

# University Advancement

Annual Report  
Fiscal Year 2023–2024



UNIVERSITY OF  
TORONTO

DEFY  
GRAVITY

---

# Defy Gravity Campaign Progress

January 1, 2019 to April 30, 2024

---

## Alumni Engagement

### Newly Engaged Alumni

**156,893**

toward a goal of 225,000

### Unique Engagement Instances

**687,056**

toward a goal of 1,000,000

## Fundraising

### Dollars Raised

**\$1.911 billion**

toward a goal of \$4 billion

---

# Annual Results

May 1, 2023 to April 30, 2024

---

## Alumni Engagement

### Newly Engaged Alumni

**21,851**

### Unique Engagement Instances

**145,371**

## Fundraising

### Dollars Raised

**\$311.5 million**



Front cover: Participants at an Alumni Reunion SHAKER event on May 31, 2023 at the Ontario Science Centre.

---

## Contents

Vice-President's Message	3
Building a Culture of Inclusive Excellence	4
Giving Day	5
Alumni Engagement	6
Fundraising Performance	11
Campaign Performance	16
Brand Marketing	18
Looking Ahead	21

This report focuses on the 2023–2024 fiscal year: May 1, 2023 to April 30, 2024. It also reports on cumulative progress toward the goals of the Defy Gravity campaign from January 1, 2019 to April 30, 2024.



---

# Building a better future together.

This past year has been marked by global unrest, massive technological change, economic uncertainty and ever-growing concerns about the global climate crisis. During times like these, when people are searching for answers and community, they turn to the University of Toronto as a source of knowledge, innovation, resilience and leadership.

In response to these challenges, our community's support for U of T has been nothing short of extraordinary, enabling us to exceed our goals for both engagement and philanthropy in fiscal 2023–2024.

Last year, 21,851 alumni engaged with U of T for the first time, significantly advancing progress toward our campaign goals. Their participation brought us more than two-thirds of the way to our campaign targets of 250,000 newly engaged alumni and 1,000,000 unique instances of alumni engagement. These achievements reflect the strong connection our global alumni community feels toward the university.

Through their involvement, our alumni helped advance key university priorities such as building international partnerships, advancing Toronto's innovation ecosystem, recruiting the brightest students and creating professional networks for students and recent graduates. Our alumni also helped make Alumni Reunion 2024 the most successful ever despite last-minute disruptions and changes to venues. The event garnered an impressive 14,574 unique registrations — a 21 per cent increase from 2023.

Our donors generously contributed \$311.5 million in gifts and grants to advance the work of our students and faculty on critical local and global issues. Notable donations include a new gift to the Scarborough Academy of Medicine and Integrated

Health that will improve health care in one of Canada's most underserved urban communities; a gift from David and Angela (BA 1982 SMC) Feldman to establish a centre for real estate and urban economics that will train professionals and enhance urban policy; and Richard Rooney's (BA 1977 NEW) historic benefaction to African and Caribbean Studies at New College that will support groundbreaking scholarship in the field.

We also continue to receive strong support for the university's Scholars at Risk and academic bridging programs. Our second annual Giving Day raised more than \$1.2 million from 2,474 donors in support of more than 90 equity, diversity and inclusion initiatives across all three campuses. These contributions create life-changing opportunities for brilliant students and scholars to build community and pursue their dreams in an inclusive and supportive environment.

FY 2023–2024 marks the fourth consecutive year that we've exceeded our engagement goals and raised over \$300 million for the university. This is a testament to the incredible dedication and support of our alumni, donors and friends.

In this report, you'll read about how the extraordinary support from our alumni, donors and friends is helping our best minds envision and enact a brighter, more equitable and sustainable future.

Sincerely,



David Palmer  
Vice-President, Advancement



---

# Building a Culture of Inclusive Excellence

With new training programs, resource guides and research, University Advancement is making great strides toward our goals for inclusive excellence.

In the past fiscal year, the Division of University Advancement (DUA) has made substantial progress in addressing the 79 recommendations of the Advancing Inclusive Excellence report brought forward by its Equity, Diversity and Inclusion Task Force in 2022.

These recommendations are a road map for a profound culture shift. To date, we have either implemented or made significant progress on 63 per cent of the recommendations. Our goal is to create a culture of belonging and strengthen EDI in all aspects of our programs, practices and personnel. To realize this vision, we're developing strategic and actionable ways to apply EDI principles to engaging alumni, setting fundraising priorities and developing talent.

In 2023–2024, DUA launched new training programs, resource guides and research projects to help shape and inform our EDI progress. Here are just a few highlights of this work:

- We conducted three EDI competency training sessions to support culture-building in advancement. The top-attended session, “Building an Anti-Racist Work Culture,” had 230 attendees with a 94 per cent satisfaction rate.
- A pilot EDI leadership stream training session called “Microaggressions: Leaders as Allies” had more than 80 leaders in attendance, with an overall satisfaction rate of 95 per cent and 100 per cent of attendees indicating they would recommend the session to others.

- We launched the Advancement Equity, Diversity and Inclusion Resource Guide and developed a highly comprehensive “Inclusive Language Resource” in consultation with 55 tri-campus communicators, EDI professionals and colleagues from the Division of People Strategy, Equity & Culture (PSEC).
- In conjunction with PSEC, we began conducting an analysis of the self-reported employee EDI data to establish a baseline of equity-deserving staff within advancement. Further analysis will continue into the next fiscal year.

DUA also took steps to ensure all our town halls consistently featured EDI topics. And our EDI Advancement Community Council—a group of highly committed and talented advancement staff members—met eight times to advise on the implementation of the EDI Task Force recommendations and identify EDI trends in the university advancement space.

In April, several members of the EDI Advancement Community Council presented at an international CASE conference in Chicago, allowing us to serve as an example for other institutions. Their presentation, “Advancing Inclusive Excellence: Strategies for Leaders and Changemakers,” showcased U of T’s journey to making EDI an organizational fundraising priority, sharing best practices that highlight what it takes to support long-term culture change.

Looking ahead, we’ve begun work to develop strategies for implementing more recommendations. We take pride in the progress made so far—but fully recognize there is more work to do. We’ll continue to approach this work with the rigour, thoughtfulness and transparency it demands as we embrace a culture of inclusive excellence.

# Giving Day

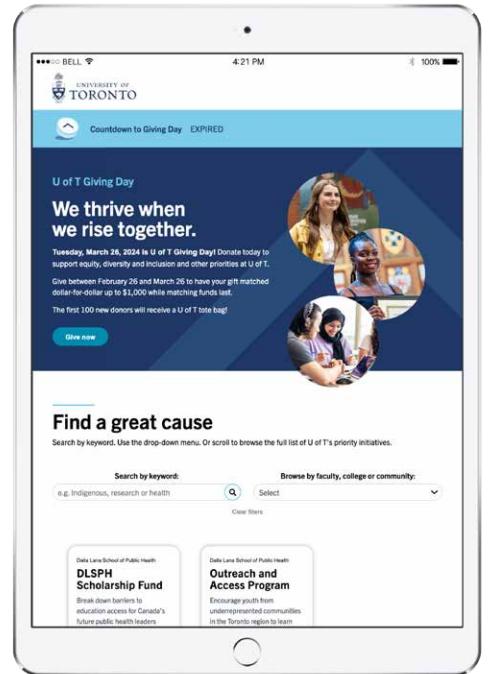
The U of T community united again for this successful drive to advance inclusive excellence.

The University of Toronto held its second annual Giving Day on March 26, 2024, and once again, the U of T community joined together to generously support this one-day drive promoting inclusive excellence across our campuses.

This year, 2,474 donors participated in the event, collectively raising \$1.2 million for more than 90 initiatives that support equity, diversity and inclusion, such as student scholarships and awards, infrastructure improvements, student experience programs and groundbreaking research. The university matched contributions up to \$1,000 dollar-for-dollar, amplifying the impact of every donation.

Giving Day serves as a powerful reminder of how collaboration and collective action can bring about concrete change.

“It’s so heartening to see the U of T community come together again for this meaningful initiative. Together, we’re building upon last year’s success,” says Claire Kennedy (BASc 1989, Hon LLD 2023), co-chair of the Defy Gravity campaign. “Donor generosity will help even more students and researchers thrive.”



---

# Alumni Engagement

Record levels of alumni engagement are enhancing student success and advancing key university priorities.

Engaged alumni are indispensable to fulfilling the University of Toronto's mission globally. They are leaders in diverse fields empowering communities as volunteers and mentors and elevating U of T's global profile through their numerous contributions to society. As our finest ambassadors, they embody the progress and change U of T aspires to achieve in the world.

Alumni also contribute to the daily success of our university community by participating in governance, assisting with student recruitment and helping build innovation networks. They mentor students, support scholarships and advocate for the university wherever they go. These contributions ensure U of T remains one of the world's top universities.

This is why alumni engagement is a major feature of the Defy Gravity campaign, which for the first time in U of T history includes an ambitious alumni engagement goal. The goal is to inspire 225,000 alumni to get involved as volunteers, mentors, donors and advocates, contributing their time and talent to U of T one million times collectively.

This past year, the campaign made impressive strides toward this objective. A total of 21,851 alumni engaged with the university for the first time, bringing us to a cumulative total of 156,893 engaged alumni, nearly 70 per cent of our campaign target. Additionally, we recorded 145,371 unique instances of engagement, bringing us to a cumulative total of 687,056, also close to 70 per cent of our campaign target.

Alumni relations teams across the university worked tirelessly for this success by delivering programs, initiatives and events to alumni that demonstrate U of T's lifelong value as a place of ideas, networks, connections and support as they build their lives and careers.

Highlights from fiscal 2023–2024 included the largest Alumni Reunion yet, with 14,675 registrants—a jump of over 20 per cent from the previous year. Twenty-five divisions on three campuses planned more than 150 events, giving alumni ample opportunity to relive cherished memories, reconnect with old friends and build new connections with U of T.



Alumni reunite and celebrate during Alumni Reunion 2024.

---

## Selected Program Highlights

### Global Alumni Outreach

- **3,818** alumni attended **6** *U of T Where You Are* events, virtually or in person
- U of T senior leaders visited **1,190** alumni across **13** events in **6** countries
- **1,481** alumni took part in **52** events hosted by **16** alumni branches globally

### Alumni Reunion

- **14,675** total registrations, a **21%** increase over our previous record
- **25** divisions across all three campuses scheduled programs
- **4,352** registrants for Stress-Free Degree lectures

The university also made a concerted effort to reconnect with graduates across the country and around the world after years of pandemic restrictions. University leaders travelled to 13 countries to meet alumni in person while local alumni chapters hosted dozens of events in 16 cities. These events tapped into the vast expertise of our global alumni network to advance several university priorities such as recruiting international students from key markets and promoting U of T's innovation agenda by connecting alumni investors and entrepreneurs with university startups.

Supporting opportunities for alumni to mentor students continued as another important focus this past year. By providing career advice, opening up their professional networks and offering guidance on navigating the complexities of the professional world, alumni play a crucial role in shaping the futures of our students. This engagement not only enhances the career readiness of our graduates but also strengthens the bonds between current students and the global U of T alumni community.

U of T also continued to provide valuable resources to alumni at every stage of their professional and personal development. We offered recent graduates extensive professional development opportunities through programs like LinkedIn Learning, Big Interview and online career seminars. In addition, a new LinkedIn series in collaboration with Brand Hub called The First Five provided a platform for young alumni to share what they have learned about working life in the first five years since graduation. For established alumni, we provided enriching lecture series and events often accessible online, maintaining U of T as a lifelong source of learning and connection for our global alumni community.

As is the case for virtually every endeavour at U of T, selfless volunteers are an essential resource that helps drive all these efforts. Alumni relations teams across the university play a lead role in convening and co-ordinating volunteer activities and celebrating outstanding volunteer contributions through recognition programs like the Arbor Awards and the Carl Mitchell Community Impact Award, conferred this past year on Dr. Kenneth Montague (DDS 1987). Across the university, 10,220 alumni volunteers contributed their time, energy and expertise over the past year.

On the following pages, we provide statistics and stories that highlight the impact of alumni engagement on our students, graduates and the University of Toronto's success as a leading institution of learning, discovery and innovation.

---

## Selected Program Highlights (continued)

### Supporting International Student Recruitment

- **7** student recruitment events supported by **20** alumni volunteers
- **216** alumni volunteers assessed Pearson Scholarship applications—a **46% jump** over two years
- **6** send-off events for new students worldwide hosted by alumni, with one joint event in Mexico

### Bringing Alumni and Students Together

- **3,142** alumni volunteers mentored students across the university
- **49** mentorship programs across the university were hosted by **23** university divisions

### Lifelong Learning

- **8,473** alumni participated in **28** live, online and hybrid lectures
- **5,738** alumni took part in a U of T Massive Open Online Course (MOOC)
- Membership in the Alumni Virtual Book Club jumped 11% to **4,519** members

### Empowering the Next Generation of Alumni

- **5,441** alumni attended Alumni Career Series webinars
- Career services such as LinkedIn Learning and Big Interview engaged **3,680** alumni
- A total of **9,100** alumni accessed Alumni Career programs and services

### Supporting U of T's Innovation Agenda

- **464** alumni were identified as innovators and entrepreneurs
- **122** attendees sold out a Deep Tech/AI alumni event in New York featuring entrepreneur Eva Lau and U of T Professor Sanja Fidler, VP AI Research, NVIDIA. The evening built on the success of a similar event in Silicon Valley in June 2023
- **373** alumni/investors registered for the True Blue Expo, showcasing **60+** U of T startups





“‘Lifting as we rise.’ It means that as we do well, we should lift others in our community.”

— **Dr. Kenneth Montague (DDS 1987)** explains his approach to helping others. The highly successful art collector and retired dentist received the prestigious Carl Mitchell Community Impact Award for decades of powerful volunteer contributions.



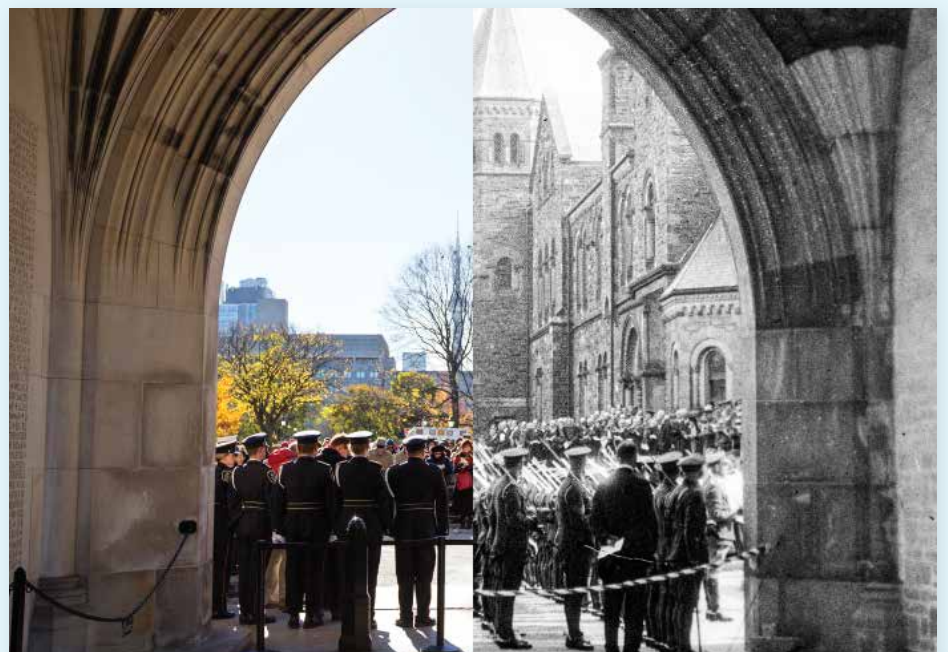
“She said something that has always stayed with me: ‘Success depends on character in everything you do.’ And I really believe that is true.”

— Celebrated artist and fashion designer **Lesley Hampton (BA 2015 UTM)** is this year’s Hazel McCallion Alumni Award winner. She recalls inspiring words from the longtime former Mississauga mayor.



“What I realized is that I can be an auntie to people who are interested in medicine or health careers.”

— **Dr. Onye Nnorom (MPH 2011)**, an assistant professor at Temerty Medicine, is extraordinarily active in encouraging underrepresented groups to enter medicine and other health-related fields.



“Being in this tower gives me the feeling that I’m part of the history. That’s special, as is working with members of the Soldiers’ Tower Committee.”

— Carillonneur **Naoko Tsujita (MMus 2018)** expresses her love for playing the bells in U of T’s iconic Soldiers’ Tower, which is diligently maintained with the help of devoted alumni.

# Alumni Engagement

FY 2023–2024

## Total Engaged Alumni University-Wide

**69,036**

New and continuing

**21,851**

Newly engaged in FY 2023–2024

## Total Engaged Alumni by Activity University-Wide

**54,456**

Events

**13,513**

Gifts and Pledges

**10,220**

Volunteers

**4,195**

Face-to-face Meetings

## Total Engaged Alumni by Life Stage (University-Wide)

**21,607**

Young Alumni

Under 35

**25,112**

Encore Alumni

55+

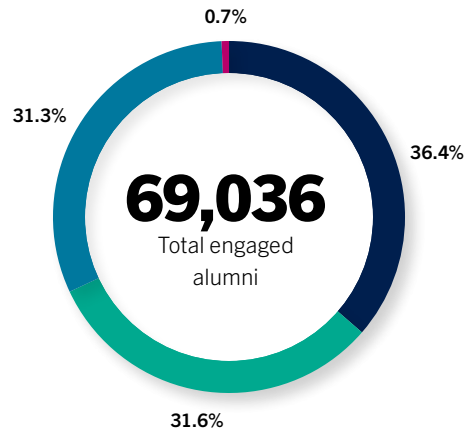
**21,849**

Established Alumni

35 to 54

**468**

Age not available



## Newly Engaged Alumni by Life Stage (University-Wide)

**10,394**

Young Alumni

Under 35

**4,934**

Encore Alumni

55+

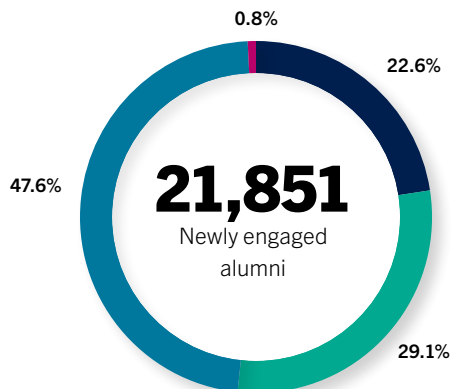
**6,358**

Established Alumni

35 to 54

**165**

Age not available



## Event Hub

The Event Hub for U of T Alumni (previously the Virtual Hub) is a one-stop portal that has been expanded to offer a vast range of events and activities in various formats, including online, virtual and hybrid. Through the hub, alumni can attend enriching lectures from U of T experts, hone their professional skills with courses and career advice, and expand their networks by connecting with alumni communities through engaging programs and events.

**170**  
listed programs  
and events

**22**  
participating  
divisions

**13**  
partner offices  
posted content

## Alumni Demographics

FY 2023–2024

### Age Distribution of Living Alumni

**3.3%**  
Under 25

**20.7%**  
25 to 34

**18.8%**  
35 to 44

**14.9%**  
45 to 54

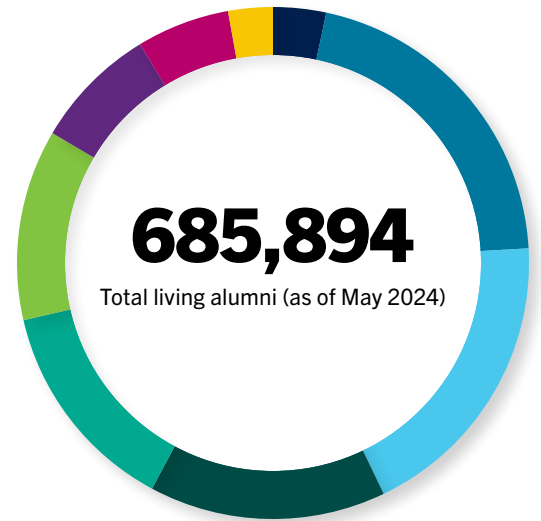
**13.6%**  
55 to 64

**12.1%**  
65 to 74

**7.8%**  
75 to 84

**5.9%**  
85+

**2.8%**  
Age not available



### 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.

**24.1%**  
**Young**  
Under 35

**33.7%**  
**Established**  
35 to 54

**39.4%**  
**Encore**  
55+

Age not available: 2.8%

---

# Fundraising Performance

Donors are powering learning, discovery, innovation and hope by generously supporting the Defy Gravity campaign.

Despite our volatile times, donors continue to rally around U of T's vision for supporting the brightest minds, preparing students for leadership in an uncertain world and generating solutions that drive progress and improve lives.

This past year, U of T received \$311.5 million in philanthropic gifts and grants, exceeding our annual goal and bringing our campaign total to \$1.911 billion overall. This marks the fourth largest annual fundraising achievement ever and the fourth consecutive year that we raised more than \$300 million.

These results are a resounding vote of confidence for the university's commitment to delivering tangible impact on global issues and promoting inclusive excellence—the idea that diverse ideas and experiences are essential to game-changing collaboration, innovation and excellence.

The gifts and grants received this past year will help advance every facet of the university—from supporting student scholarships to building much-needed infrastructure to fostering cutting-edge research across a broad range of fields. These generous contributions are transforming the university in remarkable ways.

For example, longtime supporters William (BASc 1967, Hon LLD 2019) and Kathleen Troost have established one of the largest scholarships in the history of U of T Engineering, which will cover full annual expenses for 20 students in financial need. Inspired by a life-changing award Bill received as a student, the couple's gift will have a lasting impact on future engineers.

A landmark gift to the Scarborough Academy of Medicine and Integrated Health will support the creation of a new building for the academy and a joint chair between Michael Garron Hospital and the Temerty Faculty of Medicine. Building on a pioneering donation from the Orlando Corporation, this gift will significantly enhance the delivery of quality health care in one of the country's most underserved, fast-growing communities.



**The university received landmark gifts for African and Caribbean Studies at New College and for the Scarborough Academy of Medicine and Integrated Health at U of T Scarborough.**

David and Angela (BA 1982 SMC) Feldman's donation will establish the David Feldman Centre for Real Estate and Urban Economics at the Rotman School of Management. This centre will advance real estate education and research, equipping students with skills to address complex real estate challenges, such as affordable housing and sustainable urban development.

During Black History Month, we announced a historic gift from Richard Rooney (BA 1977 NEW) to support the African Studies and Caribbean Studies programs at New College. This donation will establish endowed professorships and prestigious postdoctoral fellowships, attracting top scholars and supporting vital research and education in these fields.

We also received a notable gift from the estate of Dr. Peter Strangway (BAsc 1963, MAsc 1964, PhD 1966) this past year, which will establish a research fund for improving the outcomes of patients with idiopathic pulmonary fibrosis, a lung disease that causes progressive scarring of lung tissue.

These gifts are just a snapshot of how donors are partnering with U of T to address issues of health, sustainability, prosperity and equity in society. We also posted a record year for annual giving at the university, exceeding \$16 million for the first time. Giving Day, a one-day event to support U of T priorities, followed the success of last year's inaugural event with the participation of close to 2,500 alumni and friends.

On the following pages, we are pleased to provide a few examples of the many generous donations from U of T's dedicated alumni and donor community. We also provide statistics on our fundraising results that are powering the university as a force for learning, discovery, innovation and hope and that continue to set new benchmarks for Canadian philanthropy.

---

## Selected Program Highlights

### Engaging the U of T community

- More than **19,000** alumni and friends donated to U of T last year
- **5,449** donors supported student financial aid in FY 23–24
- **4,063** donors made their first gift to U of T last year
- **21,971** donors have donated twice or more to the Defy Gravity campaign
- **110** donors made legacy commitments in their wills last year
- Gifts to the Defy Gravity campaign come from donors in **83** countries
- **11%** increase in number of Annual and Leadership Giving donors in FY 23–24
- Student Engagement Officers met with **454** donors last year as part of a special outreach program
- **230** volunteers supported the Defy Gravity campaign university-wide in FY 23–24
- **1,067** donors and guests attended events for members of the Chancellors' Circle of Benefactors, Presidents' Circle and the King's College Circle Heritage Society last year

### Accountability to our donors in FY 23–24

- **16,828** impact reports sent to donors for university-wide initiatives, such as Scholars at Risk, the Landmark Project, and Annual and Leadership Giving
- **1,826** endowment reports delivered to donors
- **3,007** welcome kits sent to new donors



“The central driver of effective philanthropy begins and ends with the practice of relating to people and understanding what they care about and their desire to have a direct impact.”

— **Dr. Rose Patten (Hon LLD 2009)** completed her term as U of T’s 34<sup>th</sup> chancellor in June 2024. With her most recent gift, she entered the Chancellors’ Circle of Benefactors.



“My hope is that these financial resources will create peace of mind so that students can focus their time on studying and learning rather than having to worry about financial stressors.”

— **Caroline Cole Power (MED 2011)** established a scholarship at OISE to support Black, Indigenous, first-generation and other underrepresented students in financial need.



“Advancements in precision and regenerative medicine at the University of Toronto are compelling and offer significant momentum toward understanding and impacting injury and illness.”

— **Paul Austin**, discussing why he and his wife Pamela are supporting the creation of a chair at U of T in this vital area of health research and care.



“It’s so important for us to continue to do this work of supporting this wealth of previously untapped potential and brilliance within the community.”

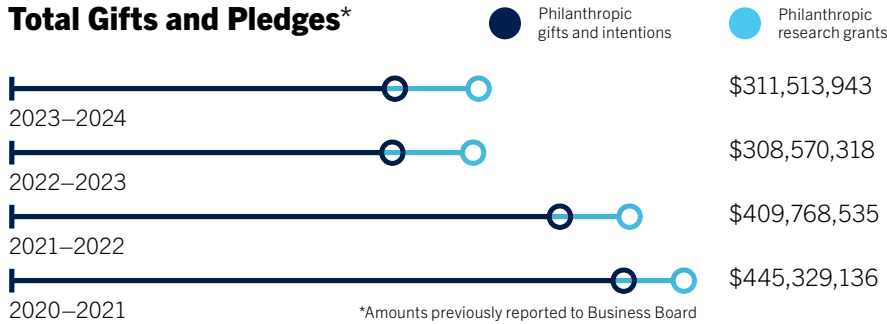
— **Dr. Chika Oriwa (MD 2020)** is funding an award to recognize a graduating MD student demonstrating dedication to advancing health in the Black community.

# Annual Fundraising Performance

Fiscal Year 2023–2024

U of T received \$311,513,943 in philanthropic gifts (\$257,668,277) and philanthropic research grants (\$53,845,666) from individuals, foundations and corporations. This generous support contributed by 19,568 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

**69%**

Expendable gifts

**31%**

Endowed gifts

## Total Donors by Type

A total of 19,568 donors supported the university. Below is a breakdown of donors by type.

**13,619**

Alumni

**5,018**

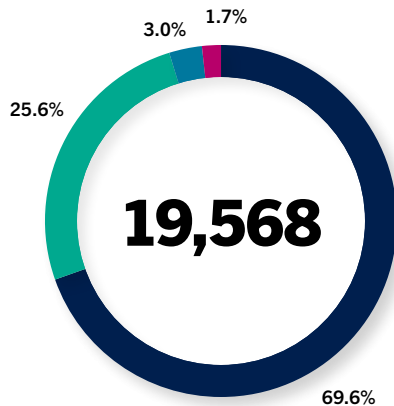
Friends

**591**

Corporations

**340**

Foundations and Organizations



## Total Gifts by Donor Type

Donors have contributed more than \$300 million for four consecutive years. Below is a breakdown of FY 2023–2024 gift revenue by donor type.

**\$86.1 M**

Alumni

**\$75.3 M**

Friends

**\$25.4 M**

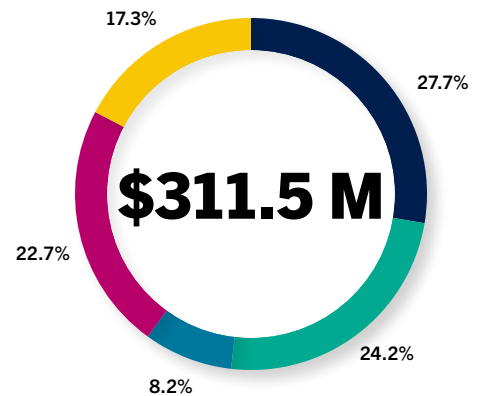
Corporations

**\$70.8 M**

Foundations and Organizations

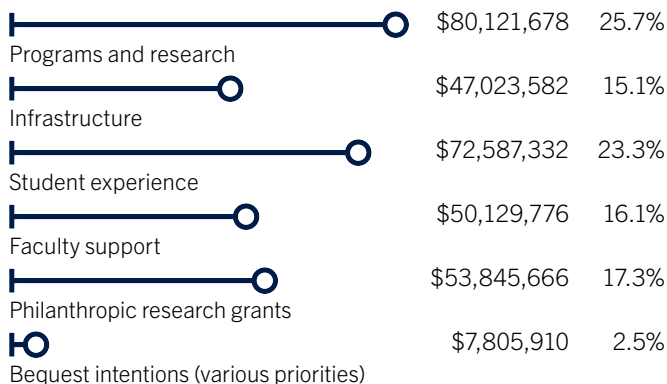
**\$53.9 M**

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 \$69,315,767 in realized planned gifts. During the same period, 351 alumni and friends of the university signalled their intention to leave a legacy to the university.

### Realized Estate Gifts

2023–2024	\$26,001,229
2022–2023	\$20,500,789
2021–2022	\$22,813,749

### Intentions for Future Estate Gifts

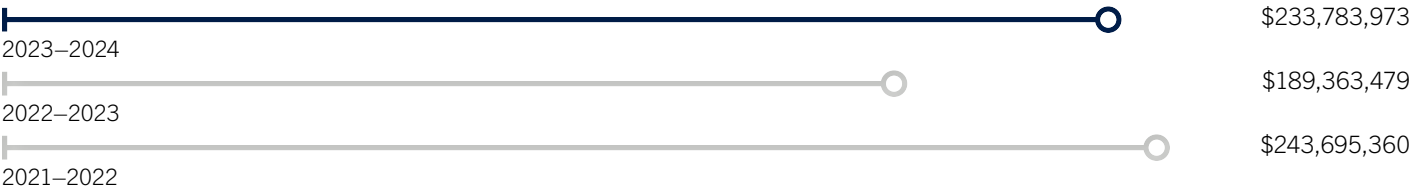
2023–2024	\$43,526,069
2022–2023	\$29,615,842
2021–2022	\$31,289,605

## Annual and Leadership Gifts

Over the past three years, Annual and Leadership Giving (gifts under \$25,000) contributed more than \$19,410,902 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 \$16,202,758.

Gifts under \$25,000		Core Annual Fund		Annual Fund average gift size	
2023–2024	\$20,769,625	2023–2024	\$16,202,758	2023–2024	\$465.09
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

## Cash Received



## Reconciliation with Audited Financial Statements (FY 2023–2024)

### Audited Financial Statements

University of Toronto	
Monetary gifts	\$181,012,462
Gifts-in-kind	\$12,574,965
<b>Subtotal</b>	<b>\$193,587,427</b>
Federated Universities*	
University of St. Michael’s College	\$2,756,832
University of Trinity College	\$17,444,757
Victoria University	\$3,754,994
<b>Subtotal</b>	<b>\$23,956,583</b>
Other Affiliated Institutions	<b>\$2,559,483</b>
Other Items**	<b>\$13,680,480</b>
<b>TOTAL</b>	<b>\$233,783,973</b>

## University Advancement’s Return on Investment

For FY 2023–2024, University Advancement’s cost per dollar of funding raised was 21.26¢. Over the past 10 years, Advancement’s average cost per dollar raised has been 15.7¢. 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	\$7,508,776
Externally administered gifts	\$3,436,143
Timing and other differences	\$2,735,561
<b>Total</b>	<b>\$13,680,480</b>

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 2023–2024 show that the university received \$193,587,427 in donation revenue.



# Campaign Performance

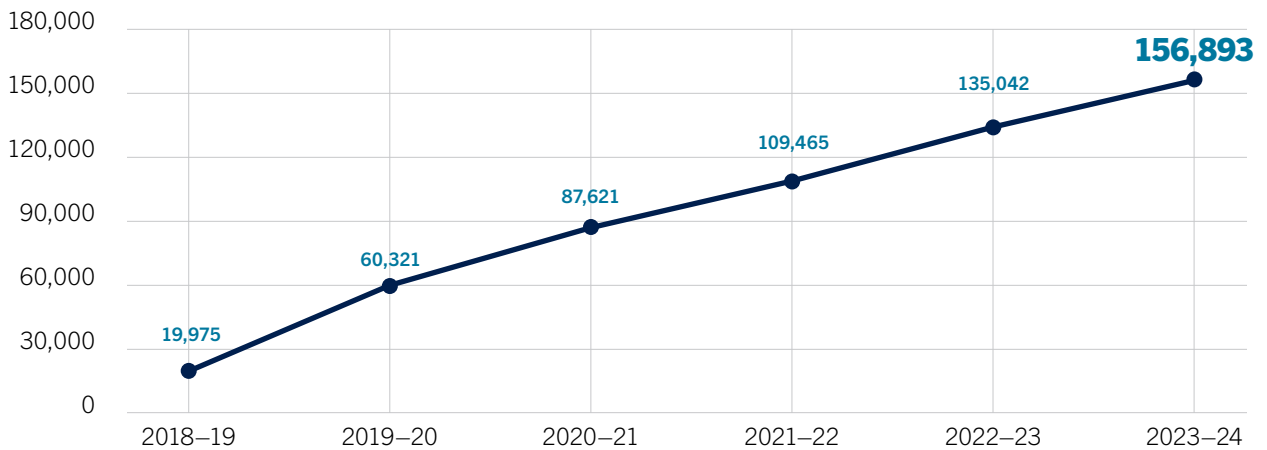
The Defy Gravity campaign is on target to raise \$4 billion for the university and inspire 225,000 alumni to contribute their time and talent to U of T one million times collectively.

## Progress Toward Alumni Engagement Goal

(Cumulative: January 1, 2019 to April 30, 2024)

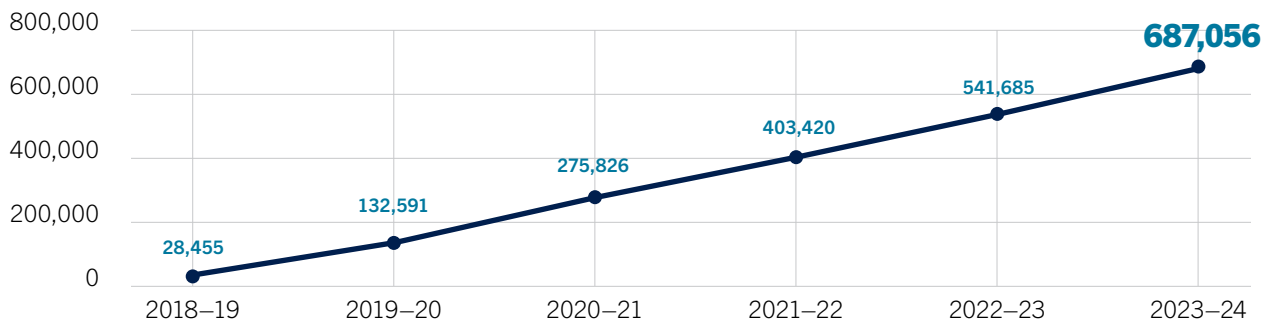
### Newly Engaged Alumni

In FY 2023–24, we reached nearly 70% of our campaign goal of 225,000 newly engaged alumni.



### Alumni Engagement Instances

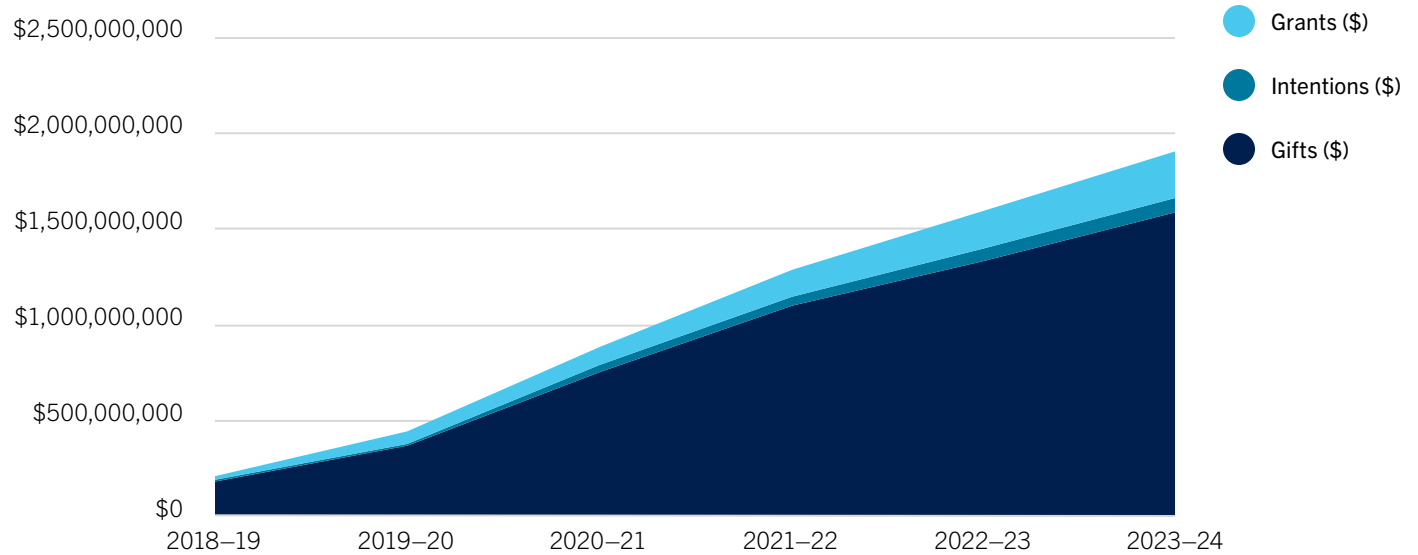
Our campaign goal is one million instances of engagement. We reached nearly 70% of that goal last year.



# Progress Toward Fundraising Goal

(Cumulative: January 1, 2019 to April 30, 2024)

## Giving to the Defy Gravity Campaign by Fiscal Year



	Gifts (\$)	Intentions (\$)	Grants (\$)	Annual Total (\$)	Cumulative Total (\$)**
2023-2024	249,862,367	7,805,910	53,845,667	311,513,943	1,911,050,287*
2022-2023	233,947,067	21,602,949	52,233,580	307,783,595	1,599,536,344
2021-2022	347,420,799	16,743,803	45,041,571	409,206,173	1,291,752,749
2020-2021	389,904,247	15,461,014	38,892,741	444,258,002	882,546,576
2019-2020	184,361,496	12,030,198	39,690,431	236,082,125	438,288,574
2018-2019**	181,556,922	1,116,988	19,532,539	202,206,449	202,206,449

\*\$1.9 billion raised as of April 30, 2024

\*\*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, 2024.

## Donations to the Defy Gravity Campaign

From the beginning of the campaign's quiet phase in January 2019 to April 30, 2024, the university has received more than \$1.9 billion for priority areas across our three campuses. This support has a massive impact on researchers, students and the broader community. The largest areas where this support is directed include:



**\$669M**

for innovative programs and leading-edge research



**\$316M**

for student experience and financial aid



**\$407M**

for critical infrastructure projects



**\$196M**

for faculty support

# Brand Marketing

Through a consistent and compelling approach to storytelling, the Defy Gravity brand continues to build affinity and support for the university and our ambitious campaign.

Over the past year, the Defy Gravity brand has continued to serve the university exceptionally well as a compelling platform for storytelling and reputation-building. Its bold vision showcases U of T's values and strengths, while its framework for inclusive excellence resonates with stakeholders across the university and beyond.

Building on the strength of this platform, Brand Hub—the team behind the university's brand strategy, marketing and advancement communications—continues to provide robust support for the Defy Gravity campaign's alumni engagement and fundraising goals. This work is synonymous with lifting the profile of U of T globally and working closely with divisions to support their own reputation-building efforts.

To ensure everyone across the U of T community can apply the brand consistently and effectively, Brand Hub launched the new Brand Portal in December 2023. This portal provides a rich set of guidelines, assets and tools for the tri-campus community all in one place—a first for the university. It outlines U of T's brand voice, visual identity, design philosophy and messaging principles

and provides templates for presentations, social media and print materials. The portal also includes robust enablement tools for the advancement community, such as campaign messaging and stats, campaign videos, cases for support, writing samples, proposal guidelines and more.

The Brand Portal launch was an instant success: in the first five months (December to April 30), it had more than 90,000 page views and more than 4,000 asset downloads. Brand Hub offers regular sessions on how to use the portal that have been very well attended, training more than 450 colleagues across all three campuses so far.

On the alumni engagement front, Brand Hub worked with colleagues in Alumni Relations to help market and support the most successful Alumni Reunion yet—despite challenges of last-minute modifications to the program. And throughout the year, the team provided ongoing marketing and communications support for various alumni events and programs that promoted U of T in global markets, engaged alumni entrepreneurs and helped recruit international students.



To support fundraising, Brand Hub worked closely with advancement colleagues across U of T, crafting strategic proposals, cases for support and stewardship reports to help generate principal and major gift activity and assisting with announcement events for significant benefactions. The Defy Gravity website continued to share inspiring stories from across the university about donor impact, amplified via creative social media posts. And Brand Hub played a critical role in developing the digital and content strategies for another highly successful Giving Day, which raised more than \$1.2 million for 90 EDI initiatives across the university.

A comprehensive marketing campaign for the 150<sup>th</sup> anniversary of the Faculty of Applied Science and Engineering was another highlight, with paid media components exceeding benchmarks for impressions by 479 per cent. The Brand Hub team also developed distinctive commemorative marks and messaging for Robarts Library's 50<sup>th</sup> anniversary and the Faculty of Law's 75<sup>th</sup> anniversary. These projects are helping strengthen alumni affinity and building support for top priorities.

Brand Hub also led several brand-building efforts for the university. The team mounted marketing campaigns promoting U of T's innovation and startup ecosystem in support of Entrepreneurship Week and the Collision Conference. It also supported convocation, developed Defy Gravity merchandise for the U of T Bookstore and created inspiring back-to-school signage for students.

Brand Hub led significant efforts to boost U of T's global brand as well. One particularly effective initiative was a digital sponsored-content series with *The Guardian* in the U.K. This campaign, aimed at showcasing U of T's global leadership in research, teaching and innovation, became *The Guardian's* most successful sponsored content campaign to date, attracting more than 85,000 unique users. Closer to home, U of T's participation in *The Globe and Mail's* special report on groundbreaking university research surpassed benchmarks for views by 258 per cent.

These marketing efforts have helped move the needle on the university's global brand reputation. In 2024, American Caldwell ranked U of T first among public universities and fifth globally for overall brand visibility. In the year ahead, the Brand Hub team looks forward to continuing this momentum and helping the university "defy gravity" as we build the strongest brand possible for U of T.

---

## Selected Highlights 2023–2024

- **1<sup>st</sup>** among public institutions and 5<sup>th</sup> globally on American Caldwell's Global University Visibility Rankings
- **176 million+** impressions on global brand awareness campaigns
- **19,710,391** social media global impressions (across all platforms)
- **1,715,942** alumni website page views
- **850,367** followers across advancement social channels
- **617,565** campaign website page views
- **373,000** alumni, donors and friends received News at U of T newsletter, with average open rate of **25%**
- **90,000+** page views on the Brand Portal and nearly **4,000** asset downloads
- **86,552** visitors to online giving platform, resulting in more than **\$5.1 million** in donations
- **1,108** leads generated from Gift Planning annual digital campaign with a modest **\$12,500** budget

# Multichannel Storytelling

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.



## It's Canada's turn.

AI and robotics are transforming materials science, and we are leading the way.

The federal government's \$200-million investment in the Acceleration Program for U of T has transformed our status as the world's leading center for advanced AI, robotics, and quantum computing. Our faculty and students are leading the way in materials science and robotics, creating new products and processes, earning \$82 and increasing industry revenue.

Our goal is a world with robots on demand – robots that put people out of their jobs and help people do their jobs better. We're working with industry partners to create the programs we need, supported by private industry that want the most amazing talent.

Brand collaboration will enable the breakthroughs in our labs to change lives for the better. The Acceleration Program is a bold and exciting investment in our future, and we're proud to be part of it.

Learn more about this visionary initiative at [uoftrobotics.ca](#)

DEFY GRAVITY

## What Are My Giving Options?

A variety of contribution, campaign giving options can help you give your way.

**A request** Online request helps by making a gift request.

**A gift of public securities** Donor advised investments to include a charitable tax receipt. You may wish to consult your advisor.

**Donate your RRSP/RRIF** Donor advised investments to include a charitable tax receipt and a portion of your RRSP/RRIF and related income.

**A gift of a life insurance policy** Alternative annual premium add-on benefit.

More info: [uoft.ca/giving](#) or call 416-978-2000. For more info, visit [uoft.ca/giving](#) or call 416-978-2000.

## 150 Years of Impact

For a century and a half, U of T Engineering has driven innovation and redefined the field.

### 150 Years of Firsts

- 1827** The first woman in Canada to receive an electrical engineering degree and become the first female electrical engineer.
- 1894** The first Canadian to receive a Ph.D. in Engineering.
- 1934** The first Canadian to receive a Ph.D. in Mechanical Engineering.
- 1953** The first Canadian to receive a Ph.D. in Chemical Engineering.
- 1957** The first Canadian to receive a Ph.D. in Civil Engineering.
- 1980s** The first Canadian to receive a Ph.D. in Environmental Engineering.
- 2009** The first Canadian to receive a Ph.D. in Industrial Engineering.
- 2021** The first Canadian to receive a Ph.D. in Materials Engineering.
- 2022** The first Canadian to receive a Ph.D. in Robotics Engineering.

### By the Numbers

- 6 degrees offered in 1827
- 2,000 graduates in 1827
- 25% male students in 1827
- 5,628 undergraduate students in 2022
- 3,011 graduate students in 2022
- 400+ collaborative research projects in 2022
- 280 total publications in 2022
- 93% of research funding from industry in 2022
- 38.8% of graduates are employed in 2022
- 6th in the world for research funding in 2022
- 27th in the world for research funding in 2022
- 8th in the world for research funding in 2022

### Set Up a Bequest Now

After consulting with your family and your financial advisor, you can set up a bequest to support the U of T Engineering program. Your gift will help us continue to lead the world in research, innovation, and education.

### Reach Out for Information

U of T's gift planning specialists can help you choose the donation method that best suits you and your plan. Please also reach out if you wish to direct your gift to a specific area of research.

Call us: 416-978-4548  
Email us: [gift@uoftutoria.ca](#)  
Learn more: [uoft.ca/giving](#)

## Free lectures on today's burning questions

What makes a great children's book? How does a new medicine go from lab to drugstore? Will AI robots replace our doctors? Can music heal the brain? Has social media taken over our lives? Stress-Free Degree Lectures

May 29 – June 2

Register at the link in bio

DEFY GRAVITY

## Advancing student success at Canada's top dental school

The Faculty of Dentistry at the University of Toronto educates more dental students in the country than any other school – future leaders who will go on to provide excellent care in their communities and advance breakthroughs that can lead to better treatments and oral health care access for all Canadians. Our campaigns will support these students on their journey.

Our health is being recognized as a critical component of overall health, and oral health professionals are essential to that. However, many oral health care providers still lack adequate access to oral health care. Treatments and therapies are rapidly evolving, and we're working to discover new biomaterials and ways to address oral health care. And in the wake of the COVID-19 pandemic, oral health care delivery must continue to evolve and adapt to ensure consistent and safe clinical environments for patients and providers.

At the University of Toronto's Faculty of Dentistry, we are committed to delivering a high-quality, holistic education that prepares our students for this rapidly changing health environment and encourages compassionate, accessible care – especially for our most vulnerable populations. As the largest provider of dental care in the country, we are recognizing how we can best serve our patients and our community. We're working to ensure consistent and safe clinical environments for patients and providers. We're working to discover new biomaterials and ways to address oral health care. And in the wake of the COVID-19 pandemic, oral health care delivery must continue to evolve and adapt to ensure consistent and safe clinical environments for patients and providers.

To support these efforts, the Faculty of Dentistry has launched a significant fundraising initiative in partnership with the University of Toronto's Faculty of Dentistry. This campaign is a key part of our commitment to advancing student success and ensuring that our students have the resources they need to thrive in their careers. We're working to ensure consistent and safe clinical environments for patients and providers. We're working to discover new biomaterials and ways to address oral health care. And in the wake of the COVID-19 pandemic, oral health care delivery must continue to evolve and adapt to ensure consistent and safe clinical environments for patients and providers.

As tomorrow's future oral care providers, researchers and educators, our students are the heart of our program. We're working to ensure consistent and safe clinical environments for patients and providers. We're working to discover new biomaterials and ways to address oral health care. And in the wake of the COVID-19 pandemic, oral health care delivery must continue to evolve and adapt to ensure consistent and safe clinical environments for patients and providers.



## Defy all limits.

There is no limit to what you can do at U of T. Meet students from around the world. Surround yourself with people who inspire you. Engage with the ideas and talents you care about. Redefine what's possible for you. Show for the moon. Defy gravity.

DEFY GRAVITY

---

# Looking Ahead

This past year has underscored the University of Toronto's unwavering commitment to advancing inclusive excellence and fostering a global community dedicated to solutions-oriented research, innovation, leadership and social impact.

Despite the significant global challenges affecting world events and the economy, our community of alumni, donors and friends has made our university a top priority and demonstrated exceptional generosity and engagement with the aspirations of our students and faculty.

The success of the Defy Gravity campaign is a testament to the deep connection and trust our global community places

in U of T. This wave of goodwill and support has brought us close to 70% of the way toward our ambitious alumni engagement goal and enabled us to raise \$1.911 billion for the university—a milestone reached in half the time it took during U of T's previous campaign.

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. Through continued collaboration, we will build a brighter, more equitable and sustainable future for all.





UNIVERSITY OF  
**TORONTO**

DEFY  
GRAVITY