

ACADEMIC PRIORITIES FOR FUNDRAISING

May 29, 2018

Presentation to
UTM Campus Council

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Executive Director of Advancement

AGENDA

- Boundless Campaign Update
- Preparing for the Next Campaign
- Alumni Relations Three-Year Strategy

IDENTIFYING AND ESTABLISHING FUNDING PRIORITIES AT U OF T

All major and principal gifts funding opportunities must be approved:

- by VP and Principal
- by Provost

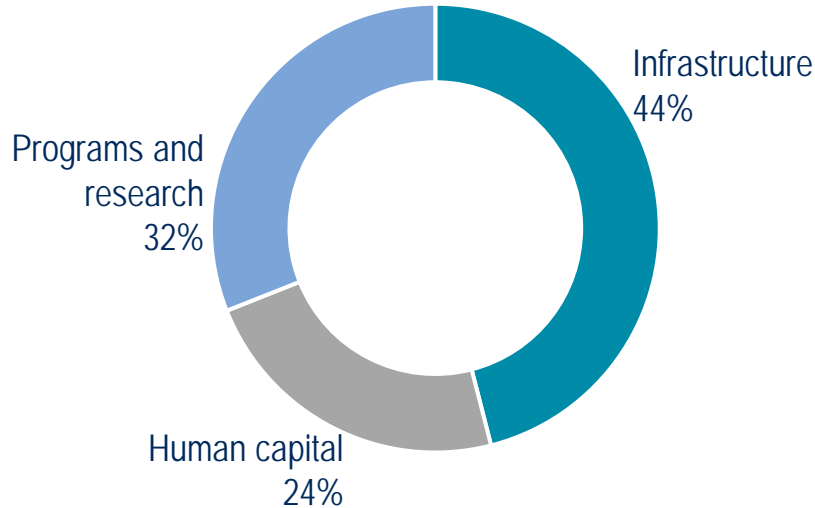
UTM BOUNDLESS CAMPAIGN: \$60 MILLION

- Preparing Global Citizens
- Meeting Global Challenges
- \$68,829,601
- 4 investments of \$5 million or more
- 4 investments between \$1M and \$5M
- 75 investments between \$25K and \$1M
- 2,365 investments below \$25K
- 2,299 donors
 - Alumni 69%
 - Friends 22%
 - Corporate, foundations and organizations 9%



UTM BOUNDLESS CAMPAIGN HIGHLIGHTS

Support directed to:



22% of investments have been allocated to endowed funds and 78% have been deployed for immediate expenditure.

\$5 million raised in support of undergraduate and graduate student financial aid.

PREPARING FOR THE NEXT CAMPAIGN

Centre for Medicinal Chemistry (CMC)

\$42 Million

- Human Capital: \$22 Million
- Science Building: \$20 Million

PREPARING FOR THE NEXT CAMPAIGN

CMC Campaign Principal Gifts

- Investments between \$3 million and \$15 million
- High net-worth individuals

PREPARING FOR THE NEXT CAMPAIGN

CMC Campaign Major Gifts

- Investments between \$25,000 and \$3 million
- High net worth individuals, foundations, corporations and organizations

CMC Leadership and Annual Gifts

- Secure gifts below \$25,000 from a large pool of donors
- Alumni and friends

PREPARING FOR THE NEXT CAMPAIGN

CMC Campaign Critical Path:

- Prospect identification and research In Progress/Ongoing
- Prospective donor meetings May 2018 – November 2021
- Volunteer cabinet recruitment May 2018 – September 2019
- Speakers bureau (local, regional, international) May 2018 – November 2021
- Major brochure (case for support) May 2018 – August 2018
- Marketing and communications plan July 2018 – August 2018
- Architectural design December 2018 – January 2019
- Donor recognition plan December 2018 – January 2019

PREPARING FOR THE NEXT CAMPAIGN



ALUMNI RELATIONS

The Mutual Value Proposition

The University is a renewable resource for alumni to explore, create, and share in unique research and educational experiences. These distinctive experiences offer inherent opportunities that foster networks, connections and support.

Alumni are a renewable asset who extend the reach and reputation of UTM through their engagement and contributions on campus, or by their impact and achievements around the world. Both alumni and the University benefit through collaboration, strengthening of activities and programs that drive excellence. The mutual value proposition embodies **personal growth, professional development, pride, and contribution.**

ALUMNI RELATIONS

- Connect UTM alumni and friends with each other and the University
- Connect UTM alumni with students to support professional development and experiential learning
- Offer UTM alumni opportunities for service, leadership, and advocacy to help drive University aspirations and city building
- Create unique opportunities that connect alumni with UTM's research and teaching mission
- Celebrate, recognize and appreciate UTM alumni achievements
- Build a value proposition for alumni centred on career services
- Measure and set new benchmarks for deeper alumni engagement
- Exploit digital technology and social media to scale alumni engagement

ALUMNI RELATIONS

Engagement Pillars:

- Alumni-Student Connections
- Alumni Personal Growth and Professional Development
- Regional and International Alumni Relations
- Alumni Achievements, Service and Contributions
- Alumni Communications

ALUMNI RELATIONS

Alumni-Student Connections

- Student professional development (Backpack-to-Briefcase)
- Student Transition into Alumni (Last Lecture)
- Mentorship
- Career Planning
- Student Recruitment
- Alumni Job Shadowing
- Experiential Learning

ALUMNI RELATIONS

Alumni Personal Growth and Professional Development

- Unique learning opportunities (Classes without Quizzes)
- Alumni career services

ALUMNI RELATIONS

Regional and International Alumni Relations

- UTM Beyond the Campus
- Alumni experiential events

ALUMNI RELATIONS

Alumni Achievements, Service and Contributions

- Governance and advisory
- Alumni Awards of Distinction

ALUMNI RELATIONS

Alumni Communications

- Print communications (M Magazine)
- Digital communications
- Social media

ALUMNI RELATIONS

Alumni Engagement Metrics

- Alumni event attendance
- Alumni giving
- Alumni volunteers

Questions?