- Doris McCarthy - \$3,589,488

Student Experience and Faculty Support

- E-Fund Education Foundation - \$600,000
- CUPE 3902 - \$160,000
- TD Bank Group - \$600,000

Programs and Research

- The Krembil Foundation - \$1,600,000
- TD Bank Group - \$400,000

Infrastructure (Highland Hall)

- Adam and Yien Watson- \$250,000

THE ANNUAL FUND

Leadership and Annual Giving

Revenue by Fiscal Year

2011-12	2012-13	2013-14	2014-15	2015-16 (8 MONTHS)
\$112,037	\$157,043	\$172,545	\$189,000	\$130,000

- **Annual Giving donation range \$1-\$499**
- **Leadership Giving donation range \$500-\$5,000**
- **59% total growth in five years**
- **45 % of all Leadership Giving donors are new donors (acquisition)**
- **41% of all Leadership Giving donors are renewal donors**

LOOKING AHEAD

FOCUS OF UTSC CAMPAIGN

- **Campus priorities approved by UTSC Executive and Provost - 2011**
- **Refinement of top priorities in the light of donor analysis and response 2011-**
- **Streamlining priorities under Principal Bruce Kidd**
 - **Highland Hall**
 - **Student scholarships**
 - **Healthy campus**
- **Review of priorities for remainder of campaign- February 2016**

DRIVING AFFINITY AND ENGAGEMENT

- **Alumni life-stage programming**
- **Stewardship**
- **International Leadership Presence**
- **Entrepreneurship Leadership Focus**

MAINTAINING AND GROWING MOMENTUM

- Stewardship
- Pipeline Management
- Broadening the base, intensifying calling culture
- A renewed Annual Giving focus on donor acquisition and re-acquisition

LOOKING BEYOND CAMPAIGN GOAL

- **Financial potential of prospect base**
- **Economic environment**
- **President's 3 Priorities and Principal's 3 Priorities**
- **Big ideas with transformational outcomes**
- **Appetite of stakeholders**

THANK YOU.

Questions?