

FOR INFORMATION

PUBLIC

OPEN SESSION

TO: UTM Campus Council

SPONSOR: Professor Emeritus Ian Orchard, Acting Vice-President & Principal

CONTACT INFO: principal.utm@utoronto.ca

PRESENTER: Andrew Stelmacovich, Executive Director of Advancement

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DATE: May 15, 2024, for May 22, 2024

AGENDA ITEM: 5

ITEM IDENTIFICATION:

Campaign Report: Office of Advancement, UTM

JURISDICTIONAL INFORMATION:

Under section 5.1 of its terms of reference, the responsibilities of the UTM Campus Council include academic priorities for fundraising.

GOVERNANCE PATH:

1. UTM Campus Council [For Information] (May 22, 2024)

PREVIOUS ACTION TAKEN:

none

HIGHLIGHTS:

- An overview of UTM's fundraising program for contextual information.
- An outline of UTM's Defy Gravity campaign themes, strategy, and achievements to date.
- A framework for future campaign plans.

FINANCIAL IMPLICATIONS:

There are no net implications for the UTM Campus Operating budget.

RECOMMENDATION:

For Information

DOCUMENTATION PROVIDED:

Campaign Report: Office of Advancement, UTM (presentation)

UTM Campaign

May 22, 2024

DEFY
GRAVITY



UNIVERSITY OF
TORONTO

What Do Campaigns Do?

In Defy Gravity, the University of Toronto Mississauga will capitalize on its position as the leading university in the Region of Peel and western GTA, to enhance the social, economic and health of our local communities.

During the course of the campaign, and through our collective efforts, we will forge new paths that look beyond individual areas of knowledge, build unorthodox collaborations, and perceive connections among different communities. Together, we will create a future better than our present: more truthful, more sustainable, more innovative, more just.

Where are we coming from?

Boundless Campaign

- Preparing Global Citizens and Meeting Global Challenges
 - Achieving global presence through regional impact
 - Establishing an innovation culture
 - Shaping and reflecting the strategic growth and unique needs of our community
- \$68 million raised from 2,371 unique donors
- Four principal gifts totaling \$39 million
- 295 scholarships, graduate fellowships and awards
- Student aid supported by \$9.4 million endowment and \$2.8 million expendable funds
- \$30.4 million allocated to infrastructure

UTM Strategic Framework



Defy Gravity Campaign Themes



Defy Gravity Campaign Marquee Initiatives

Defy Gravity Themes	UTM Marquee Initiatives
Power Innovation & Entrepreneurship	Drug Discovery
Drive Scientific Discovery	Robotics
Enable Healthy Lives	Child and Youth Mental Health Social Determinants of Health
Create A Sustainable Future	Urban Environments & Biodiversity
Build Inclusive Cities & Societies	Indigeneity
Spark Creativity & Culture	Art and Culture
Support Student Success	Scholarships and Fellowships

Defy Gravity Campaign Strategy

Gift Chart Category	Gift Range / Type	Gifts	\$ Pledged	% Pledged	\$ Cumulative	% Cumulative
Principal Gifts \$5,000,000+	\$50,000,000	0	0	0.0%	0	0.0%
	\$25,000,000	0	0	0.0%	0	0.0%
	\$20,000,000	1	20,000,000	26.7%	20,000,000	26.7%
	\$10,000,000	1	10,000,000	13.3%	30,000,000	40.0%
	\$5,000,000	1	5,000,000	6.7%	35,000,000	46.7%
	Sub total	3	35,000,000	46.7%	35,000,000	46.7%
Major Gifts \$1,000,000 to \$4,999,999	\$4,000,000	0	0	0.0%	35,000,000	46.7%
	\$3,000,000	3	9,000,000	12.0%	44,000,000	58.7%
	\$2,000,000	1	2,000,000	2.7%	46,000,000	61.3%
	\$1,000,000	3	3,000,000	4.0%	49,000,000	65.3%
	Sub total	7	14,000,000	18.7%	49,000,000	65.3%
Major Gifts \$50,000 to \$999,999	\$500,000	6	3,000,000	4.0%	52,000,000	69.3%
	\$250,000	11	2,750,000	3.7%	54,750,000	73.0%
	\$100,000	20	2,000,000	2.7%	56,750,000	75.7%
	\$50,000	40	2,000,000	2.6%	58,750,000	78.3%
	Sub total	77	9,750,000	13.0%	58,750,000	78.3%
Annual and Leadership Giving, GIKs & Other Pledges	Annual and Leadership Giving	Many	3,000,000	4.0%	61,750,000	82.3%
	Other Pledges < \$25,000		450,000	0.6%	62,200,000	82.9%
	Gifts-In-Kind		200,000	0.3%	62,400,000	83.2%
	Sponsorship		100,000	0.1%	62,500,000	83.3%
	Sub total			3,750,000	5.0%	62,500,000
Gift Planning	Planned Giving	Many	6,000,000	8.0%	68,500,000	91.3%
	Countable Intentions		1,500,000	2.0%	70,000,000	93.3%
	Sub total			7,500,000	10.0%	70,000,000
Research Grants	Research Grants	Many	5,000,000	6.7%	75,000,000	100.0%
Total Fundraising			75,000,000	100%	75,000,000	100%

What's Next For UTM's Campaign?

- Signature Events
- Campaign Committee
- Prospective Donor Identification & Engagement
- Faculty Collaboration

Campaign Outcomes

- Equity, Diversity & Inclusion
- Inclusive Excellence
- Foster Sense of Belonging
- Prioritize Needs of the Underrepresented and Equity Deserving Communities
- Advance Teaching and Research Priorities
- Convert Alumni Goodwill and Loyalty Into Action
- Global Alumni Engagement

Thank you.
Questions?

