

**Division of University Advancement
2001-02 Annual Report to Business Board**



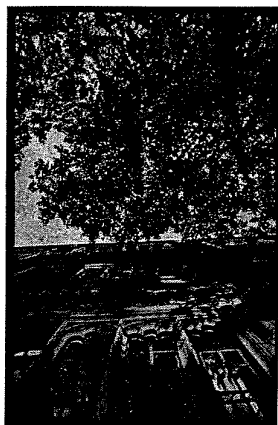
**Looking backward &
looking ahead**

by **Dr. Jon S. Dellandrea**
Vice-President and
Chief Advancement Officer
University of Toronto

Sept. 30, 2002

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A G E N D A



- Results to date
- Future of the campaign
- Key priorities for 2002-03

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Terms of Reference

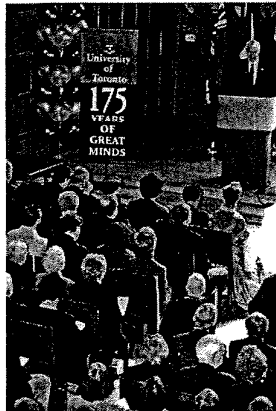


■ Key DUA objectives

- Strengthen ties with alumni and the community
- Raise the University's profile
- Maximize support, servant to the Academic Plan

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175th anniversary

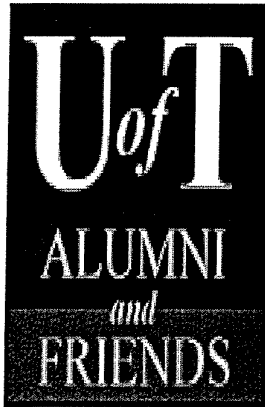


■ Huge success

- Alumni events
- Banner Program
- "University of Toronto: A History"
- Web Page
- Calendar
- Movie Night
- Campus events

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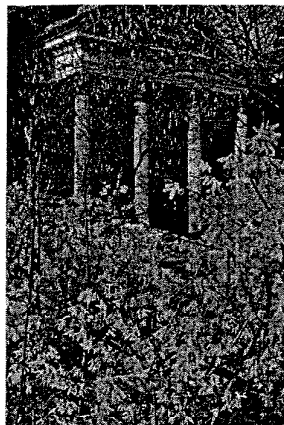
Impact



- 34% increase in regional events
- Monthly e-news to 55,000 alumni
- Communications awards

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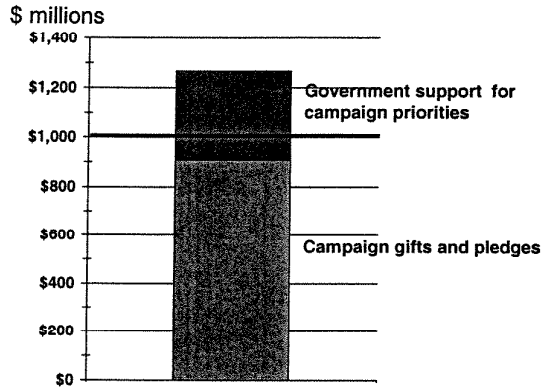
August 31, 2002 financial results



<i>Source of Support</i>	<i>Results</i>
<i>Cash and Pledges</i>	\$808,937,212
<i>Gifts in kind</i>	\$99,822,892
<i>Campaign total</i>	\$908,760,104
<i>Future Bequest Intentions</i>	\$192,669,906

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Financial impact of the Campaign on academic priorities



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Cumulative support projections vs. performance

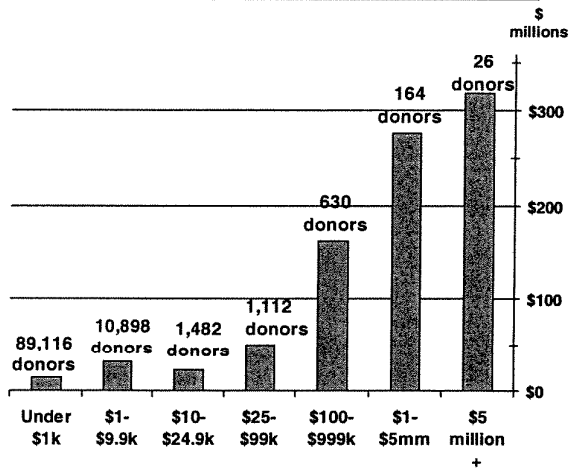


<i>Date</i>	<i>Projection</i>	<i>Actual Performance</i>
<i>By April 30 2001:</i>	<i>\$740 to \$762</i>	<i>\$792</i>
<i>By April 30 2002:</i>	<i>\$840 to \$884</i>	<i>\$874</i>
<i>By April 30 2003:</i>	<i>\$940 to \$1,006</i>	
<i>By April 30 2004:</i>	<i>\$1,040 to \$1,128</i>	
<i>By Dec. 31 2004:</i>	<i>\$1,098 to \$1,199</i>	

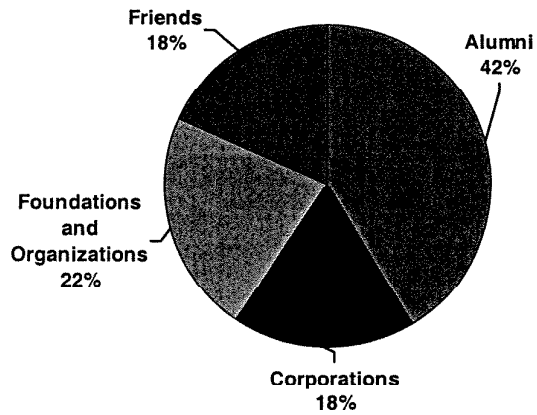
Presented to Business Board Nov. 20, 2000

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Distribution of campaign commitments: Aug 31, 2002



Support by donor type: Aug 31, 2002



Campaign strategy



- Continue “The Campaign” until December 31, 2004, regardless of when the \$1 billion mark is reached
- Launch communications and stewardship initiatives in Jan. 2005
- Prepare for another campaign to be launched in 2007 or 2008

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Benefits of this approach



- Sufficient time to
 - maximize support
 - solicit new prospects
 - enable donors to complete pledges before next campaign
 - minimize donor fatigue

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Specific DUA goals for 2002/03

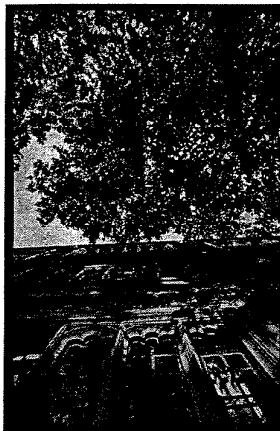


1. Maximize support for
academic priorities

Reach a minimum of
\$940 million by April 30, 2003

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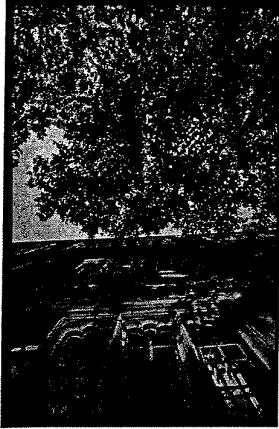
Specific DUA goals for 2002/03



2. Complete the parallel gift
planning goal

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Specific DUA goals for 2002/03

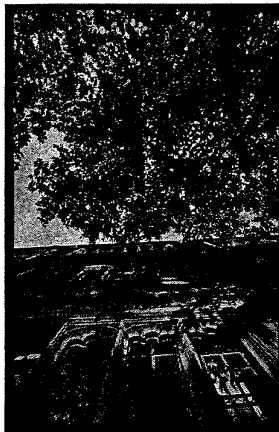


3. Sustainability:

- expand the base of private support
- revitalize annual giving
- effective stewardship

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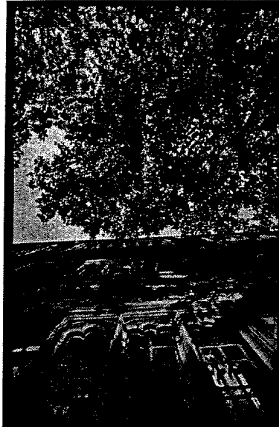
Specific DUA goals for 2002/03



4. Enhance national and international positioning

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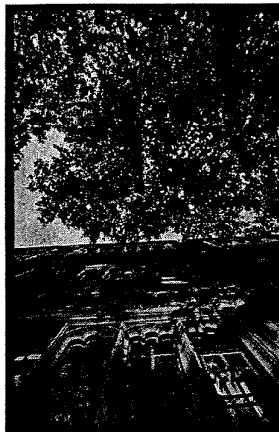
Specific DUA goals for 2002/03



5. Maximize the benefits of the 175th anniversary

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Specific DUA goals for 2002/03



6. High level of alumni engagement

- quality communications
- local and regional programming
- effective volunteer management

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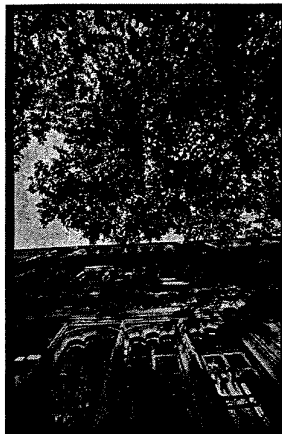
Specific DUA goals for 2002/03



7. Enhance alumni and donor volunteer involvement opportunities

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Specific DUA goals for 2002/03

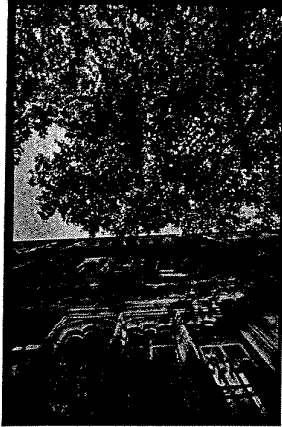


8. Lead the sector in non-philanthropic revenue programs

- affinity
- alumni travel
- sponsorship
- trademark programs

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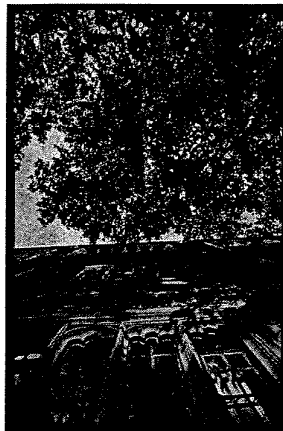
Specific DUA goals for 2002/03



9. Staff accountability and productivity

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Specific DUA goals for 2002/03



10. Continue to enhance effectiveness and improve service

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Specific DUA goals for 2002/03

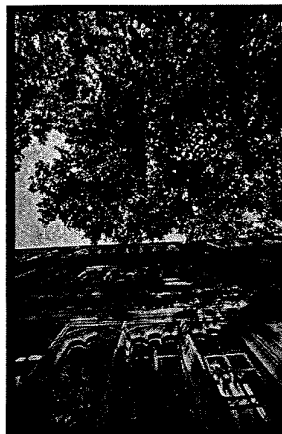


11. Work with other portfolios on issues such as

- capital expansion
- student recruitment
- government relations

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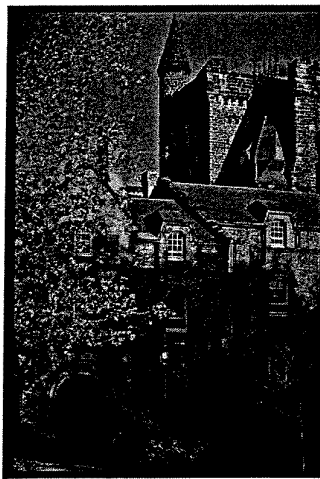
Specific DUA goals for 2002/03



12. Prepare for transition to the post-Campaign period

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Conclusion



- Remarkable success to date, but...
 - the campaign is not over
 - intensity must be maintained to support the academic vision
- Attention to transition and sustainability