

University Advancement

Annual Report
Fiscal Year 2021–2022



UNIVERSITY OF
TORONTO

DEFY
GRAVITY

Defy Gravity Campaign Progress

January 1, 2019 to April 30, 2022

Alumni Engagement

Newly Engaged Alumni

108,380

toward a goal of 225,000.

Unique Engagement Instances

398,456

toward a goal of 1,000,000.

Fundraising

Dollars Raised

\$1.29 billion

toward a goal of \$4 billion.

Annual Results

May 1, 2021 to April 30, 2022

Alumni Engagement

Newly Engaged Alumni

21,489

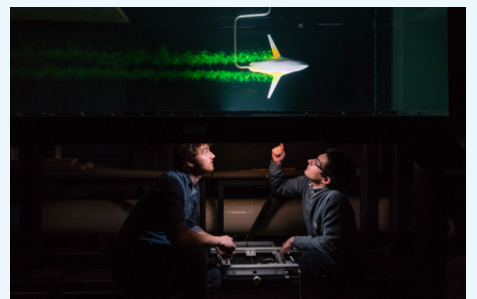
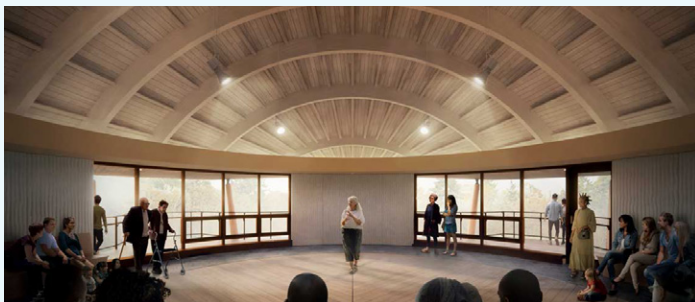
Unique Engagement Instances

125,352

Fundraising

Dollars Raised

\$409.7 million



Contents

Vice-President's Message	3
Defy Gravity Campaign	4
Advancing Inclusive Excellence	5
Alumni Engagement	6
Fundraising Results	10
Campaign Performance	14
Brand Hub	16
Looking Ahead	18

This report focuses on the 2021–2022 fiscal year: May 1, 2021 to April 30, 2022. It also reports on cumulative progress toward the goals of the Defy Gravity campaign from January 1, 2019 to April 30, 2022.



Together, We Can Rise to Any Challenge.

This past year, the University of Toronto launched the largest university fundraising and alumni engagement campaign in Canadian history. The campaign seeks to elevate U of T's position as one of the world's leading public universities and bolster our capacity to find innovative solutions to the world's most pressing challenges—from pandemic recovery to social inequality to climate change.

With ambitious goals to raise \$4 billion and engage 225,000 alumni in one million contributions of time and talent, the Defy Gravity campaign reflects our community's incredible potential for leadership, the remarkable breadth of our collective aspirations, the enormous international footprint of our alumni networks, the outsized scale of our impact, and the urgency of our competitive global environment. It also affirms U of T's fundamental commitment to inclusive excellence—the idea that every member of our community should thrive in an environment of belonging. This core value is embedded in every aspect of the campaign's DNA.

Together, our faculties, colleges, and campuses are shaping a compelling vision for our campaign and U of T's impact on the world. Over the past few months, we've been delighted to see our community rally around this vision. Indeed, the results of our campaign to date are nothing short of inspiring.

In the fiscal year 2021–2022, our alumni around the world engaged with the University more than 125,000 times. They contributed their talent, time, and energy to U of T by volunteering, mentoring students, participating in events, and supporting scholarships, programs, student spaces, and other vital priorities across the University. Our generous donors contributed \$409,768,535 in gifts and philanthropic research grants—making this past year one of the most successful for alumni engagement and fundraising in our history.

During a year beset by conflict, profound social inequities and the complexity of a rapidly evolving pandemic, the University

community responded admirably with direct, meaningful, and tangible support. In response to the war in Ukraine, for example, we expanded our Scholars-at-Risk Program, which offers faculty and students from at-risk global regions a lifeline to continue their studies in a safe and welcoming environment supported by an open and inclusive community. With help from a large group of supporters, including a \$3.2 million donation from the [Temerty Foundation](#), as well as a \$1 million U of T matching program, our campuses have, to date, welcomed more than 300 students from Ukraine whose studies were disrupted by the ongoing war.

Last year we also saw many donors step forward to champion equity, diversity, and inclusion at U of T and society at large, including Toronto Raptor [Fred VanVleet's scholarship](#) for incoming Black and Indigenous students at Rotman Commerce, alumni [Norman and Gay Loveland's renewed support](#) to endow a chair in Indigenous Law, Innis College grad [Lesra Martin's award](#) for students whose scholarly achievement or extracurricular initiatives contribute to Black excellence and inclusion, and an anonymous donor's gift that is catalyzing the [School of Cities' plan](#) to spur development for broad community benefit.

In this report, you'll read about these and other inspiring donors and alumni working with our faculties, colleges, divisions, and campuses to create a healthier, sustainable, and equitable world.

We have so much to celebrate, and we look forward to even greater in-person participation and engagement from our outstanding global community in the year to come.

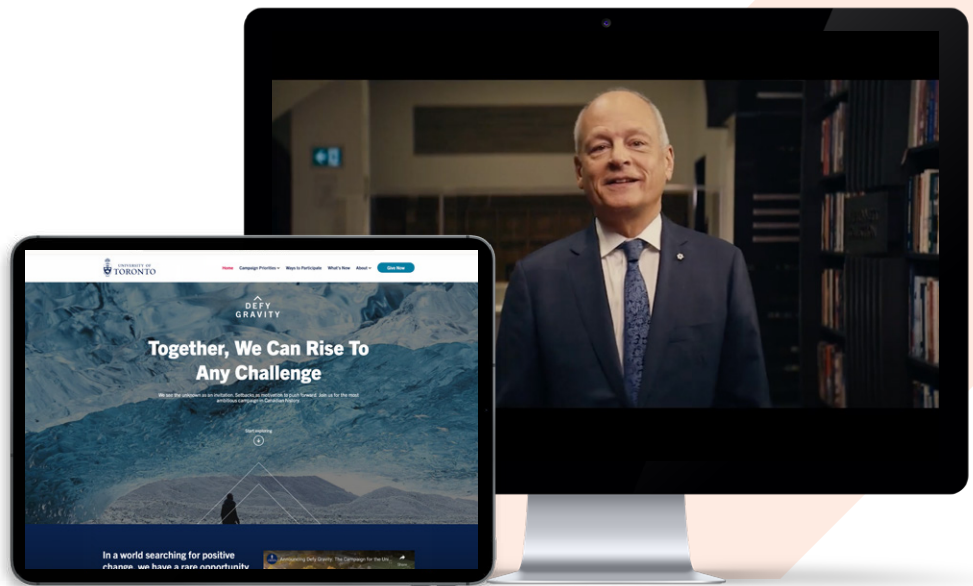
Sincerely,



David Palmer
Vice-President, Advancement

A Bold Campaign.

The Defy Gravity campaign provides a robust framework for supporting inclusive excellence across our three campuses.



Defy Gravity: The Campaign for the University of Toronto aims to harness the power of our global community to solve some of the biggest challenges facing our world today.

In an inspiring [virtual event](#) led by President Meric Gertler and Chancellor Rose Patten in December 2021 (midway through the 2021–2022 fiscal year), our campaign leadership shared our two ambitious goals to meet today’s challenges. For the first time in U of T history, the campaign includes a goal for alumni engagement: to inspire 225,000 alumni to get involved as volunteers, mentors, donors, participants, and leaders and encourage them to contribute their time and talent to the University one million times collectively.

Through the campaign, advancement teams across the University’s faculties, colleges, and campuses will seek to raise \$4 billion for the University’s highest priorities, a goal commensurate with our excellence, the breadth of our aspirations, the global footprint of our faculty, students, alumni, and donors, and our potential for life-changing impact.

Achieving this goal will generate new opportunities for talented students from every financial background, strengthen U of T’s commitment to equity, diversity, and inclusion, spark exciting interdisciplinary research initiatives, and help build new facilities that create community and enhance world-class teaching, research, and innovation across U of T’s three campuses.

Our volunteer cabinet is currently led by two campaign co-chairs: John M. Cassaday (MBA 1981, Hon LLD 2017) and former Governing Council chair Claire M.C. Kennedy (BSc 1989). They will serve in this role until mid-campaign, when Brian D. Lawson (BA 1982) and Som Seif (BASC 1999) begin their terms as campaign co-chairs. All four volunteers are passionate and accomplished leaders with extensive involvement at the University.

Our co-chairs are joined by an outstanding group of Honorary co-chairs and a [Campaign Steering Committee](#). As well, alumni and leaders across U of T are stepping up to support the campaign as volunteers, lifting the University through their advocacy and guidance.

The campaign theme, Defy Gravity, reflects U of T’s long history of discovery, advancing the frontiers of knowledge, and opening life-changing opportunities to foster a more caring and inclusive world through its faculty, students, alumni, and supporters — critical today in addressing racial injustice, climate change, technological disruption, pandemic recovery, and more.

Defy Gravity is also U of T’s new brand expression, which we launched across our institution last year to share our collective vision for the future with the world.

In the following pages, you can read about our progress toward these goals in fiscal year 2021–2022, along with other exciting alumni and fundraising initiatives that contribute to these priorities.

Advancing Inclusive Excellence.

University of Toronto Advancement aims to build a welcoming, inclusive, and collaborative environment.

The Division of University Advancement struck its Equity, Diversity, and Inclusion Task Force in mid-2021 to help U of T's Advancement community respond to systemic challenges and create opportunities for meaningful change. The task force brought together staff from every part of our division, across our three campuses, to create a road map for increasing equity, diversity, and inclusion in every facet of Advancement's priorities, programs, practices, and people.

The task force included three working groups: the Diversity of our Engaged Audiences, the Diversity of our Advancement Organization, and Funding Priorities.

In March 2022, the task force released its report, *Advancing Inclusive Excellence*, with 80 recommendations for embedding equity, diversity, and inclusion best practices across all Advancement functions within our tri-campus community.

The Task Force Steering Committee accepted the recommendations in their entirety, and we immediately began the work of seeing them through. They are illustrative of our ambitious aims to be a leader and role model for other Advancement organizations, not just here in Canada, but globally. Implementing them will transform us into a different organization and help us redefine what it means to pursue excellence—and be excellent—in our field.



U of T's Engagement Results.

Last year, more than 21,000 alumni engaged with the University of Toronto's faculties, colleges, and campuses for the first time.

Even though the pandemic continued to limit public gatherings and events, U of T alumni still managed to support and connect with the University in large numbers this past year. Indeed, our alumni engaged with the University more than 125,000 times, largely through digital events and activities.

The [Virtual Hub](#) for U of T Alumni was a primary conduit for engagement, offering a broad range of content, including fascinating lectures from U of T experts, online courses, podcasts, videos, virtual book clubs, quiz nights, musical performances, wellness tips, and much more. Divisions from across the University contributed ideas and programming for the Virtual Hub and the University's Brand Hub team promoted the platform's unique offerings to alumni.

Working in this digital environment has provided Alumni Relations with many opportunities to innovate and experiment with alumni programming. Alumni Reunion 2022, for example, was a hybrid event, with a mix of in-person events and virtual programming. The virtual events allowed graduates from around the world to join in the festivities and enjoy the company of their fellow alumni without having to leave home. The in-person events allowed local alumni to reconnect with their campuses and their communities after two years of lockdowns and other restrictions.

This digital shift allowed Alumni Relations to create more opportunities for alumni to mentor students, connect with other graduates, participate in classes, and attend University events like convocation. Through all this work, Alumni Relations is building the groundwork for future hybrid events and programs, where alumni can choose how they want to engage.



Renée Beach taught dermatology residents and helped applicants prepare for medical school at U of T.



U of T alumna and retired Supreme Court Justice Rosalie Silberman Abella donated nearly 1,000 books to University of Toronto law students.

U of T alumni remain very passionate about their university. The stories we've gathered here demonstrate the many ways alumni give back — through volunteering, mentoring, advising, and donating to scholarships and other causes they care about at U of T.



A visionary group of alumni volunteers and leaders have stepped forward to lead the Defy Gravity campaign.



Alumna Joan McCalla established a graduate scholarship for Indigenous students.



Melisa Ellis, a UTSC alumna and founder of Nobellum, helped promote Black excellence in entrepreneurship and tech.



Adam Rosenfield mentored students and helped develop transportation engineering curriculum.



The nursing class of 1971 honored its 50th anniversary with an endowed undergraduate award.



Solomon McKenzie shared the 'pulse of the profession' with law students.



Hana Tariq volunteered to 'learn, remain engaged, and have some fun.'

Alumni Engagement

FY 2021–2022

Total Engaged Alumni University-Wide

58,768

New and continuing

21,489

Newly engaged in FY 2021–2022

Total Engaged Alumni by Activity University-Wide

44,420

Events

8,602

Volunteers

12,916

Gifts and Pledges

3,697

Face-to-face Meetings

Total Engaged Alumni by Life Stage (University-wide)

17,699

Young Alumni

Under 35

22,618

Encore Alumni

55+

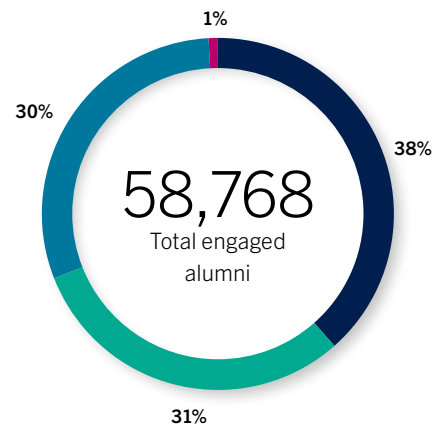
17,952

Established Alumni

35 to 54

499

Age not available



Newly Engaged Alumni by Life Stage (University-wide)

9,602

Young Alumni

Under 35

5,379

Encore Alumni

55+

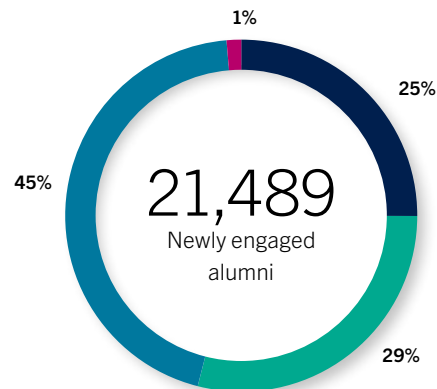
6,221

Established Alumni

35 to 54

287

Age not available



Alumni Virtual Hub

Created in response to stay-at-home orders in 2020, the Virtual Hub for U of T Alumni is a one-stop engagement portal for digital programming and resources tailored to alumni. Here alumni can expand their minds through online lectures and events, hone their professional skills by taking courses and getting career advice, and practice better health and wellness thanks to virtual tips and training from U of T experts.

277
programs and
events listed
on the Hub.

27
participating
divisions
(87% of all
divisional units).

13
partner offices
posted content
through the Hub.

All numbers from FY 2021–2022

Alumni Demographics

FY 2021–2022

Age Distribution of Living Alumni

3.4%
Under 25

20.7%
25 to 34

18.4%
35 to 44

15.2%
45 to 54

14.1%
55 to 64

12.2%
65 to 74

7.3%
75 to 84

5.8%
85+



Life-stage Distribution of Living Alumni

Tracking alumni by age enables us to create meaningful programming for those in different life stages — from young people who have recently graduated to established professionals to retirees and lifelong volunteers.

24.1%
Young
Under 35

33.5%
Established
35 to 54

39.4%
Encore
55+

U of T's Fundraising Results.

From advancing health to supporting inclusive excellence, U of T donors are creating lasting impact across our faculties, colleges, and campuses.

Fiscal 2021–2022 was a momentous year for fundraising at U of T despite the challenges presented by the ongoing pandemic. The University received \$409,768,535 in philanthropic gifts and grants—the second highest total in our history and the second consecutive year with annual fundraising results exceeding \$400 million.

More than 19,000 donors contributed to U of T this past year, and this generous support is creating countless opportunities for students and researchers across our three campuses and beyond.

For example, the Mastercard Foundation and U of T are creating a collaborative network with eight leading African universities to provide the training, knowledge, and hands-on experiential learning required to develop high-quality and equitable health-care delivery in Africa, by Africans, for Africans.

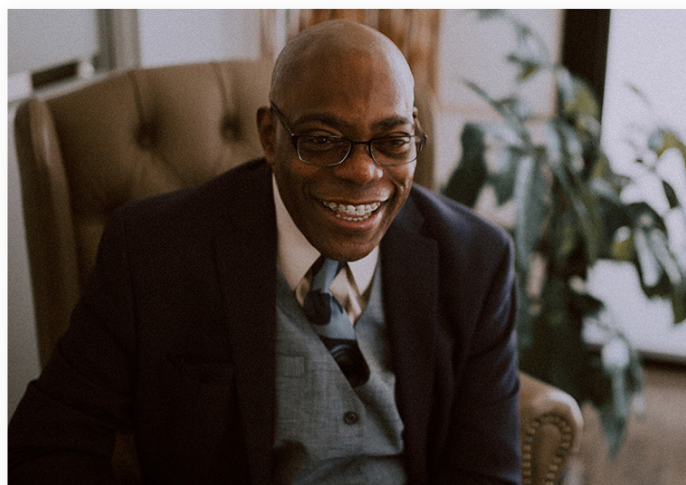
The new Tanenbaum Institute for Science in Sport, made possible by a \$20 million gift from the Lawrence and Judith Tanenbaum Family Foundation, will advance the science and medicine of sport, improving health care for high-performance athletes in the Toronto region and beyond.

The [Landmark Project](#), which has received support from thousands of alumni and friends, is transforming St. George's front campus into a greener, more walkable and accessible space and creating an international [model](#) for decarbonizing historic campuses.

These and other stories featured on the following page provide a snapshot of how our supporters partner with U of T's campuses, faculties, and colleges to address the local and global issues they care about most.



A generous gift from Ian Telfer and Nancy Burke will create the Jay Telfer Forum—a state-of-the-art space where music students can hone their craft, scholars can exchange ideas, and globally renowned artists can share their talents.



Lesra Martin has launched an award to recognize students who improve Black lives.



Black and Hispanic legal associations created scholarships for U of T's Youth Summer Program.



Rotman students championed an MBA scholarship for Black students.



Quinn and Mike Samardzic launched the Francisco Bursary for Black and Indigenous students.



With their gift to create the Tanenbaum Institute for Science in Sport, Lawrence and Judith Tanenbaum supported top-tier Canadian athletes.



To foster leadership in health care, Esta Wall created a scholarship for gerontology students.



Norman and Gay Loveland endowed a new chair in Indigenous law.



James Hosinec built toward his dream to fund 1,000 scholarships for U of T students before his 100th birthday.



Articling law students at BLG raised bursary funds for the U of T outreach program, LAWS.



The Yat family created a scholarship to support Black student soccer athletes.



A gift made to U of T's School of Cities will boost Toronto mixed-use developments.

Annual Fundraising Performance

FY 2021–2022

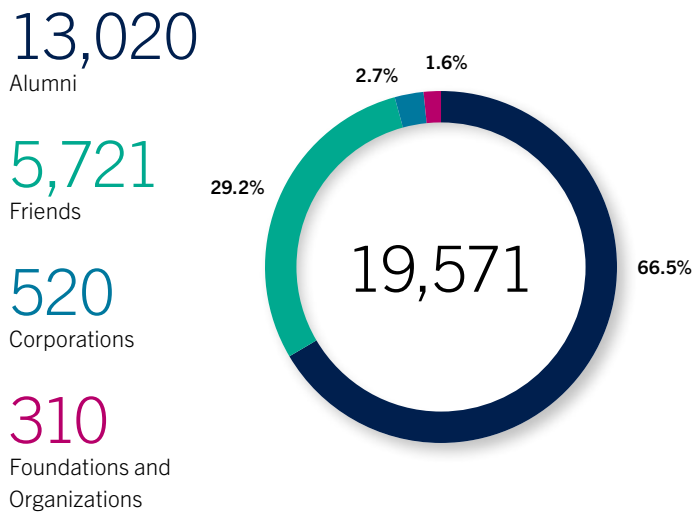
In fiscal year 2021–2022, U of T received \$409,768,535 in philanthropic gifts (\$364,726,964) and philanthropic research grants (\$45,041,571) from individuals, foundations, and corporations. This generous support from 19,571 donors is advancing research and teaching excellence across all three campuses and creating countless opportunities for students.

Total Gifts and Pledges



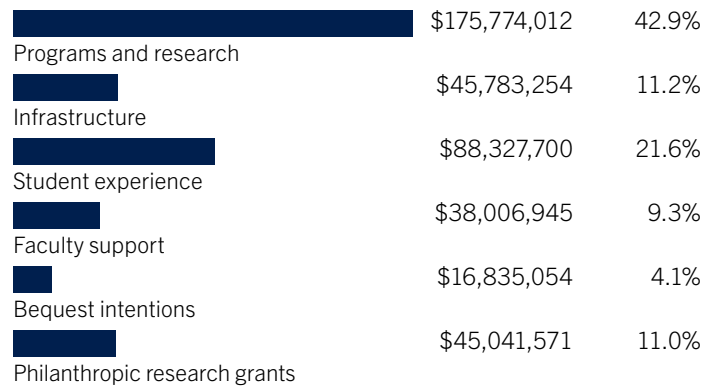
Total Donors by Type

A total of 19,571 donors supported the University in FY 2021–2022.



Total Gifts by Priority

In fiscal year 2021–2022, total gifts were directed to key University priorities in the following categories:



Expendable Gifts Versus Endowed Gifts

Excludes gifts-in-kind and research grants.



Planned Gifts

During the past three years, U of T received \$48,726,062 in realized planned gifts. During the same period, 324 alumni and friends signalled their intention to leave a legacy to the University.

Realized Estate Gifts

2021–2022	\$22,813,749
2020–2021	\$12,953,979
2021–2020	\$12,958,334

Intentions for Future Estate Gifts

2021–2022	\$31,289,605
2020–2021	\$27,301,569
2021–2020	\$25,103,325

Annual and Leadership Gifts

Over the past three years, Annual and Leadership Giving (gifts under \$25,000) contributed more than **\$18.6 million** per year on average toward the University's highest priorities. Our core Annual Fund, which encompasses gifts made in response to annual and leadership giving solicitations, reached \$15,212,016.

Gifts under \$25,000		Core Annual Fund		Annual Fund average gift size	
2021–2022	\$18,516,156	2021–2022	\$15,212,016	2021–2022	\$447.86
2020–2021	\$17,586,439	2020–2021	\$14,350,256	2020–2021	\$449.29
2019–2020	\$19,958,701	2019–2020	\$14,373,216	2019–2020	\$447.12

Cash Received

2021–2022	\$243,695,360
2020–2021	\$418,320,420
2019–2020	\$158,313,189

Reconciliation with Audited Financial Statements (FY 2021–2022)

Audited Financial Statements

University of Toronto

Monetary gifts	\$199,002,373
Gifts-in-kind	\$6,104,893
Subtotal	\$205,107,266

Federated Universities*

University of St. Michael's College	\$4,510,485
University of Trinity College	\$10,245,082
Victoria University	\$11,352,334
Subtotal	\$26,107,901

Other Affiliated Institutions	\$4,002,624
Other Items**	\$8,477,569
TOTAL	\$243,695,360

University Advancement's Return on Investment

For FY 2021–2022, University Advancement's cost per dollar of funding raised was 11.4¢. Over the past 10 years, Advancement's average cost per dollar raised has been 14.8¢. This average falls below the 35¢ threshold cost for registered charities recommended by the Canada Revenue Agency. It also falls well below the midpoint of the industry-wide accepted range of 15¢ to 20¢ for large institutions of higher education.

*These figures include donations received by the University of St. Michael's College, the University of Trinity College, and Victoria University.

**Other items:

Sponsorships	\$1,723,591
Externally administered gifts	\$4,922,968
Timing and other differences	\$1,831,011
Total	\$8,477,569

The University's audited financial statements for donations are based on cash received and do not include any future pledges or cash-received totals from the federated universities and other affiliated organizations. Accordingly, the audited financial statements for FY 2021–2022 show that the University received \$205,107,266 in donation revenue.

Our Campaign Performance.

The Defy Gravity campaign is ahead of pace to raise \$4 billion for the University and inspire 225,000 alumni to contribute their time and talent to U of T one million times collectively.

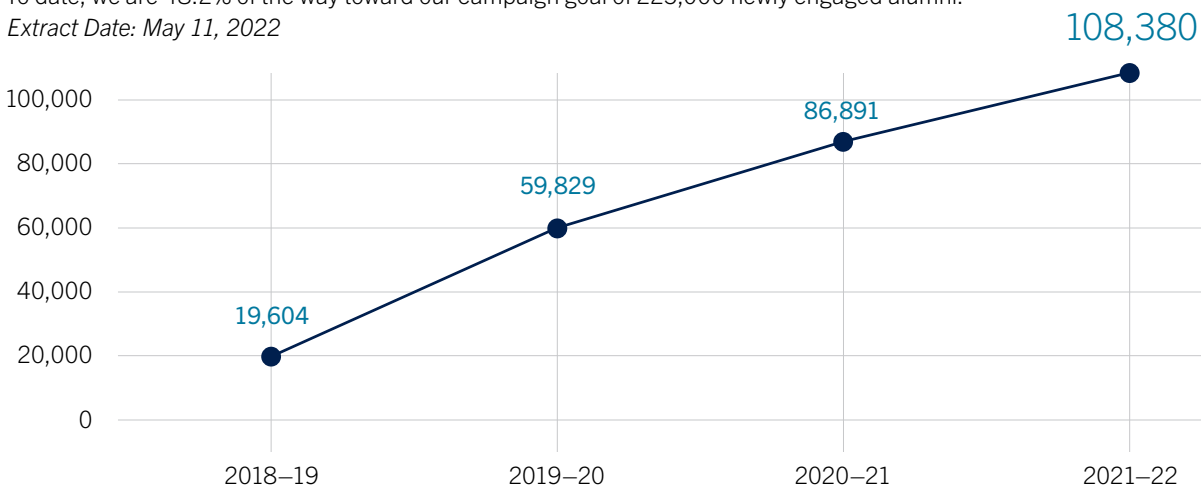
Progress Toward Alumni Engagement Goal

(Cumulative: January 1, 2019 to April 30, 2022)

Newly Engaged Alumni

To date, we are 48.2% of the way toward our campaign goal of 225,000 newly engaged alumni.

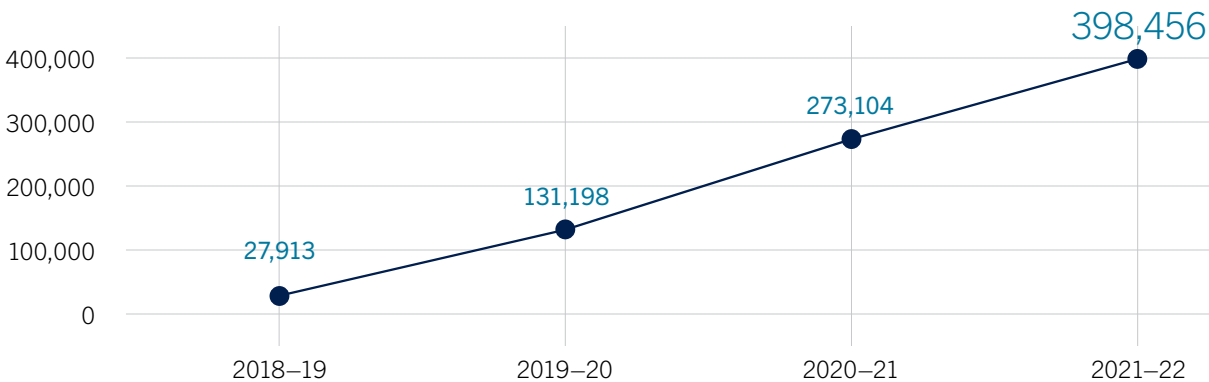
Extract Date: May 11, 2022



Alumni Engagement Instances

To date, we are 39.8% of the way toward our campaign goal of 1,000,000 unique engagement instances.

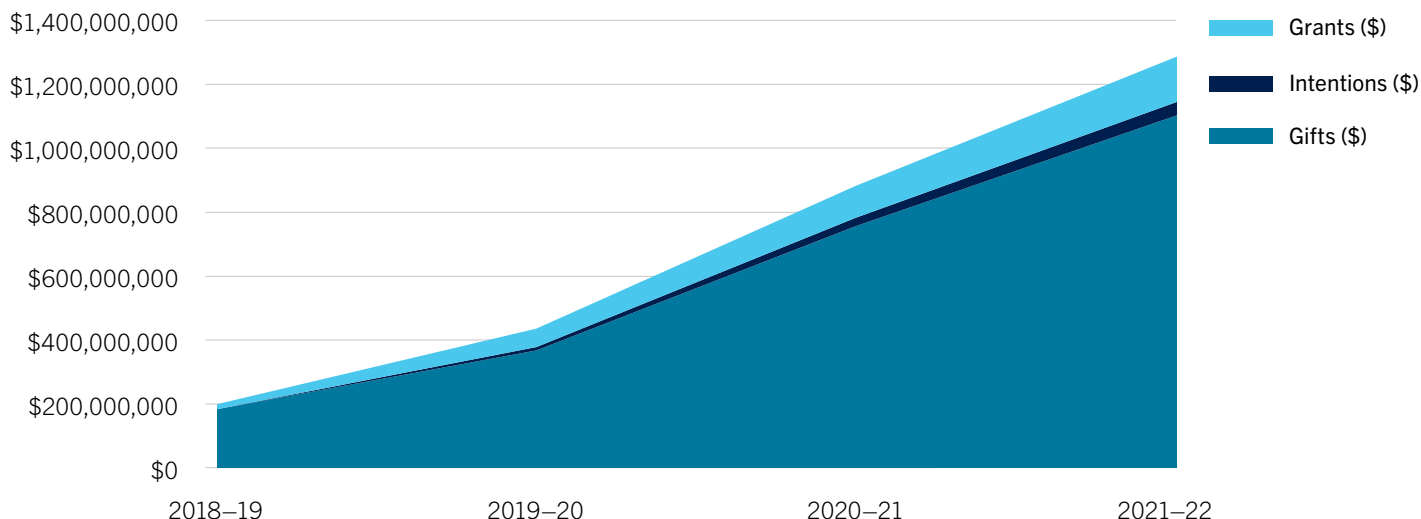
Extract Date: May 11, 2022



Progress Toward Fundraising Goal

(Cumulative: January 1, 2019 to April 30, 2022)

Giving to the Defy Gravity Campaign by Fiscal Year



	Gifts (\$)	Intentions (\$)	Grants (\$)	Total (\$)
2021-2022	1,104,333,504	46,165,242	142,157,282	1,292,656,028*
2020-2021	756,441,594	29,330,188	97,115,711	882,887,493
2019-2020	366,054,020	13,365,680	58,222,970	437,642,670
2018-2019**	181,613,582	1,335,482	18,532,539	201,481,603

*\$1.29 billion raised as of April 30, 2022.

**Giving to the Defy Gravity Campaign started January 1, 2019, midway through the University's 2018-2019 fiscal year.

Donations to the Defy Gravity Campaign

From the beginning of the campaign's quiet phase in January 2019 to now, the University has received more than \$1.2 billion for priority areas across its three campuses. This support has a massive impact on researchers, students, and the broader community.



\$500M

for innovative programs and leading-edge research



\$182M

for student experience and financial aid



\$296M

for critical infrastructure projects



\$125M

for faculty support

Defy Gravity: A New Brand for the University.

Over the past year, Brand Hub launched a new brand platform for U of T and created a powerful narrative for the University's most ambitious campaign yet.

In December 2021, the University launched [Defy Gravity](#)—a new brand platform for the entire university community. Brand Hub, the team responsible for Advancement communications and marketing as well as brand strategy and marketing for U of T at large, led the brand's strategic and creative development, market testing, and rollout.

The University has never developed a brand on such a scale before. Defy Gravity is based on hundreds of hours of interviews and consultation with stakeholders across all three campuses and from alumni worldwide. It is designed to express what makes U of T unique in the world and articulate our vision and aspirations for the future. It tells a [story](#) about how our students, faculty, staff, alumni, and supporters are stepping up to solve intractable global problems, create new knowledge, and effect meaningful change in the world, defying obstacles and expectations along the way. It captures the spirit and mindset of a place that has never viewed the impossible as a foregone conclusion.

As part of the Defy Gravity rollout, Brand Hub launched a global brand awareness campaign to help lift the University's profile and reputation in key markets. It included owned, paid, and earned media coverage, with content appearing in *The Guardian*, *The Hill Times*, Toronto airports, and digital and social media. The campaign also featured banners and transit shelter ads around our three campuses promoting incredible researchers who are defying gravity in their fields.

Throughout the past year, the U of T community has embraced the new brand, and units from across the University are working closely with Brand Hub to apply Defy Gravity to their marketing and reputation-building efforts. To help ease adoption, the team



created a comprehensive [brand portal](#), which includes strategy, guidelines, tools, and templates.

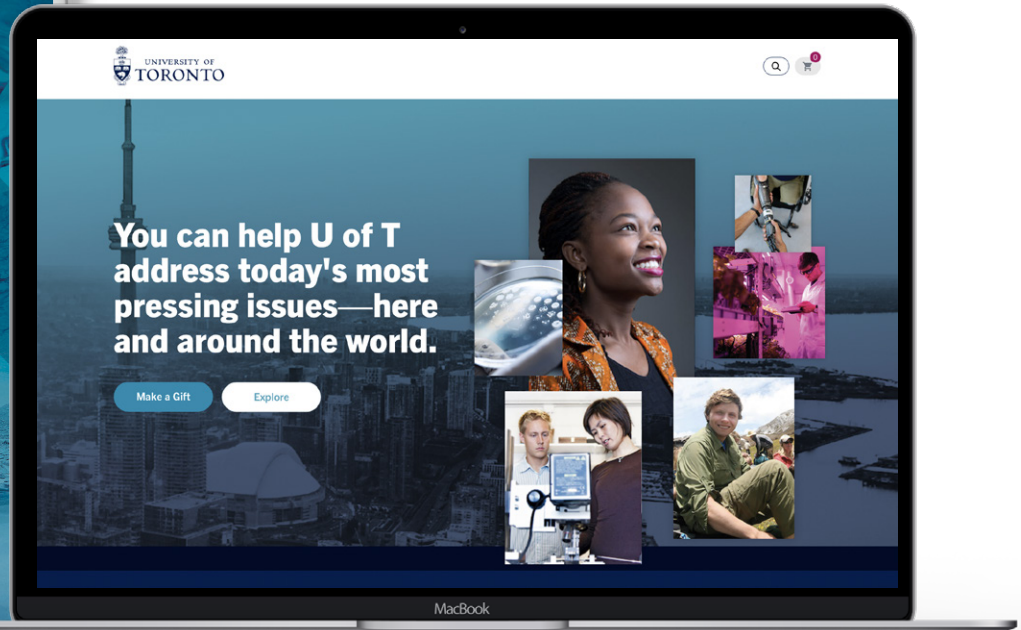
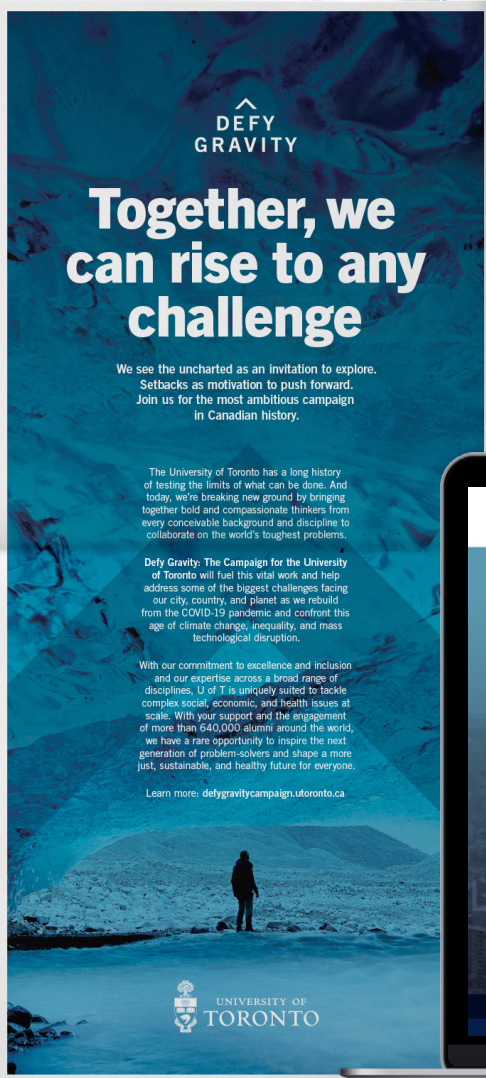
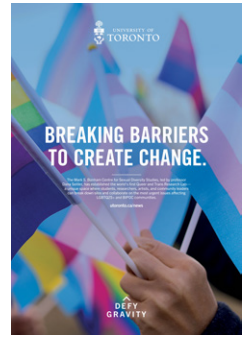
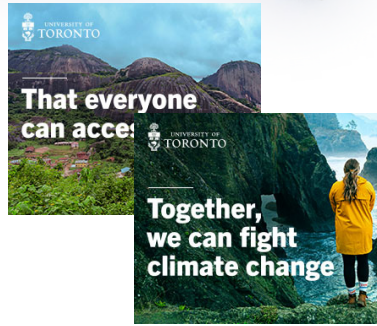
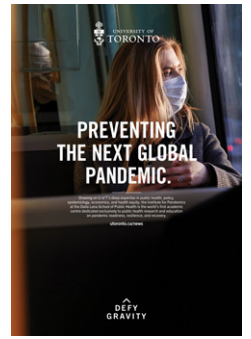
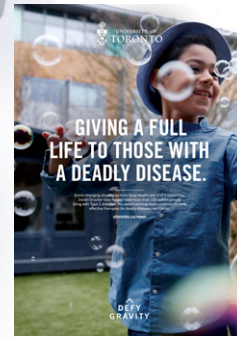
The launch of the University's new advancement campaign—Defy Gravity—provided another opportunity to bring the brand's powerful storytelling to a wide audience. Working closely with University Development and Alumni Relations, Brand Hub played a key role in helping strategize, plan, and execute the campaign's groundbreaking [virtual launch event](#). The team also created a [campaign website](#) and a [campaign case](#) to underline the role the University and its supporters can play in building a more inclusive, sustainable, and prosperous world.

In addition to these projects, the Brand Hub team developed cases, proposals, and other materials that helped inspire support for the campaign and drive our annual results to \$409.7 million. The team also contributed to the success of Alumni Reunion, the Virtual Hub for U of T Alumni, annual giving campaigns and stewardship initiatives, the redesign of the [President's website](#), and the University's [online donations platform](#). Through [Insulin 100](#), the team created a global brand campaign to mark the centenary of insulin's discovery. The campaign, which celebrated 100 years of research and innovation by U of T and leading Toronto hospitals, reached a broad international audience and received awards from both CASE and CCAE.

This section showcases some of the materials we created in collaboration and consultation with our faculties, colleges, and campuses to launch the campaign and the new brand.

Multichannel Storytelling

This past year, Brand Hub developed highly effective messaging and omnichannel campaigns to rally our audiences around the University's strategic priorities and lift U of T's profile and reputation locally and globally.



Digital Engagement

FY 2021–2022

7,460

donations made through the new online giving platform built by Brand Hub, totalling \$3.9 million

5,900,000

campaign launch impressions across social media channels

122,000

campaign website impressions

736,652

social followers (up 12.95%)

1,141,075

alumni website pageviews

1,594

emails sent in support of divisional priorities

Looking Ahead.

This academic year will be a year unlike any other. In September, U of T hosted the largest welcome back to school week in our history—a wonderful occasion given that so many of our students were unable to attend classes and events in person during the pandemic. Indeed, about half of our student body set foot on our campuses for the first time.

Through the Defy Gravity campaign, we'll have an opportunity to help provide these students—and the generations that follow—with the scholarships, programs, teaching, infrastructure, and mentoring they need to pursue their highest ambitions.

We'll provide our donors and volunteers with concrete ways to address the issues and opportunities they deem most pressing—from tackling climate change to building more inclusive cities and societies to inspiring the next generation of innovators and entrepreneurs. And we'll help bring together top minds from every conceivable background to work on problems and demonstrate how U of T's inclusive excellence can make a powerful difference in the world.

We'll do this work with the support of our incredible global community.

Together, we can rise to any challenge.





UNIVERSITY OF
TORONTO

DEFY
GRAVITY