

University Advancement

Annual Report
Fiscal Year 2022–2023



UNIVERSITY OF
TORONTO

DEFY
GRAVITY

Defy Gravity Campaign Progress

January 1, 2019 to April 30, 2023

Alumni Engagement

Newly Engaged Alumni

134,520

toward a goal of 225,000

Unique Engagement Instances

539,598

toward a goal of 1,000,000

Fundraising

Dollars Raised

\$1.6 billion

toward a goal of \$4 billion

Annual Results

May 1, 2022 to April 30, 2023

Alumni Engagement

Newly Engaged Alumni

25,440

Unique Engagement Instances

137,226

Fundraising

Dollars Raised

\$308.6 million



Contents

Vice-President's Message	3
Advancing Inclusive Excellence	4
U of T's Inaugural Giving Day	5
Alumni Engagement	6
Fundraising Performance	11
Campaign Performance	15
Brand Marketing	17
Looking Ahead	20

This report focuses on the 2022–2023 fiscal year: May 1, 2022 to April 30, 2023. It also reports on cumulative progress toward the goals of the Defy Gravity campaign from January 1, 2019 to April 30, 2023.



Alumna Yi Luo and Caimo take part in the Kids Passport to U of T event during Alumni Reunion 2023.

Fuelling Canada's engine for social mobility, progress and prosperity.

Consistently ranked one of the world's best universities, the University of Toronto is addressing the most significant social, economic and health issues of our time—from inequity to climate change to pandemics to responsible AI.

Our institutional commitment to excellence, access and inclusion, combined with the global impact of our ideas, innovations and talent, make our university one of the planet's most powerful engines of social mobility, progress and prosperity.

No other university matches our ability to advance the fundamental values of inclusive excellence and our capacity for addressing global issues at scale. Rooted in the world's most diverse city region, U of T reflects the aspirations of the communities we serve and the hope that we can create a brighter future for a troubled world.

Alumni engagement and philanthropy are essential to pursuing our vision. Our current campaign, Defy Gravity, is inspiring our alumni and donor community to join us in building a more equitable, sustainable and decent world. Together, we're creating life-changing opportunities for students from every background and mobilizing our sharpest minds to address the world's most pressing challenges. We're improving lives and strengthening communities. And this in turn is inspiring a rising tide of generosity, not just for U of T's Defy Gravity campaign, but for other charitable organizations across Canada.

During fiscal 2022–2023, our global alumni engaged with the university more than 137,000 times as volunteers, advocates, donors and event participants. They advanced the university's mission by mentoring students, promoting U of T innovation, forging global partnerships, contributing to university governance and supporting many other vital priorities.

Our generous donors contributed \$308,570,318 in gifts and philanthropic research grants to strengthen U of T's impact on issues that matter to our local and global communities. Notable donations helped create new fellowships for accelerating STEM research using AI, a state-of-the-art lab for training dental students, and new collaborations with Sunnybrook Health Sciences Centre to advance surgical innovation and find new therapies for brain disorders. A donation to UTM also helped create a chair in Jain studies—the first-ever endowed chair in the humanities at our Mississauga campus.

Our Scarborough campus received two remarkable gifts this past year—one to establish a new medical academy for training local health professionals and another to create an innovation hub for developing and keeping talent, ideas and ventures in Scarborough and the eastern GTA. U of T also held its first annual giving day in March 2023. The event raised \$1,232,267 from 532 donors to support 37 equity, diversity and inclusion initiatives across the university.

In this report, you'll read about the extraordinary alumni and donors fuelling our success and empowering our students, faculty and staff to do incredible things. And while our campaign has many milestones ahead, the support we have received to date gives us confidence and much to celebrate.

Sincerely,



David Palmer
Vice-President, Advancement



Advancing Inclusive Excellence

University Advancement is pursuing a broad range of projects and initiatives to achieve its equity, diversity and inclusion goals.

During this past fiscal year, University Advancement continued its work addressing the recommendations in the Advancing Inclusive Excellence report brought forward by DUA's Equity, Diversity and Inclusion Task Force in 2022.

Following the themes of the report, the goal of this work is to:

- Build a culture of belonging and amplify diverse voices within the organization, institution, alumni base and community.
- Increase equity, diversity and inclusion in all aspects of University Advancement's priorities, programs, practices and people.
- Develop strategic and actionable approaches for applying equity, diversity and inclusion principles to engaging alumni, setting fundraising priorities and developing talent within our division.

The report's 79 recommendations provide a road map for making a profound and permanent culture shift at DUA—one that requires a day-to-day commitment from every member of our advancement community. The recommendations were developed by three working groups: diversity of engaged audiences, funding priorities and diversity of our advancement organization. To date, we have completed 22 recommendations, started work on 32 recommendations and consulted broadly on plans for the 25 remaining recommendations.

Over the past year, DUA established new practices for recruitment, engaged with diversity-focused recruitment firms and job sites, and provided ongoing training to hiring managers. We also created new knowledge development and training opportunities for staff and revamped our staff recognition awards to acknowledge EDI-principled leadership.



Furthermore, we made several changes to strengthen our engagement with diverse audiences:

- We worked with the University of Toronto Alumni Association on its commitment to equity, diversity and inclusion. One outcome was the revamped Carl Mitchell Community Impact Award, which now recognizes individuals who exemplify inclusive practices.
- We hosted events that celebrate and support the lives and work of our alumni from equity-deserving groups, including a celebration of the life and work of Denyse Thomasos—a Trinidadian Canadian painter and alumna; an unconscious bias career webinar; a 2SLGBTQ+ film night and the 2SLGBTQ+ student-alumni networking night.
- We've added demographic questions to select post-event surveys to better understand the experiences of diverse alumni and ensure that future events resonate with them.

The Defy Gravity campaign received enthusiastic support from alumni, donors and volunteers for various scholarships, programs and research initiatives focused on underrepresented groups. We also launched U of T's first-ever giving day, which showcased EDI priorities across the university (see [page 5](#)).

This is just a snapshot of our activity over the past year. And while we are pleased to be making progress, we recognize that we still have more work to do. We will approach this work with persistence, humility and transparency and continue to collaborate with the Advancement EDI Community Council and the advancement community to reach our goals.

U of T's Inaugural Giving Day

U of T's global community came together for a special, one-day drive to support and celebrate inclusive excellence.

On March 28, 2023, the University of Toronto invited its global community of alumni, friends, faculty members and staff to participate in its inaugural Giving Day.

Giving Day celebrated U of T's commitment to inclusive excellence—the driving inspiration for the Defy Gravity campaign. The university matched Giving Day contributions up to \$1,000 dollar-for-dollar. It also encouraged alumni to write about their participation and like and share U of T's own social media posts about the remarkable students and researchers who are applying their diverse expertise, experiences and perspectives to solve societal challenges.

During Giving Day, 532 donors contributed over \$1.2 million toward 37 EDI initiatives across U of T, which will support student wellness and success, create scholarships for students from underrepresented and equity-deserving groups, and fuel diverse research on a broad range of global issues.

UNIVERSITY OF TORONTO

Giving day is here

U of T Giving Day

We thrive when we rise together.

On Tuesday, March 28, 2023, the University of Toronto is hosting its Inaugural Giving Day. Give any time between February 26 - March 28 to have your gift matched dollar-for-dollar up to \$1,000 while matching funds last. The first 100 new donors will receive a complimentary U of T tote bag.

Help our community thrive by supporting one or more initiatives below:

Research Student Experience Scholarships & Awards

Support EDI in Research – Innovation

Support research from diverse scholars and novel approaches that allows the broadest pool of talented researchers to produce innovative, exceptional, and socially-relevant research.

McGILL-UNIVERSITY SCHOOL OF PUBLIC HEALTH

Black Health Matters

Shape the health research landscape through the Black Health Matters: National and Transnational COVID-19 Impact Resistance and Intervention Strategies project.

Give now

UNIVERSITY OF TORONTO

Black Research Network (BRN)

Promote Black excellence at U of T to enhance the research capacity of Black scholars within the university and on the world stage.

Give now

UNIVERSITY OF TORONTO

Indigenous Research Network (IRN)

Build a collaborative community of researchers involved in Indigenous research that respects and honours Indigenous cultures, knowledge, past and present.

Give now

UNIVERSITY OF TORONTO

Inlight Student Mental Health Research

Invest in high-quality, impactful research and scalable research to improve student mental health.

Give now

U of T Giving Day

March 28, 2023

Alumni Engagement

Growth in the number and scope of events, digital innovation and pan-university partnerships are helping drive unprecedented alumni engagement levels.

U of T alumni are pivotal to the university's vision and mission. Our alumni are leaders in almost every conceivable field, they empower communities as volunteers and mentors, and they lift U of T's global profile through their many contributions to society. As our best ambassadors, they embody the progress and change we want to see in the world.

Across our three campuses, alumni also contribute to the day-to-day success of our university. They participate in governance, assist with student recruitment and help build innovation networks. They mentor students, support scholarships and advocate for the university wherever they go. These contributions help sustain U of T as one of the world's best universities.

This is why the university has placed alumni engagement at the heart of our Defy Gravity campaign, with a goal to inspire 225,000 alumni to get involved as volunteers, mentors, donors and advocates and encourage them to contribute their time and talent to the university one million times collectively.

We are pleased to report that we are well over halfway toward this goal, with this year's totals pushing us to a cumulative 134,520 newly engaged alumni (60 per cent of our campaign target) and 539,598 unique instances of engagement from alumni (54 per cent of our campaign target) through volunteer opportunities, mentoring, donations, alumni programs, event participation and more.

A record-breaking 12,344 people registered for Alumni Reunion 2023, making it the largest gathering and celebration of U of T alumni in the university's history. During this year's reunion, the university held events across all three campuses, and U of T Scarborough hosted its first Alumni Fest East, modelled after the popular St. George campus street festival.



Alumni reunite and celebrate during Alumni Reunion 2023.

In collaboration with divisions and Brand Hub, Alumni Relations continued to innovate in the digital space by creating, curating and delivering digital benefits and services to alumni worldwide—from live events to cutting-edge lectures to networking opportunities and other premium content.

The university also resumed in-person international alumni events this year, with leaders and top researchers visiting alumni communities in London, New York, Seoul, Singapore, Taipei, Tel Aviv, Tokyo and other cities at home and abroad.

The Alumni Relations team also expanded its partnerships within the university, leveraging the power of U of T's global alumni network to advance the strategic objectives of key portfolios such as Student Recruitment, the Centre for International Experience, U of T Entrepreneurship and the Office of the Vice-President, International (see sidebar). These partnerships gave alumni meaningful opportunities to share their expertise and contribute directly to the university's success in attracting top students, forging global research partnerships, building international innovation networks and strengthening our profile and impact in strategic regions worldwide.

The following pages highlight some of our alumni's inspiring work to make a difference in their communities and stay connected and engaged with fellow alumni and the university. Together with our engagement metrics, these stories speak to our alumni community's extraordinary strength and vitality, which helps power U of T's global reputation for excellence and impact.

Selected Program Highlights

The following are select metrics from collaborations with university partners in priority areas:

Global Alumni Outreach

- **4,106** alumni attended **8** *U of T Where You Are* events
- U of T senior leaders visited **682** alumni in **9** countries
- **659** grads participated in activities by **16** alumni branches worldwide

Student Recruitment/Career Support

- **38%** jump in number of alumni volunteering to assess Pearson Scholarship applicants
- **11** in-person and virtual student recruitment events featured **22** alumni volunteers
- **34%** increase in number of volunteer mentors across U of T

Innovation & Entrepreneurship

- Launched the *Alumni Innovators* program and [website](#) to engage alumni in U of T innovation
- **8** focus groups with **41** alumni innovators informed the engagement strategy

Lifelong Learning

- **12,176** alumni accessed live, online and hybrid lecture series
- **5,610** alumni took part in U of T Massive Open Online Courses
- **4,073** members of our fast-growing *Alumni Virtual Book Club*



Sexologist Jessica O'Reilly was one of the first U of T students to major in sexual diversity. She now appears everywhere from NBC's *Today Show* to auditoriums in Dubai, discussing sexuality and relationships.



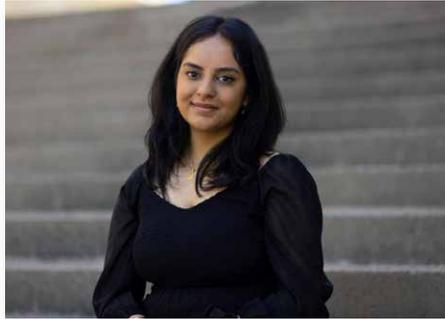
Indigenous Elder Jacque/line Lavallee earned her PhD at the age of 79. Achieving her doctorate from the Ontario Institute for Studies in Education was the realization of a lifelong dream.



Olugbenga Olubanjo (MSc 2019) was featured on CNN for his startup that delivers small solar-powered batteries to Nigerians. He started the company after calls home were disrupted by power failures.



More than 3,300 alumni volunteered as mentors last year. The connection forged between Anika Andar and Farah Khan is just one example of the life-changing power of mentorship.



First, Bhanvi Sachdeva (BSc 2023 UTSC) addressed the United Nations. Now the behavioural neuroscience and gender studies grad has moved to New York to study public health.



The prestigious Lester B. Pearson International Student Scholarships attract thousands of applicants from around the world. Alumni volunteers painstakingly assess each and every one.



Douglas Elliott has won landmark settlements as part of his decades-long legal career fighting for 2SLGBTQI+ rights. He is the inaugural winner of a UTAA award recognizing community impact.



Alumni Reunion was our most successful ever, attracting over 12,000 alumni to reconnect with U of T and each other.



In June 2023, we announced that we had reached 60% of our goal to engage 225,000 alumni as part of the Defy Gravity campaign!

Alumni Engagement

FY 2022–2023

Total Engaged Alumni University-Wide

69,901

New and continuing

25,440

Newly engaged in FY 2022–2023

Total Engaged Alumni by Activity University-Wide

55,120

Events

12,782

Gifts and Pledges

9,675

Volunteers

4,242

Face-to-face Meetings

Total Engaged Alumni by Life Stage (University-wide)

27,156

Young Alumni

Under 35

23,122

Encore Alumni

55+

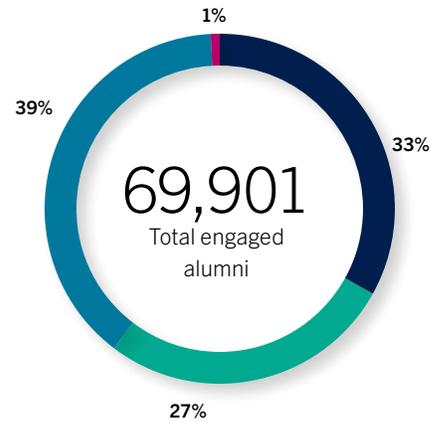
19,045

Established Alumni

35 to 54

578

Age not available



Newly Engaged Alumni by Life Stage (University-wide)

14,585

Young Alumni

Under 35

4,627

Encore Alumni

55+

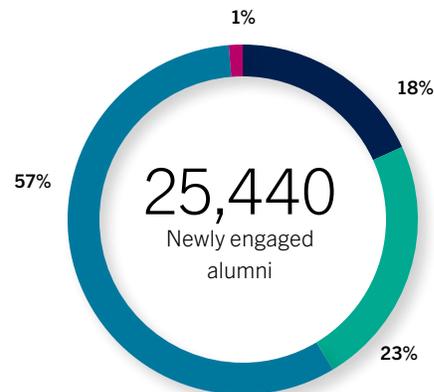
5,904

Established Alumni

35 to 54

324

Age not available



Alumni Virtual Hub

The Virtual Hub for U of T Alumni is a one-stop portal offering access to a vast range of digital programming and resources. Through the hub, alumni can attend enriching online lectures and events, hone their professional skills through courses and career advice, and find tips and training from U of T experts to achieve better health and wellness.

187
programs and
events listed
on the Hub

20
participating
divisions
(65% of all
divisional units)

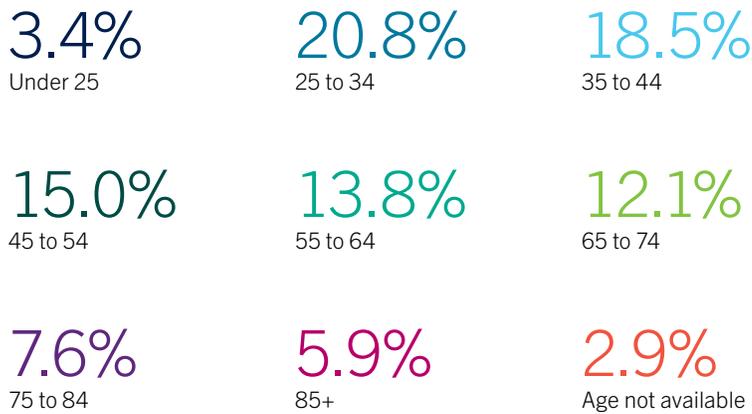
15
partner offices
posted content
through the Hub

All numbers from FY 2022–2023

Alumni Demographics

FY 2022–2023

Age Distribution of Living Alumni



Life-stage Distribution of Living Alumni

U of T keeps track of the age distribution of our alumni to help us create meaningful programming across the lifespan—from recent graduates to established professionals to retirees and longtime volunteers.



Age not available: 2.9%

Fundraising Performance

A diverse community of supporters is rallying around U of T as a leading driver of innovation, opportunity and inclusion in Canada.

Over the last fiscal year, the Defy Gravity campaign's strong fundraising results demonstrated enthusiastic support for the university's highest priorities. The university received \$308.6 million in philanthropic gifts and grants—an impressive result that will have enormous impact.

This year's fundraising results tell us that the Defy Gravity campaign resonates with diverse communities across the Greater Toronto Area and reflects their aspirations to build a more inclusive and prosperous society.

A gift from Gyan and Kanchan Jain, matched by the university, will create a chair in Jain Studies at the University of Toronto Mississauga. It's the first endowed chair in the humanities based at UTM and marks a significant step in UTM's commitment to expanding its study of South Asian histories, cultures and philosophies.

A donation to the University of Toronto Scarborough from Sam Ibrahim will create the Sam Ibrahim Centre for Inclusive Excellence in Entrepreneurship, Innovation and Leadership—a dynamic hub that will give student entrepreneurs a place to develop and accelerate their ideas and ventures and spur economic growth right at home in the eastern GTA.

The Ibrahim gift capped an outstanding year for UTSC, which also received \$25 million for its Academy of Medicine and Integrated Health. It was part of a total \$75 million gift from the Orlando Corporation supporting a partnership between UTSC and Scarborough Health Network. The combined gift will advance health care and health-care education in the region. The academy is modelled after the highly successful Mississauga Academy of Medicine, which launched in 2011 as a collaboration between UTM and Trillium Health Partners.

U of T's strong track record for partnering with leading research and teaching hospitals also catalyzed two significant benefactions for U of T and Sunnybrook Health Sciences Centre. A donation from Blake and Belinda Goldring will create a chair to promote innovation in surgery, and a gift from David Harquail, Birgitta Sigfridsson-Harquail and their family will support the research and development of new brain disorder therapies.

Strong support for the Scholars at Risk Award program was another highlight of the year. Caring members of the U of T community contributed \$863,000 to assist 92 scholars whose studies and careers were imperiled in Ukraine, Iran, Afghanistan, Somalia and 15 other nations. U of T was proud to commit \$1 million in matching funds to amplify the impact of this support.

On our St. George campus, the Landmark Project is coming to fruition. We're excited the project is almost done and to see many donor names set in stone across King's College Circle. Cumulatively over the past few years, a remarkable 3,855 donors came together with support to transform the heart of our downtown campus into a greener, sustainable and accessible park-like setting.

And during Giving Day, 532 donors contributed over \$1.2 million for equity, diversity and inclusion initiatives at U of T.

The stories on the following page provide further details about these and other initiatives that exemplify the exciting advances taking place through the Defy Gravity campaign and the inspirational support of our generous U of T community that makes it all possible.



The Jain family established a new chair in Jain Studies at the University of Toronto Mississauga. It's the first-ever endowed chair in the humanities at UTM.



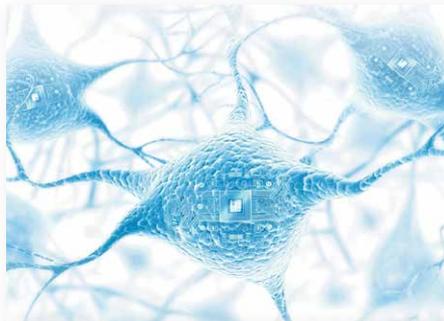
Entrepreneurship and innovation in Scarborough and the eastern GTA got a massive boost from Sam Ibrahim's \$25 million gift to UTSC.



Indigenous House at UTSC will be dedicated to learning about Indigenous culture and ways of knowing. Long-time supporters BMO and Charles Brown led the way with gifts to the project last year.



The fast-growing Eastern GTA is set to offer stronger health care and health education following a \$75 million donation from Orlando Corporation.



How can pharmacists better support Canada's health system? A new partnership supported by Shoppers Drug Mart is examining this question.

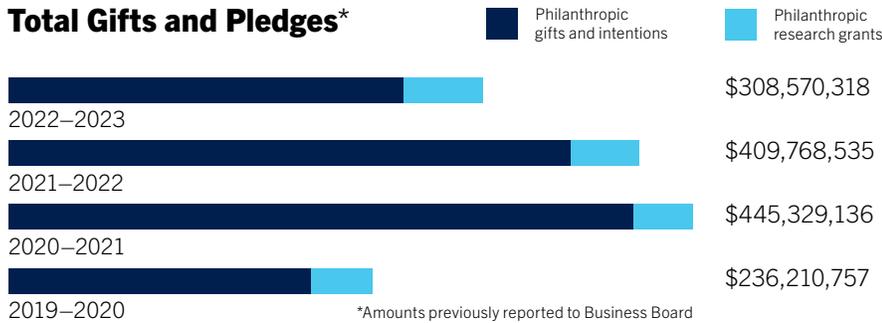


Annual Fundraising Performance

Fiscal Year 2022–2023

In FY 2022–2023, U of T received \$308,570,318 in philanthropic gifts and gift intentions (\$256,336,739) and philanthropic research grants (\$52,233,580) from individuals, foundations and corporations. This generous support from 19,291 donors is advancing research and teaching excellence across all three campuses and creating countless opportunities for students.

Total Gifts and Pledges*



Expendable Gifts Versus Endowed Gifts

Excludes gifts-in-kind and research grants



Total Donors by Type

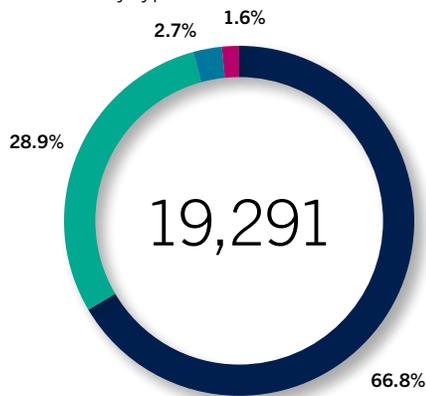
A total of 19,291 donors supported the university in FY 2022–2023. Below is a breakdown of donors by type.

12,888 Alumni

5,575 Friends

524 Corporations

304 Foundations and Organizations



Total Gifts by Donor Type

In FY 2022–23, donors made an impact across our three campuses. Below is a breakdown of gift revenue by donor type.

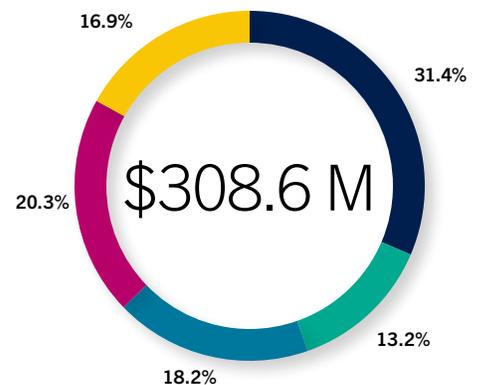
\$97.0 M Alumni

\$40.7 M Friends

\$56.1 M Corporations

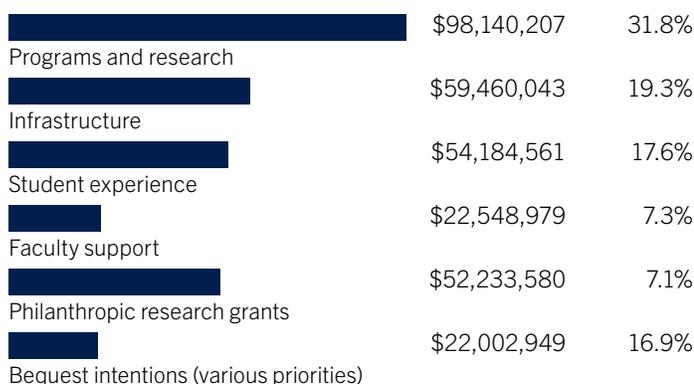
\$62.6 M Foundations and Organizations

\$52.2 M Philanthropic Research Grants



Total Gifts by Priority

Last year, donors directed gifts to key university priorities:



Planned Gifts

During the past three years, U of T received \$56,268,517 in realized planned gifts. During the same period, 359 alumni and friends signalled their intention to leave a legacy to the university.

Realized Estate Gifts

2022–2023	\$20,500,789
2021–2022	\$22,813,749
2020–2021	\$12,953,979

Intentions for Future Estate Gifts

2022–2023	\$29,615,842
2021–2022	\$31,289,605
2020–2021	\$27,301,569

Annual and Leadership Gifts

Over the past three years, Annual and Leadership Giving (gifts under \$25,000) contributed more than **\$18.3 million** per year on average towards the university's highest priorities. Our core Annual Fund, which encompasses gifts made in response to annual and leadership giving solicitations, reached \$14,718,372.

Gifts under \$25,000		Core Annual Fund		Annual Fund average gift size	
2022–2023	\$18,946,926	2022–2023	\$14,718,372	2022–2023	\$408.86
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

Cash Received

2022–2023	\$189,363,479
2021–2022	\$243,695,360
2020–2021	\$418,320,420

Reconciliation with Audited Financial Statements (FY 2022–2023)

Audited Financial Statements

University of Toronto

Monetary gifts	\$139,977,836
Gifts-in-kind	\$13,745,550
Subtotal	\$153,723,385

Federated Universities*

University of St. Michael's College	\$4,070,895
University of Trinity College	\$7,851,594
Victoria University	\$5,802,394
Subtotal	\$17,724,883

Other Affiliated Institutions	\$5,484,990
Other Items**	\$12,430,221
TOTAL	\$189,363,479

University Advancement's Return on Investment

For FY 2022-2023, University Advancement's cost per dollar of funding raised was 19.08¢. Over the past 10 years, Advancement's average cost per dollar raised has been 15.3¢. This average falls below the 35¢ threshold cost for registered charities recommended by the Canada Revenue Agency. It also falls within 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	\$8,584,550
Externally administered gifts	\$3,120,000
Timing and other differences	\$725,671
Total	\$12,430,221

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 2022–2023 show that the university received \$205,107,266 in donation revenue.

Campaign Performance

The Defy Gravity campaign is on target 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.

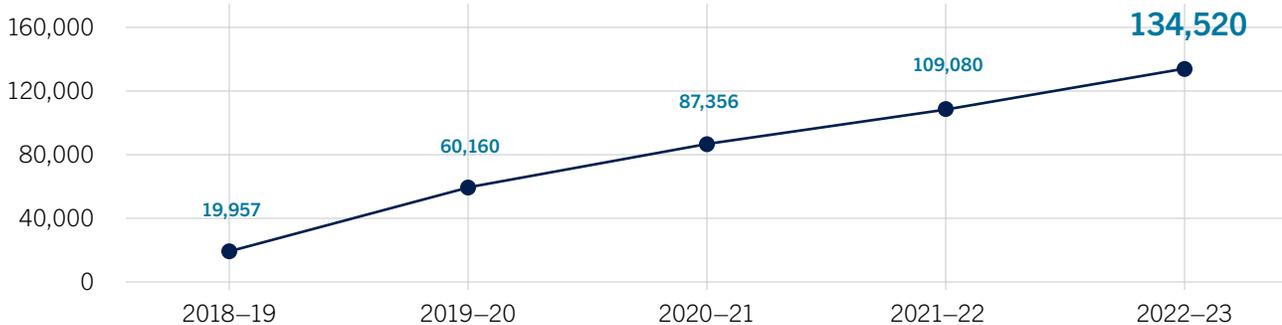
Progress Toward Alumni Engagement Goal

(Cumulative: January 1, 2019 to April 30, 2023)

Newly Engaged Alumni

To date, we are 59.8% of the way toward our campaign goal of 225,000 newly engaged alumni.

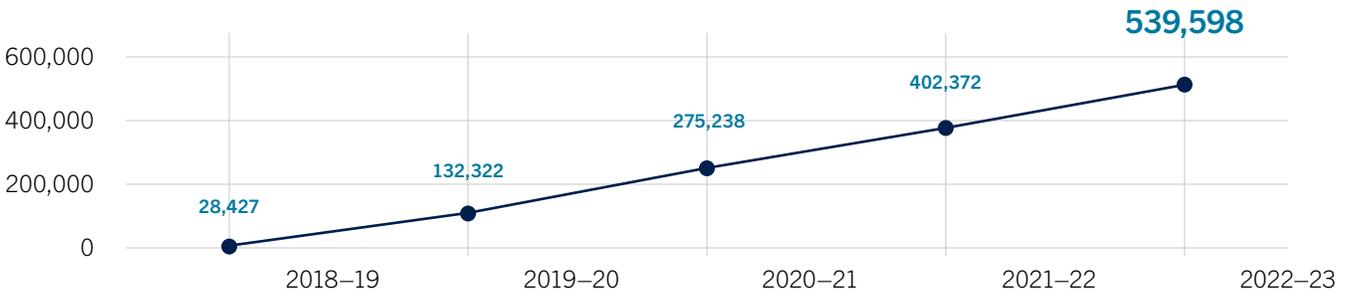
Extract Date: May 11, 2023



Alumni Engagement Instances

To date, we are 54.0% of the way toward our campaign goal of 1,000,000 unique engagement instances.

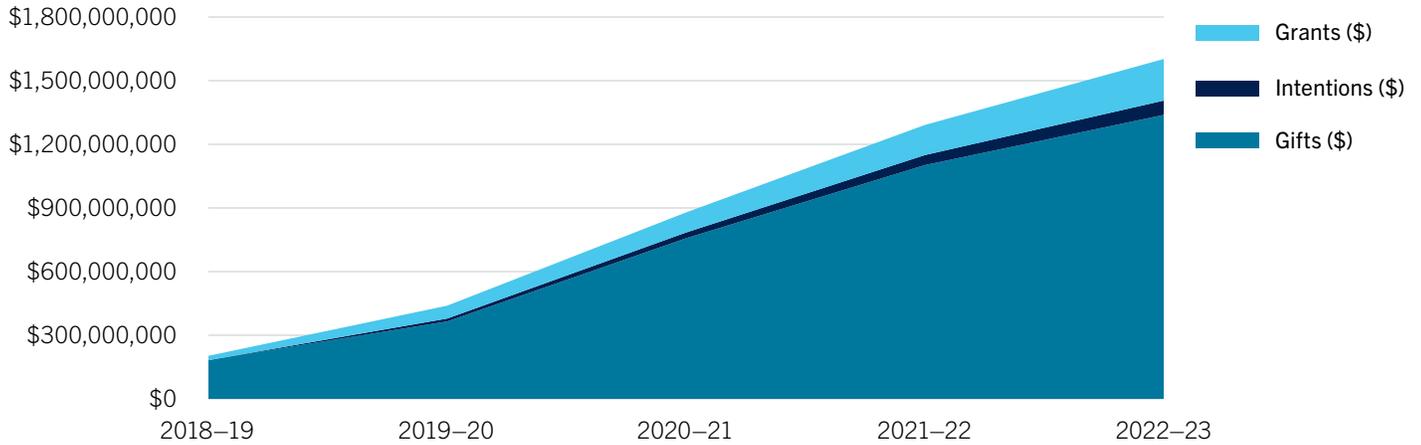
Extract Date: May 11, 2023



Progress Toward Fundraising Goal

(Cumulative: January 1, 2019 to April 30, 2023)

Giving to the Defy Gravity Campaign by Fiscal Year



	Gifts (\$)	Intentions (\$)	Grants (\$)	Annual Total (\$)	Cumulative Total (\$)**
2022–2023	234,333,790	22,002,949	52,233,580	308,570,318	1,601,451,399*
2021–2022	347,875,596	16,793,803	45,041,571	409,710,970	1,292,881,081
2020–2021	390,125,607	15,761,014	38,892,741	444,779,362	883,170,111
2019–2020	184,432,394	12,030,198	39,690,431	236,153,023	438,390,748
2018–2019**	181,588,199	1,116,988	19,532,539	202,237,725	202,237,725

*\$1.6 billion raised as of April 30, 2023

**The Defy Gravity campaign began January 1, 2019 and raised \$202.2 million between January 1 and April 30 of that year, accounting for only part of what was raised during FY 2018–2019. The total amount raised during all of FY 2018–2019 was \$378 million.

***Amounts include adjustments to pledges from previous years and reflect the cumulative Defy Gravity campaign total as of April 30, 2023.

Donations to the Defy Gravity Campaign

From the beginning of the campaign's quiet phase in January 2019 to April 30, 2023, the university has received more than \$1.6 billion for priority areas across its three campuses. This support has a massive impact on researchers, students and the broader community. The largest areas where this support is directed include:



\$590M

for innovative programs and leading-edge research



\$241M

for student experience and financial aid



\$360M

for critical infrastructure projects



\$148M

for faculty support

Brand Marketing

An international marketing campaign and widespread divisional adoption highlight our brand’s ability to tell emotionally compelling stories about U of T.

Following the successful launch of the Defy Gravity brand in 2021–2022, the university community continues to embrace the new platform and rally around its differentiating expression of U of T’s values, character and contributions to society. Brand Hub, the team responsible for the university’s brand strategy, marketing and advancement communications, continues to lead these efforts in partnership with stakeholders across our three campuses.

Based on hundreds of hours of consultations with tri-campus community members and alumni worldwide, the brand’s messaging is powerful: U of T is a place of fearless and compassionate thinkers who defy obstacles and expectations to build community, solve problems and effect meaningful change. Moreover, U of T’s commitment to equity, diversity and inclusion is fundamental to its excellence and capacity to address global issues.

Over the past year, Brand Hub has taken a collaborative approach to rolling out the brand by working closely with colleges, faculties and divisions to ensure Defy Gravity reflects their unique goals and aspirations while telling a larger story about the university.

Brand Hub worked closely with advancement colleagues across U of T to inspire support for the university’s ambitious alumni engagement and fundraising campaign. The team crafted several strategic proposals, cases for support and stewardship reports to help generate principal gift activity and supported announcement events for significant benefactions from Sam Ibrahim, Orlando Corporation and Larry and Judy Tanenbaum. The [campaign website](#) continued to share inspiring content from across the university about the campaign’s impact.



Rotman School of Management Dean Susan Christoffersen announces an ambitious new fundraising goal for the school, as it aims to develop responsible and purposeful business leaders and support faculty, research, teaching and learning.

Brand Hub also collaborated with the Faculty of Applied Science & Engineering to develop the strategy, concept, creative and multichannel plan for Engineering's 150th anniversary—a significant milestone for our alumni and donor community. The team also provided marketing and communications expertise to various critical university initiatives, including Alumni Reunion, Entrepreneurship Week, Convocation, Giving Day, Alumni Innovators events and various alumni events abroad.

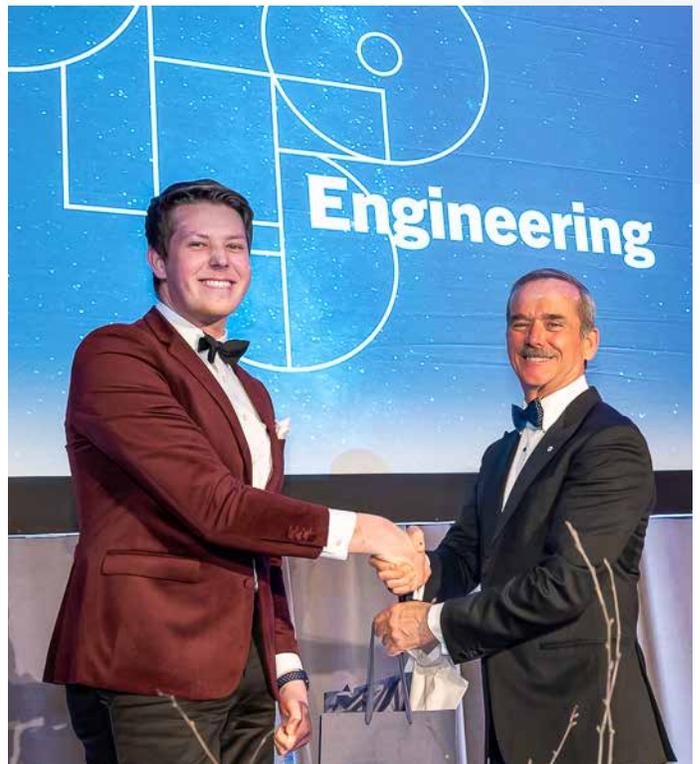
A global multichannel brand awareness campaign was another key highlight for 2022–23. This marketing campaign, which included paid, owned and earned media coverage, garnered over 100 million local and global impressions and excellent engagement results among key target audiences.

Creative developed and produced in-house appeared in *The Guardian*, *The Globe and Mail*, *The Hill Times*, *Marketing News Canada*, *Strategy Magazine* and other outlets. The campaign also promoted the university through leveraged digital and social media channels, tri-campus banners and transit shelters, in addition to creative executions produced for Pearson and Billy Bishop airports and Collision—one of North America's leading tech conferences.

The Defy Gravity [brand portal](#) provided guidelines, templates and tools to facilitate brand adoption and storytelling by units across U of T. Over the past year, the portal earned nearly 14,000 page views with an average of two minutes spent on the site. Brand Hub is planning a significant expansion and redesign of the brand portal for Fall 2023.

“Brand Portal 2.0” will provide a much richer user experience, with more guidelines, tools, templates and examples for applying the new brand to maximum effect. The revised portal will make it much easier to access popular assets such as the university-wide impact presentation, PowerPoint and Word templates, our multimedia repository, our editorial style guide, event materials, branded merchandise and many other products.

In the coming year, we look forward to continuing our work with colleges, faculties and divisions to tell incredible stories, rally support around U of T's highest priorities and build the strongest brand possible for the university community.

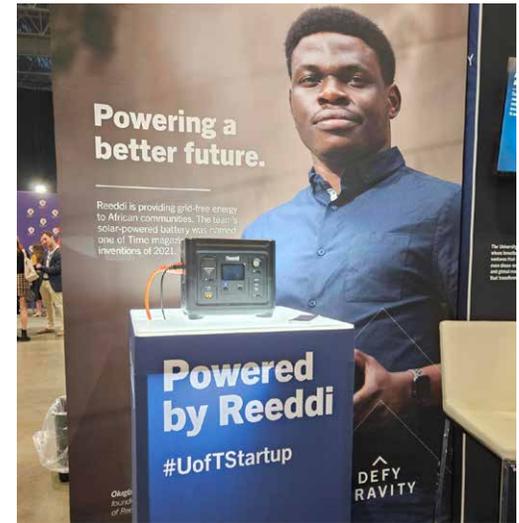
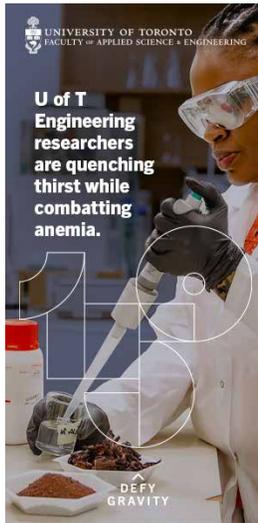
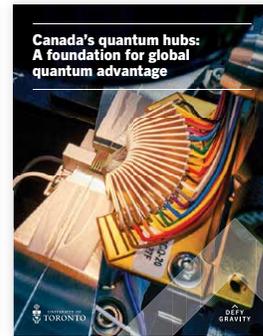


Top: Sam Ibrahim (centre), Meric Gertler (left) and Wisdom Tettey (right) celebrate Ibrahim's transformative gift to establish the Sam Ibrahim Centre for Inclusive Excellence in Entrepreneurship, Innovation and Leadership, in May 2023.

Bottom: Astronaut Chris Hadfield and Engineering Society president Aidan Grenville help celebrate the 150th anniversary of U of T Engineering.

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.



Key Highlights

FY 2022–2023

100,000,000+
global media impressions

23,752,396
global media impressions across
advancement social media channels

584,967
campaign website page views

828,624
social followers (up 12.95%)

1,535,266
alumni website page views

8,149
donations made through the new online giving
platform built by Brand Hub, totalling \$4.4 million

Looking Ahead

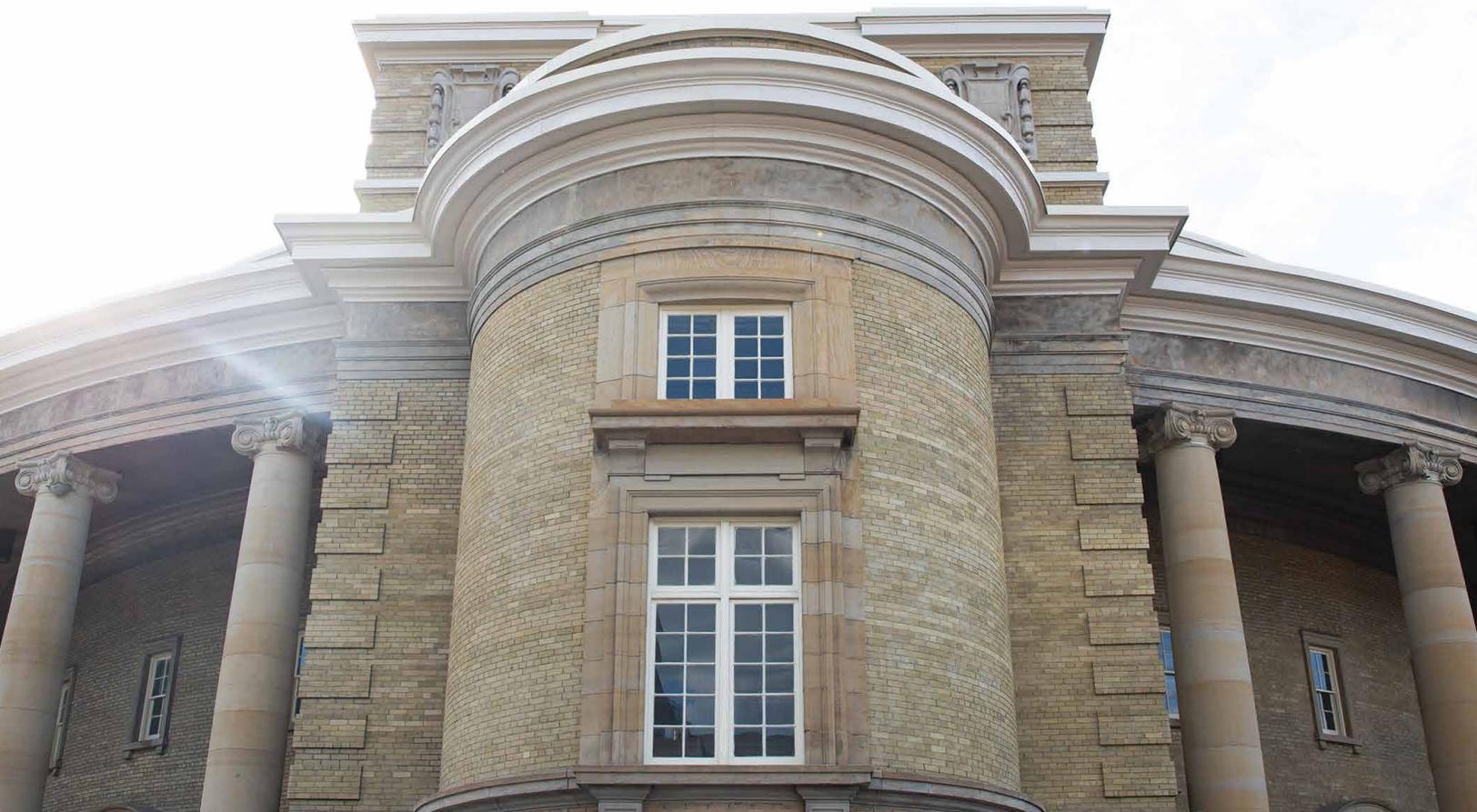
Over the past year, our University of Toronto advancement community achieved remarkable results through collaboration and dedication to the university's mission.

The Defy Gravity campaign surpassed the \$1.6 billion mark ahead of schedule—a testament to the campaign's resonance and the passion of alumni and donors.

Our campaign has thrived thanks to the collective efforts of countless individuals who have lent their time and support. The legacy of this generosity will last for decades to come. The Scarborough Academy of Medicine will train generations of health professionals in the Eastern GTA—a region traditionally underserved by our health care system. The new chair in Jain

studies will help position UTM as a global leader in the field and introduce generations of students to this globally significant culture. The Landmark Project has transformed St. George's iconic front campus into a more sustainable and pedestrian-friendly space for the community. And the hundreds of scholarships we have created will help ensure that talented students from every background can pursue their dreams at U of T.

Our dedicated team of advancement professionals is eager to build on this success and work closely with alumni and donors to realize their vision for building a better society in partnership with this great institution. Working together, we see exciting opportunities to scale even greater heights of achievement and impact.





UNIVERSITY OF
TORONTO

DEFY
GRAVITY