



To: Division of University Advancement
Governing Council
Academic Board
Business Board
University Affairs Board
UTM Campus Council
UTSC Campus Council
Principals, Deans, Academic Directors, and Chairs
Professionals and Managerial Staff
Confidential Staff
President of UTFA
Presidents of Employee Unions
Presidents of APUS, GSU, SCSU, UTMSU and UTSU
President, University of Toronto Alumni Association (UTAA)

From: Professor Meric Gertler, President

Date: December 19, 2024

Re: Extension of David Palmer as Vice-President, Advancement

I am very pleased to announce that the Governing Council has approved the extension of Mr. David Palmer's appointment to December 31, 2027.

Mr. Palmer is currently serving a fourth term that began on January 1, 2020, and continuing to December 31, 2025. With the end of David Palmer's term just over one year away, I explored his willingness to serve as Vice-President beyond the end of his current term. Following discussion with the Chair of Governing Council, I undertook extensive one-on-one consultations with members of the following groups: the Defy Gravity Campaign Steering Committee co-chairs and members, other major supporters of the University, Deans and Principals representing a variety of larger and smaller divisions, and all three campuses, Vice-Presidents of those portfolios that collaborate most frequently with Advancement as well as senior advancement professionals from across the University. The purpose of these consultations was to assess Vice-President Palmer's performance in the role and seek views on a possible two-year extension. The feedback received was uniformly and enthusiastically positive and supportive of an extension.

Those consulted noted some of the following with respect to Vice-President Palmer. He led the successful development and launch of the Defy Gravity campaign, and has steered it to the halfway point towards its \$4 billion fundraising goal, and to the three-quarters mark towards its alumni engagement goals. He has built an advancement team with the demonstrated capacity to

surpass regularly \$300 million in annual funds raised. The Advancement 2025 plan has set a goal of regularly exceeding \$400 million in annual funds raised, and is on course to achieve this level of productivity. He is seen by donors as an unfailingly professional and effective fundraiser, who skillfully matches the University's academic priorities and needs with donors' aspirations to achieve impact. He is consistently viewed as the top fundraiser in Canada, and one of an elite group of fundraisers internationally; senior professionals in Advancement greatly value the additional opportunity to learn from him by working alongside him during the extension period.

I am delighted that Vice-President Palmer will continue to serve in this important role to help ensure continuity and sustained momentum during a time of Presidential transition, as well as support the next President's fundraising ambitions on behalf of the University.