



UNIVERSITY OF
TORONTO

UNIVERSITY ADVANCEMENT FY 2019-20 PERFORMANCE INDICATORS

TUESDAY, OCTOBER 6, 2020
PREPARED FOR BUSINESS BOARD

BOUNDLESS

ALUMNI ENGAGEMENT



ALUMNI ENGAGEMENT

Total Number of University-wide Engaged Alumni – Fiscal Year 2019-2020

16,884

Total newly engaged alumni
(14,896 FY18-19)

14,320

Total newly engaged
through events

1,635

Total newly engaged
as volunteers

1,736

Total newly engaged
through gifts and pledges

51,282

University-wide engaged alumni
(both new and continuing)
(45,376 FY 18-19)

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Volunteer Impact

9,868

Total Engaged (University-Wide)
(9,479 FY18-19)

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Newly Engaged (University-Wide)

Alumni volunteers by volunteer group type

4,054

Alumni Relations

2,971

Other

2,867

Mentor

596

Governance

283

Development

351

Advisory

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Pride of Association

91%

said our events fostered pride in U of T

91%

said our events created an
emotional connection to U of T

91%

said our events strengthened an
intellectual connection to U of T

87%

said our events increased the sense
that alumni have a stake in U of T's
success and achievements

87%

said our events enhanced understanding
of U of T's need for support

93%

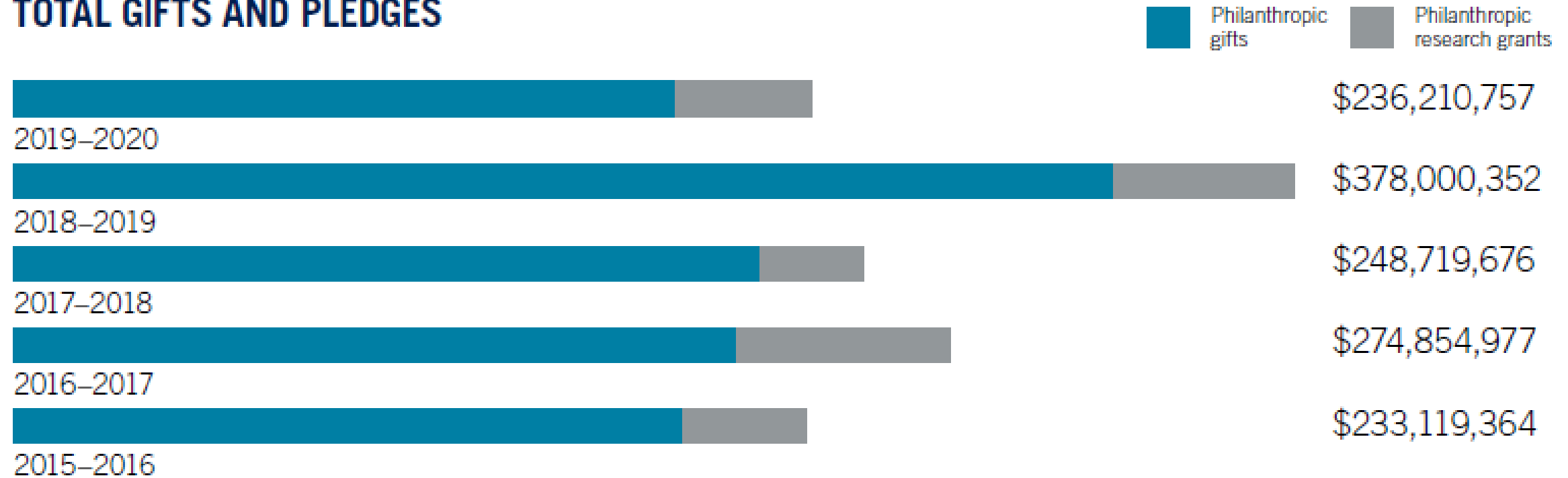
said our events created a greater sense
of belonging to the U of T community

FUNDRAISING RESULTS



ANNUAL FUNDRAISING RESULTS 2019–2020

TOTAL GIFTS AND PLEDGES



CAMPAIGN FUNDRAISING RESULTS

JANUARY 1, 2019 TO DATE

CAMPAIGN FUNDRAISING RESULTS	ANNUAL TOTAL	CUMULATIVE
2020-21 (YEAR TO DATE)	\$304,935,144	\$743,527,342
2019-20	\$236,104,689	\$438,592,198
2018-19 (A19 CAMPAIGN ONLY)	\$202,487,509	\$202,487,509

BRAND HUB



BRAND HUB

Key statistics from DUA's many digital initiatives include:



556,288

Social media followers across channels
(11.7% increase over prior year)



146%

Increase in content-engagement by
digital users (likes, clicks, comments)



1,114,519

Pageviews of
alumni.utoronto.ca



416,250

Pageviews of
boundless.utoronto.ca



2,000

Approx. emails sent, supporting
divisions University-wide



53%

Click-through rate for News@UofT
(industry benchmark is 24%)

WHAT'S NEW: VIRTUAL HUB FOR U OF T ALUMNI



DANIELS MINECRAFT PROGRAM



DANIELS MINECRAFT FALL PROGRAM

September 19 - December 5, 2020. Join the **Daniels Faculty** in partnership with University of Toronto eSports for a new Saturday half-day online Minecraft program. Registration deadline September 25. 10% discount for alumni!



CQ SEMINAR - DR. SARAH ELTON

September 25, 2020. Join **The Centre for Critical Qualitative Health Research** as CQ Award Winner, Dr. Sarah Elton, presents her doctoral dissertation research in CQ's first online seminar.



COVID-19 BECOMES OUR NEW NORMAL

September 28, 2020. Join Dr. Pier Bryden, in partnership with the **Faculty of Medicine**, for a six-part series exploring the mental health challenges our community faces as Covid-19 becomes our new normal.



A TOOLKIT FOR LEADERS

September 29, 2020. Join us for four contributors from the Fall issue of **Rotman Management Magazine** share key insights for thriving amidst the uncertainty that lies ahead. Presented by **Rotman**.



ORGANIZING WITH HEART

September 30, 2020. Join us for the Annual Sefton-Williams Memorial Lecture "Organizing with Heart: New Ways of Building Worker Movements." Presented by **Woodsworth College** and the Centre for Industrial Relations & Human Resources.



MOVING, DANCING, KNOWLEDGE: DANCE BEYOND PERFORMANCE

September 30, 2020. Join **Hart House** to explore the role of dance and embodied practice and the ways in which it informs, translates into, and enriches academic and professional settings.

ORANGE SHIRT DAY

SEPTEMBER 30 - EVERY CHILD MATTERS



ORANGE SHIRT DAY: HOSTED CONVERSATION

September 30, 2020. Join **Hart House** for a virtual event on Orange Shirt Day, a national movement in recognition of the experiences of survivors of residential schools in Canada.



2020: EVERYTHING CHANGES?

October 1, 2020. Join **Faculty of Law** Professor Jutta Brunneé and international law colleagues Lavanya Rajamani and Alonso Gurmendi for a discussion on international law in 2020 and beyond.



WRITE A COMPELLING PERSONAL STATEMENT



CAMERA CLUB CRITICAL SALON



SMARTER CARS & SAFER DRIVING



ROLE OF OCCUPATIONAL EXPOSURES IN CANCER



LAUNCH OF BUILT TO LEAD



WHEN MORE IS NOT BETTER



ABOLISH THE POLICE, ABOLISH PRISONS



24 PRINCIPLES FOR DESIGNING MASSIVE

WHAT'S NEW: HOW COVID IS AFFECTING US



WHAT'S NEW: TEMERTY FACULTY OF MEDICINE



WHAT'S AHEAD: CONTEXT

BOUNDLESS GOALS

Raise **\$2 billion**

Double annual fundraising results to **\$200 million per year**

Significantly increase the number of **meaningfully engaged alumni** on an annual basis

CURRENT STATUS

Surpassed goal substantially: \$2.641 billion for Boundless; XXX raised

Last 5 consecutive years averaged \$276 million

Tripled alumni engagement during Boundless; set record levels for alumni engagement and participation

CURRENT CHALLENGE

Prepare for next campaign From 2019-2029, including bicentennial

Chart a path to raising **\$350 million**—and ultimately \$400 million—annually

1,000,000 instances of alumni engagement involving at least **225,000 unique alumni**



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