

University Advancement

Annual Report
Fiscal Year 2024–2025



UNIVERSITY OF
TORONTO

DEFY
GRAVITY

Defy Gravity campaign progress

January 1, 2019 to April 30, 2025

Alumni engagement

Newly engaged alumni

176,855

toward a goal of 225,000

Unique engagement instances

830,003

toward a goal of 1,000,000

Fundraising

Dollars raised

\$2.266B

toward a goal of \$4 billion

Annual results

May 1, 2024 to April 30, 2025

Alumni engagement

Newly engaged alumni

19,655

Unique engagement instances

142,981

Fundraising

Dollars raised

\$361.49M



At a gala event in December, the university announced that the Defy Gravity campaign had surpassed the halfway mark toward its fundraising and alumni engagement goals.

(On the cover) The Landmark Project has transformed St. George campus into a more striking, sustainable, pedestrian-friendly space. The dramatic revitalization was officially unveiled in September 2024.

Contents

- Vice-President's message _____ 3
- Advancing inclusive excellence in advancement _____ 4
- Giving Day _____ 5
- Alumni engagement _____ 6
- Fundraising performance _____ 11
- Campaign performance _____ 16
- Brand marketing _____ 18
- Looking ahead _____ 22



Two signature events brought together and celebrated U of T's leading volunteers and supporters. In December 2024, the university community marked a significant milestone as the Defy Gravity campaign surpassed its halfway point. In May 2025, the inaugural Volunteer Summit highlighted the essential role volunteers play in advancing U of T's mission.



Vice-President's message

This past year unfolded against a backdrop of global volatility— from political polarization and economic headwinds to escalating environmental crises.

At times like these, people look to the University of Toronto as a beacon of knowledge and hope—a place that nurtures the research, talent and innovation needed to strengthen Canada's global standing and tackle humanity's most urgent challenges.

In that spirit, our global community of alumni, donors and friends rallied around the university, offering an emphatic vote of confidence in our ability to drive meaningful change. Thanks to their extraordinary support, our advancement teams exceeded expectations in both alumni engagement and fundraising in fiscal year 2024–2025.

Over the past year, we connected with 19,655 alumni for the first time and recorded 142,981 instances of engagement—bringing us to 79 per cent of our campaign goal to engage 225,000 alumni and 83 per cent of our target of one million total engagement instances.

Through their involvement, alumni—working with divisions across all three campuses—advanced key university priorities: building international partnerships, strengthening Toronto's innovation ecosystem, recruiting top students and supporting young graduates as they launch their careers.

Alumni Reunion 2025 was our most successful ever, with nearly 16,300 registrants—an 11 per cent increase from last year. Across all three campuses, divisions hosted 134 events, giving alumni opportunities to engage with leading thinkers and reconnect with classmates.

We also hosted alumni programs and events in Toronto and cities around the world, reinforcing U of T's role as a lifelong source of insight, opportunity and belonging. This success stems from data-informed strategies and values-driven programming that foster targeted, enduring connections with alumni.

Our donors, working closely with divisional leaders and advancement teams, contributed a remarkable \$361.49 million to U of T this past year, bringing our total campaign achievement to more than \$2.266 billion—over halfway toward our \$4 billion goal. These results also mark the highest five-year fundraising average in our history, underscoring the deep and sustained commitment of our global community.

A transformative gift from Campaign Co-Chair Brian Lawson (BA 1982, Hon DSL 2024) and Joannah Lawson (MIR 1989, Hon DSL 2024) established the Lawson Climate Institute, advancing bold solutions to the climate crisis. A major U.S. foundation gift is expanding the Citizen Lab's vital work on democracy, digital rights and cyber accountability. The Temerty Foundation and the Myhal Family Foundation created two chairs in European history at the Munk School, held by scholars Marci Shore and Timothy Snyder, experts on democracy and authoritarianism.

Donors also strengthened our leadership in professional education and health care. TD Bank Group is supporting the School of Continuing Studies to prepare the next generation of Black leaders for high-growth careers. The Rossy Foundation is renovating a teaching clinic that will train future dentists while providing quality care to low-income patients across the Toronto region.

Our annual Giving Day was a resounding success, raising more than \$3.1 million, thanks to the generosity of more than 2,800 donors. We also set a new record for Annual and Leadership giving, with more than \$19.4 million raised.

As we reflect on the year, we are grateful for our incredible faculty, staff, alumni and donors. These achievements are only possible because of our shared purpose, our belief in the university's mission and the exceptional leadership of President Emeritus Meric Gertler, whose 12-year tenure as president concluded in June 2025.

Looking ahead to the next phase of the campaign, we're excited to carry this momentum forward under the leadership of our new president, Melanie Woodin. Working together, there's no limit to what we can achieve.

Sincerely,



David Palmer
Vice-President, Advancement



Advancing inclusive excellence in advancement

EDI principles and initiatives are creating a more equitable culture and enhancing core business practices.

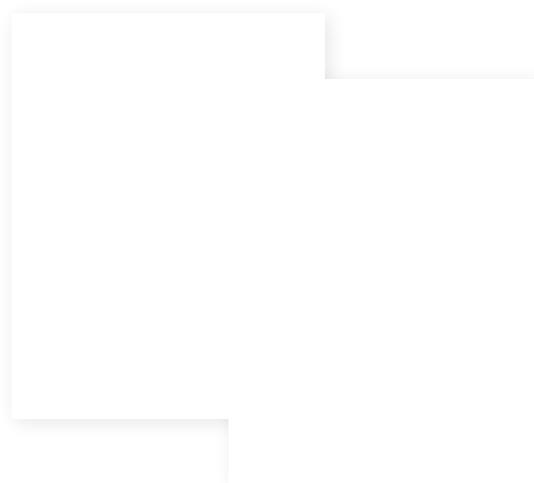
The University of Toronto remains dedicated to fostering an equitable and inclusive environment, even as peer universities across North America face intense pressure to roll back equity, diversity and inclusion (EDI) initiatives. This resolve—and our shared enthusiasm for progress—is one of the defining legacies of Meric Gertler’s presidency and continues under the leadership of President Melanie Woodin.

The 2022 *Advancing Inclusive Excellence* report, created by University Advancement’s EDI Task Force, guides our work. As of spring 2025, we have implemented or initiated 91 per cent of its 79 recommendations—a major milestone toward long-term culture change across our division.

The EDI Community Council, a group of committed advancement staff members, continues its indispensable work in support of these efforts. To accelerate its work over the past year, the council worked with an external vendor to address eight recommendations requiring deeper analysis to better understand the needs of advancement staff. The work generated data and insights that will help us improve workplace accessibility, mentorship opportunities and career pathways for employees.

Infusing EDI principles and best practices throughout the division remains a priority, with signature efforts that include:

- Training that enhances core advancement business objectives. For example, one session supported deepened alumni engagement with strategies to better engage a diverse graduate community. Another focused on how fundraising, alumni relations and communications staff can further embed accessibility considerations into decision making to promote donor and alumni connections.



- Leadership development training for more than 30 senior personnel, with 100 per cent of attendees reporting they were satisfied with the experience and 76 per cent reporting greater confidence in applying new strategies.
- Two learning and development sessions for all advancement staff, which were attended by more than 150 divisional employees. The sessions achieved an overall satisfaction rate of 95 per cent, with 90–95 per cent of attendees recommending them to colleagues.
- Continued integration of EDI updates and practices into general advancement activities such as our town halls, keeping this critical work front and centre among the division’s strategic priorities.

To further promote transparency and accountability, we launched a new EDI Hub to support staff across the division in applying EDI principles to daily work and long-term planning. The hub enshrines institutional EDI commitments and provides quick access to resources and stories of inclusive excellence.

Looking ahead, DUA remains committed to completing the remaining recommendations and continuing to embed inclusive excellence into every facet of its work—from alumni and donor engagement to internal culture and leadership development. While we are pleased with our progress, we also acknowledge that meaningful change takes time, reflection and sustained effort. We are committed to this work for the long term—as both a daily practice and a defining part of our culture.

Giving Day

This year's Giving Day drove even greater support for students and researchers.

The University of Toronto held its third annual Giving Day on March 25, 2025, uniting the U of T community in a one-day campaign to advance inclusive excellence across all three campuses.

This year, more than 2,800 donors—including over 250 first-time supporters—contributed an impressive \$3.1 million to 104 featured funds that will benefit students and researchers across the tri-campus. Gifts supported initiatives such as scholarships, student experience programs, infrastructure and inclusive research. As in past years, U of T matched contributions up to \$1,000, doubling the impact of each gift.

Giving Day continues to demonstrate how collective generosity can create meaningful change.

“Every year, the generosity of the U of T community propels us forward. Alumni and donor support is the heartbeat of Defy Gravity—fuelling excellence, inclusion and prosperity.”

Claire M. C. Kennedy
Defy Gravity Campaign Co-Chair

Progress
takes a
community.

[Give now >](#)

UofT
Giving
Day

[Give now >](#)



Alumni engagement

Data-driven strategies are deepening engagement, boosting alumni involvement and support.

The University of Toronto's rich, multifaceted relationship with our graduates is a tremendous source of strength and integral to who we are. Alumni are our most important brand ambassadors, burnishing the university's reputation worldwide through their achievements and directly supporting U of T's research and education missions with much-needed volunteer and financial contributions.

Graduates benefit from a lifelong relationship with their alma mater that offers a worldwide community of accomplished peers, friends and fellow alumni, along with access to programs, events, services and benefits that advance their personal and career aspirations.

Alumni engagement is consequently a central goal for the Defy Gravity campaign, which seeks to inspire 225,000 alumni to get involved one million times collectively as volunteers, mentors, donors, participants and advocates. The university is making steady progress toward these objectives, reaching a cumulative total by the end of this fiscal year of 176,855 newly engaged alumni and 830,003 instances of engagement—79 and 83 per cent of target, respectively.

In addition to engaging graduates for the first time, the university is also deepening existing relationships. Our strategies continue to evolve, strengthened by the wealth of data gathered throughout the campaign. This data reveals where, how and how often alumni connect—with each other, with the university and through opportunities worldwide. These insights equip engagement professionals to refine strategies that foster stronger alumni affinity and lasting connections.

Supporting U of T priorities

Growing U of T's global footprint

- **8,316** alumni registered for **12** U of T Where You Are events, virtually or in person
- **674** registrants for **7** alumni events with U of T senior leaders
- **1,469** alumni registered for **65** events hosted by alumni branches across **12** countries
- **22** alumni volunteers supported **7** student recruitment events
- **218** alumni volunteers assessed Pearson Scholarship applications
- Alumni hosted **6** send-off events for new students worldwide—four in the U.S. and two in India

Promoting lifelong learning

- **14,510** alumni participated in **39** live, online and hybrid lectures
- **6,270** registrants for Lectures on Demand
- Nearly **6,000** registrants for Stress-Free Degree lectures during Alumni Reunion

Empowering the next generation of alumni

- **3,924** alumni registered for career events and webinars and other events delivered live
- **2,795** alumni accessed on-demand career services such as LinkedIn Learning
- **6,719** alumni accessed all types of career programs and services
- **3,321** alumni volunteers mentored students across the university
- **24** divisions across the university hosted **39** mentorship programs

Levels of engagement across key initiatives in support of university priorities testify to the success of these efforts (see sidebar). We continue to grow U of T's global footprint by nurturing strong connections with our alumni community and further optimize these visits by assisting in recruiting top international students. We empower graduates to succeed at the outset of their careers and promote continued, lifelong learning through ongoing educational opportunities. Events to showcase homegrown entrepreneurs boost U of T's innovation agenda while a growing slate of exciting get-togethers—including Alumni Reunion, our marquee event—build pride and cohesion across the U of T community.

On the following pages, we are pleased to provide statistical breakdowns and stories that illustrate robust alumni engagement at U of T and its transformative impact on the university as a leading institution of learning, discovery and innovation.

Alumni Reunion kicked off with a SHAKER event for young alumni at the Royal Ontario Museum.

Supporting U of T priorities (continued)

Building U of T pride and connection

- **53,198** graduates engaged in alumni events, with **17,717** attending events for the first time
- **16,263** total registrations for Alumni Reunion, a nearly **11%** increase over 2024—our previous record
- **27** divisions across all three campuses scheduled programs for Alumni Reunion

Supporting U of T's innovation agenda

- **2,514** alumni registered for a talk with “Godfather of AI” Geoffrey Hinton during Entrepreneurship Week
- **315** alumni were identified as innovators and entrepreneurs
- **429** registrants for Alumni Innovator Showcases in New York, San Francisco and Toronto



Alumni in action



“U of T prepared me to play a pivotal role where I’m part of conversations that impact critical change, such as whether somebody is able to eat tonight.”

Binta Bajaha (PhD 2024) is applying her U of T education to the fight against global hunger as a leading voice within the United Nations’ World Food Programme.



“I want to make sure that things are better in the community. And wherever I go, if it’s to be, it’s up to me.”

The Honourable Jean Augustine (BA 1973, MEd 1980, Hon LLD 1994), community champion and trailblazing politician, is the 2025 recipient of the Rose Wolfe Distinguished Alumni Award.



“The Arbor Awards celebrate community, selflessness and the power of collective efforts to shape our world for the better. They recognize those who foster a culture of inclusive excellence—one where we uplift one another to achieve our greatest potential.”

President Emeritus Meric Gertler honoured 107 extraordinary volunteers at the Arbor Awards. The 2024 honorees included mentors, advocates and community builders whose contributions have transformed U of T.



“Reducing disparities in health globally has the power to improve the lives of millions of people and save millions of lives.”

Dr. Vivian Rambihar’s (BSc 1972) pioneering work in culturally sensitive medicine continues to address high rates of sudden death and heart disease in non-white communities. Rambihar received the U of T Alumni Association’s 2025 Carl Mitchell Community Impact Award.

Alumni engagement

FY 2024–2025

Total engaged alumni

University-Wide

66,769

New and continuing

19,655

Newly engaged in FY 2024–2025

Total engaged alumni by activity

University-Wide



Total engaged alumni by life stage

University-Wide

22,070

Young Alumni
Under 35

20,074

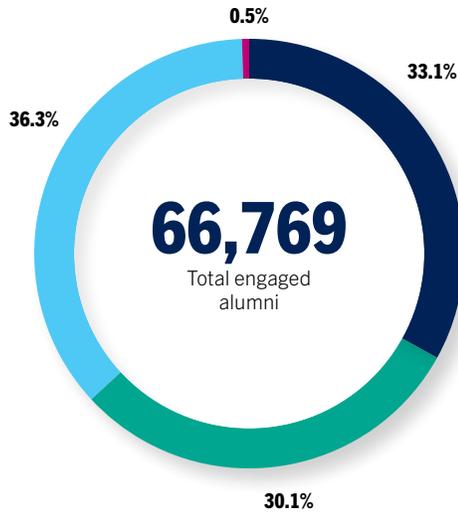
Established Alumni
35 to 54

24,266

Encore Alumni
55+

359

Age not available



Newly engaged alumni by life stage

University-Wide

10,799

Young Alumni
Under 35

4,812

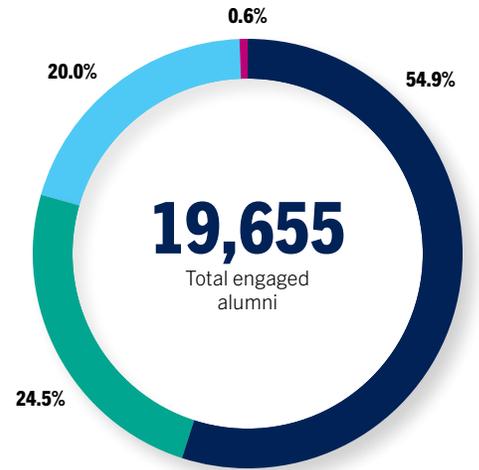
Established Alumni
35 to 54

3,924

Encore Alumni
55+

120

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.

307

listed programs
and events

26

participating
divisions

11

partner offices
posted content

Alumni demographics

FY 2024–2025

Age distribution of living alumni

23,202

Under 25

84,336

65 to 74

145,855

25 to 34

57,116

75 to 84

133,331

35 to 44

41,607

85+

104,242

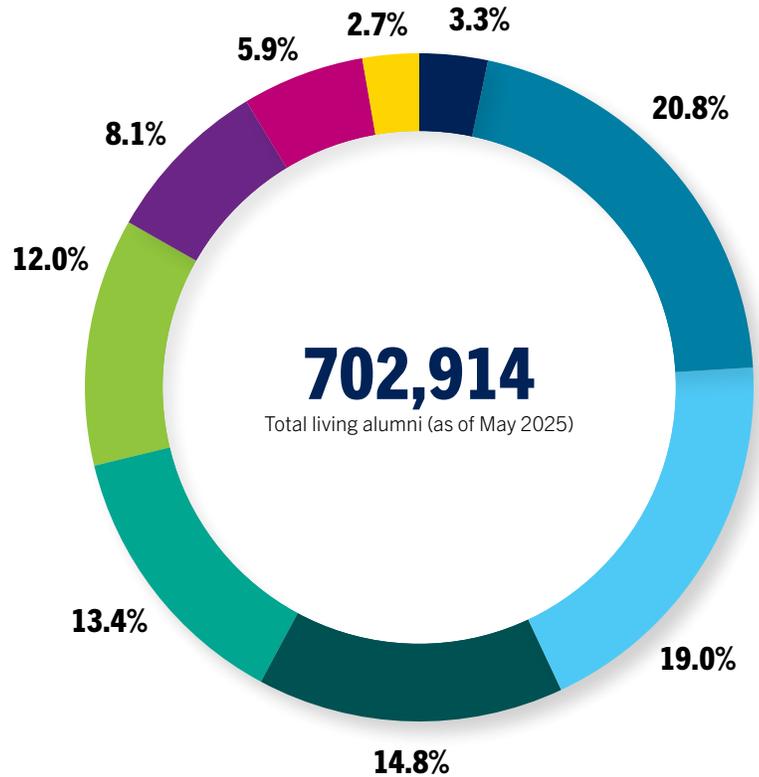
45 to 54

19,178

Age not available

94,047

55 to 64



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

33.8%

Established
35 to 54

39.4%

Encore
55+

Age not available: 2.7%

Fundraising performance

The U of T community continues to advance hope, learning, opportunity and innovation through its support of the Defy Gravity campaign.

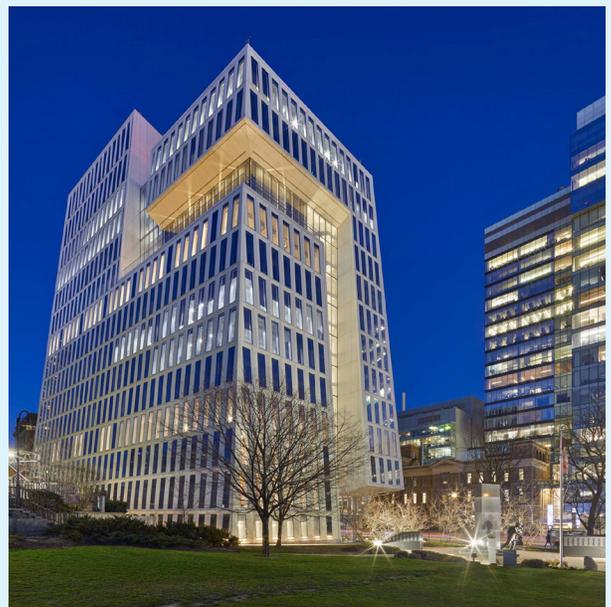
The past year has been one of the most tumultuous in living memory—with Canada’s core security and economic relationships under strain, ongoing challenges to social cohesion and the disruptive yet promising implications of AI for entire industries.

In this climate of uncertainty, visionary donors have looked to U of T as a catalyst for addressing vital issues, preparing young leaders and fostering progress in a shifting global landscape.

In the past fiscal year, U of T received \$361.5 million in philanthropic gifts and grants—surpassing our annual goal and bringing the campaign total to \$2.266 billion by the end of April. This represents our third-largest annual fundraising result and the fifth consecutive year we have exceeded \$300 million.

Notable gifts this year highlight the profound impact of our supporters on issues vital to Canadians, including climate change, health care, geopolitics and social mobility. A landmark contribution from Brian (BA 1982, Hon DSL 2024) and Joannah Lawson (MIR 1989, Hon DSL 2024) established the Lawson Climate Institute, which will help Canada meet its emissions targets by accelerating technical innovation, shaping regulatory frameworks and educating future experts.

Donors are also leading the way in confronting rising authoritarianism with visionary gifts that position U of T at the forefront of this global effort. A benefaction from the Temerty Foundation created chairs in European intellectual and modern history, with additional funding from George (BASc 1978, Hon LLD 2018) and Rayla Myhal. These positions have enabled U of T to recruit two of the world’s leading scholars on authoritarianism to the Munk School of Global Affairs and Public Policy.



Last year, U of T officially opened the Landmark Project (top) and the west tower of the Schwartz Reisman Innovation Campus. Other marquee openings included U of T Mississauga’s New Science Building and the Sam Ibrahim Building at U of T Scarborough.

In addition, a U.S. foundation made a transformative gift to the Munk School's Citizen Lab, strengthening its globally renowned work exposing corporate, national and subnational entities engaged in cyber espionage, disinformation, censorship, theft of private information and other acts that threaten democracy, human rights and civil society.

A significant donation from TD Bank to the School of Continuing Studies will help Black Canadians navigate barriers to employment and contribute much-needed expertise in critical fields such as health care and cybersecurity. The funds have enabled a two-part pilot project in which the school will collaborate with community agencies to bolster career services and then accept participants into specialized courses to further enhance their knowledge and skills.

The Rossy Foundation is championing high-quality, affordable dental care for low-income patients and many others across the community. With matching funds from U of T, the foundation's gift supported the renovation of a teaching clinic with 75 operatories outfitted with the latest technology, enabling improved patient care and outstanding experiential learning for student dentists.

The following pages highlight additional examples of transformative donations from U of T's dedicated alumni and donor community over the past year. We also present key details of our fundraising performance, offering insight into the progress of the Defy Gravity campaign and the ways our supporters are advancing the university as an indispensable force for prosperity, health and quality of life.

Supporting U of T priorities

Engaging the U of T community

- **17,495** donors gave to U of T last year
- **4,834** donors supported student financial aid in FY 24–25
- **3,335** donors made their first gift to U of T in FY 24–25
- **23,990** donors have donated twice or more to the Defy Gravity campaign
- **108** donors made legacy commitments in their wills last year
- Donors from **87** countries have contributed to Defy Gravity to date
- **21.6%** increase in Annual and Leadership Giving revenue in FY 24–25
- Student Engagement Officers held **519** meetings with donors
- **281** volunteers supported the Defy Gravity campaign university-wide in FY 24–25

Accountability to our donors

- **16,962** impact reports sent to donors supporting university-wide initiatives, such as Scholars at Risk, the Landmark Project, and Annual and Leadership Giving
- Delivered **1,855** endowment reports
- **2,316** welcome kits sent to new donors

Impactful giving



“We’re all feeling excited about ... the network and its potential as an engine for prosperity in the Black community.”

A gift from Defy Gravity Co-Chair **Som Seif (BASC 1999)**, third from right, will match donations to the Black Founders Network in support of Black entrepreneurs.



“The bridges built and communities formed through the interdisciplinary efforts of the lab ... assure progress in addressing local and transnational 2SLGBTQ+ issues.”

Martha McCain's gift to the Queer and Trans Research Lab supports research to create a more inclusive future.



“Supporting people to help them achieve noble goals was exactly what our parents did in their extended families.”

Elly Reisman is upholding his family’s philanthropic tradition with new scholarships to support surgical residents who are concurrently pursuing graduate research. Shown are recipients Adom Bondzi-Simpson (I) and Darby Little.



“Sikhs believe that learning about different religions, cultures and languages is essential to understanding and communicating effectively with others in society.”

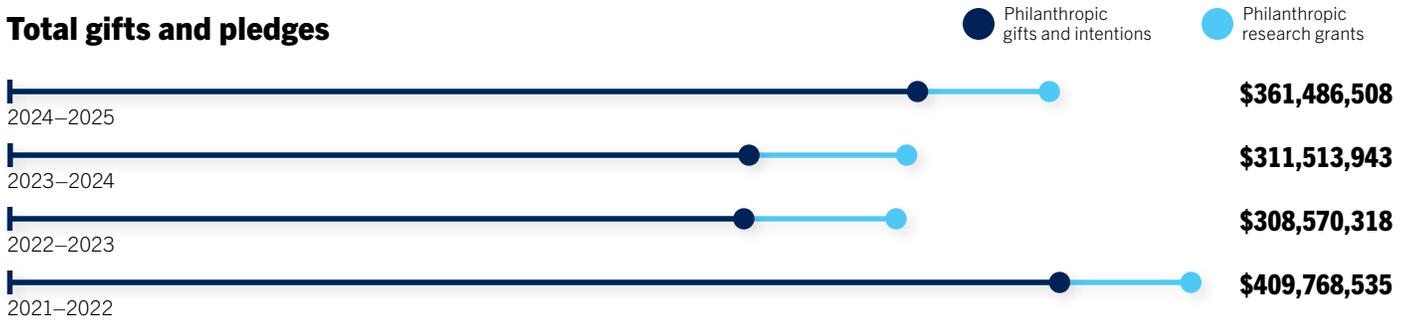
Dr. Davindra Singh's gift, with matching funds from the university, established an endowed chair in Sikhism at U of T Mississauga.

Annual fundraising performance

Fiscal Year 2024–2025

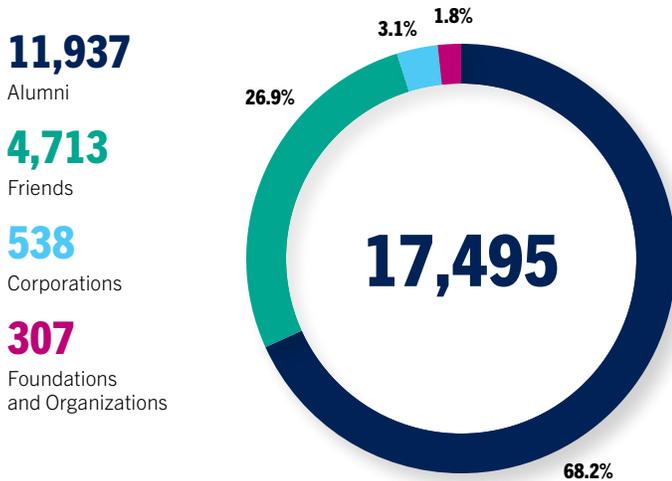
In FY 2024–2025, U of T received \$361,486,508 in philanthropic gifts (\$316,597,485) and philanthropic research grants (\$44,889,023) from individuals, foundations and corporations. This generous support from 17,495 donors is advancing research and teaching excellence across all three campuses and creating countless opportunities for students.

Total gifts and pledges



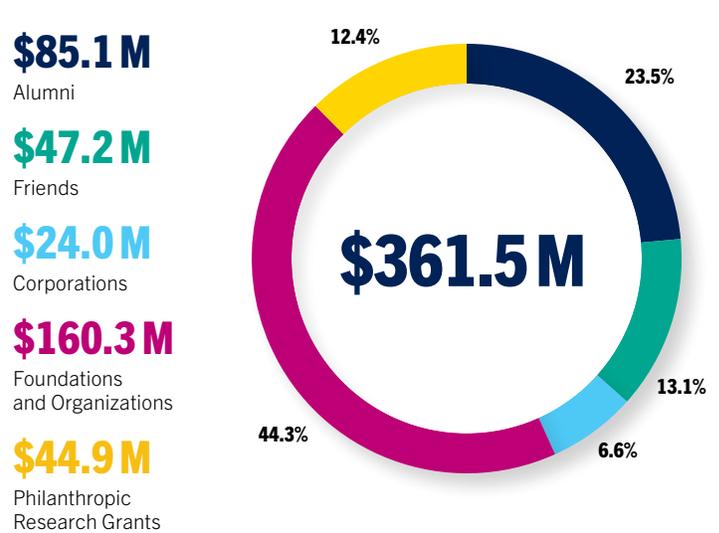
Total donors by type

A total of 17,495 donors supported the university in FY 2024–2025. Below is a breakdown of donors by type.



Total gifts by donor type

Donors have contributed more than \$300 million for five consecutive years. Below is a breakdown of FY 2024–2025 gift revenue by donor type.



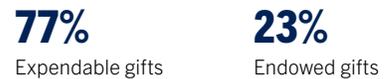
Total gifts by priority

Last year, total gifts were directed to key university priorities in the following categories:



Expendable gifts versus endowed gifts

Excludes gifts-in-kind and research grants



Planned gifts

During the past three years, U of T received \$80,623,913 in realized planned gifts. During the same period, 336 alumni and friends signalled their intention to leave a legacy to the university.

Realized estate gifts

2024–2025	\$34,121,895
2023–2024	\$26,001,229
2022–2023	\$20,500,789

Intentions for future estate gifts

2024–2025	\$36,241,835
2023–2024	\$18,627,243*
2022–2023	\$29,615,842

*Adjusted from previously reported total.

Annual and leadership gifts

Over the past three years, Annual and Leadership Giving contributed more than \$16,793,514 per year on average towards the university's highest priorities. The Annual and Leadership Giving program focuses on renewable gifts to the university typically under \$50,000.

Annual and leadership giving

2024–2025	\$19,459,413
2023–2024	\$16,202,758
2022–2023	\$14,718,372

Annual and leadership giving average gift

2024–2025	\$606.25
2023–2024	\$465.09
2022–2023	\$408.86

Cash received



Reconciliation with audited financial statements (FY 2024–2025)

Audited Financial Statements

University of Toronto

Monetary gifts	\$204,950,431
Gifts-in-kind	\$4,185,467
Subtotal	\$209,135,898

Federated Universities*

University of St. Michael's College	\$3,936,726
University of Trinity College	\$7,781,759
Victoria University	\$9,111,418
Subtotal	\$20,829,903

Other Affiliated Institutions	\$1,700,708
Other Items**	\$2,024,620

TOTAL **\$233,691,129**

University Advancement's return on investment

For FY 2024–2025, University Advancement's cost per dollar raised was 20.53¢. Over the past 10 years, Advancement's average cost per dollar raised has been 16.19¢. This average falls below the 35¢ threshold cost for registered charities recommended by the Canada Revenue Agency. It also falls well below the midpoint of the industry-wide accepted range of 15¢ to 20¢ for large institutions of higher education.

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 2024–2025 show that the university received \$209,135,898 in donation revenue.

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

**Other items (2024–2025):

Sponsorship	\$8,547,747
Externally administered gifts	\$720,000
Timing and other differences	–\$7,243,127
Total	\$2,024,620

Campaign performance

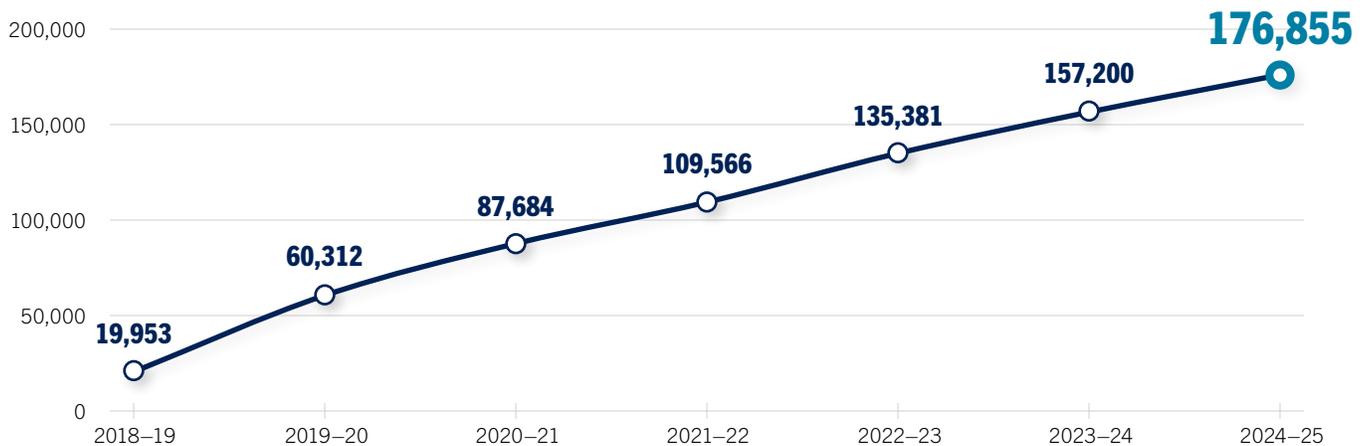
The Defy Gravity campaign is on target to raise \$4 billion for the university and inspire 225,000 alumni to contribute their time and talent to U of T one million times collectively.

Progress toward alumni engagement goal

Cumulative: January 1, 2019 to April 30, 2025

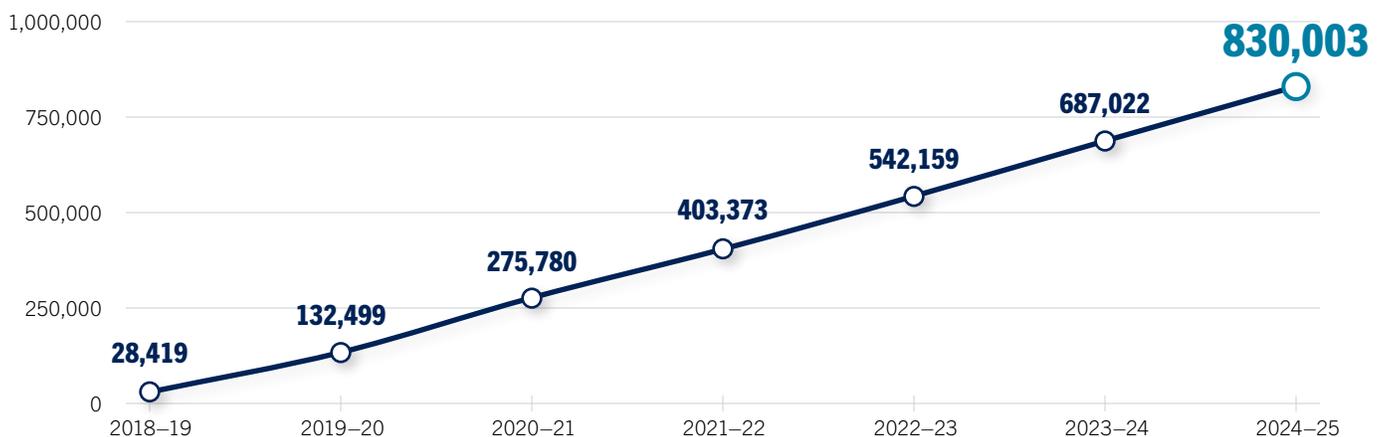
Newly engaged alumni

In FY 2024–25, we reached 78.6% of our campaign goal of 225,000 newly engaged alumni.



Alumni engagement instances

Our campaign goal is one million instances of engagement. We reached 83% of that goal last year.

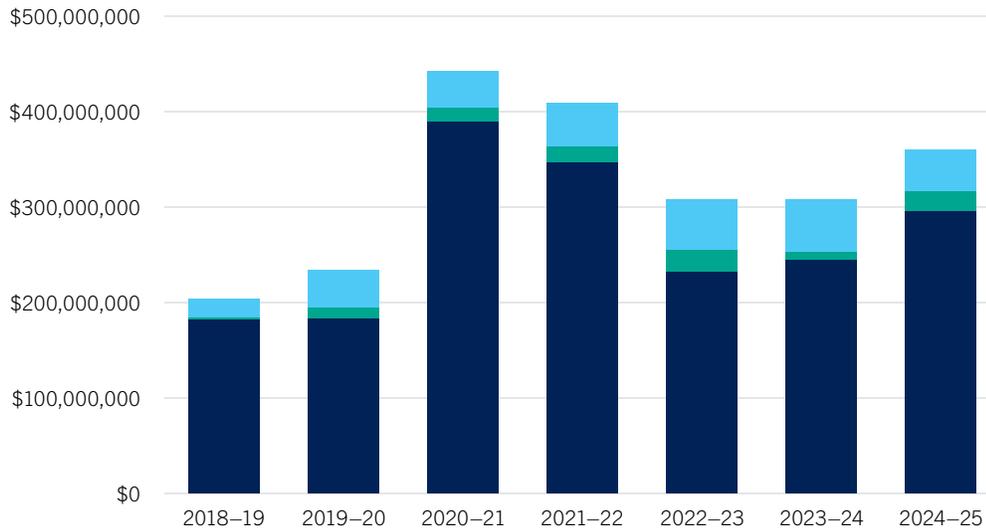


Progress toward fundraising goal

Cumulative: January 1, 2019 to April 30, 2025

Giving to the Defy Gravity campaign by fiscal year

● Gifts ● Intentions ● Grants



	Gifts	Intentions	Grants	Annual Total	Cumulative Total**
2024-2025	\$296,481,009	\$20,116,476	\$44,889,023	\$361,486,508	\$2,266,312,954
2023-2024	\$245,551,080	\$7,815,910	\$53,845,666	\$307,212,656	\$1,904,826,446
2022-2023	\$233,432,712	\$21,602,949	\$52,233,580	\$307,269,241	\$1,597,613,790
2021-2022	\$347,042,062	\$16,743,803	\$45,041,571	\$408,827,436	\$1,290,344,549
2020-2021	\$389,806,961	\$15,461,014	\$38,892,741	\$444,160,716	\$881,517,113
2019-2020	\$183,459,125	\$12,030,198	\$39,690,431	\$235,179,754	\$437,356,397
2018-2019*	\$181,527,117	\$1,116,988	\$19,532,539	\$202,176,643	\$202,176,643

*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, 2025.

Donations to the Defy Gravity campaign

From the beginning of the campaign's quiet phase in January 2019 to April 30, 2025, the university has received more than \$2.266 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:



\$813 M

for innovative programs and leading-edge research



\$374 M

for student experience and financial aid



\$442 M

for critical infrastructure projects



\$248 M

for faculty support

Brand marketing

Through integrated strategy, creative campaigns and compelling storytelling, Brand Hub is amplifying U of T's local and global reputation and strengthening alumni and donor engagement.

Over the past year, Brand Hub—the team behind U of T's brand strategy, marketing and advancement communications—advanced the university's highest priorities through fundraising support, alumni engagement, global reputation-building and institutional storytelling. From omnichannel marketing and communications to data-driven strategic consulting, Brand Hub's work continues to elevate U of T's profile worldwide.

To support the university's historic Defy Gravity campaign and its ambitious fundraising goals, the team helped generate \$77,016,500 in successful donor proposals—including one that resulted in the creation of a visionary new institute for sustainability and climate solutions. Brand Hub also helped deliver standout Defy Gravity events, including the Campaign Milestone celebration and the inaugural Volunteer Summit, both of which received exceptional praise from key donors and volunteers.

In other fundraising efforts, Brand Hub supported Giving Day for Annual and Leadership Giving, which raised \$3.1 million from more than 2,800 donors, and the team provided strong digital marketing and communications for ALG's Fall Campaign. For Gift Planning, Brand Hub helped generate 1,503 new contactable leads—a 36-per-cent increase year over year—while reducing cost per lead by 23 per cent and increasing newsletter opt-ins by 20 per cent.

Alumni engagement also reached new heights this past year, with Brand Hub marketing U of T's most successful Alumni Reunion yet: 16,263 registrations, 134 events and 71,679 visits to the Reunion website. The team supported alumni events worldwide and kept alumni informed and connected through engaging email newsletters. News at U of T—a newsletter sent monthly to alumni, donors and friends—saw an average open rate of nearly 34 per cent, up from 25 per cent the previous year.

This year, Brand Hub worked with divisions across the university to help generate:

\$77,016,500

in successful donor proposals

Brand Hub helped market and support the most successful Alumni Reunion to date:

16,263
registrations

134
events

71,679
Alumni Reunion
website visitors



Brand Hub continued to strengthen its brand infrastructure to enable consistent, high-quality communications across the university. The Brand Portal—a central hub for guidelines, tools and assets—saw strong adoption, with 191,125 page views, 23,173 unique visitors, 7,037 asset downloads and 2,548 UTORid logins from across the community. We added a robust new Social Media Playbook, initially created for Advancement, to the portal for the broader community to use. Brand Hub also made significant enhancements to the Impact Presentation and created an array of new branding resources including back-to-school signage for all three campuses and Defy Gravity-branded displays at UTM and UTSC.

Across the university, Brand Hub provided strategic advice, planning, marketing research and core positioning for divisions, faculties and units. Highlights included work for Arts & Science’s fundraising campaign, Dentistry’s 150th Anniversary, Law’s 75th Anniversary, U of T Co-op, the President’s Office, People Strategy, Equity & Culture (PSEC), UTM and UTSC. Notably, strategic support for UTSC’s Health Sciences recruitment campaign contributed to a 58-per-cent increase in domestic life sciences applications.

Brand Hub also delivered strong support for U of T Entrepreneurship. A new digital engagement strategy for Entrepreneurship Week resulted in 528 new email subscriptions, 70 investor leads and 47 per cent more clicks than the previous year. During Toronto Tech Week, Brand Hub promoted the high-profile Frontiers of AI livestream event through a targeted Meta ad campaign that generated more than 880,000 impressions. We also enhanced the Tech Week Lawn Party experience with custom signage and branding.

Brand Hub executed a new digital engagement strategy for University of Toronto Entrepreneurship that resulted in:

528
email subscriptions

70
investor leads

47%
more clicks than the previous year

882,120
impressions

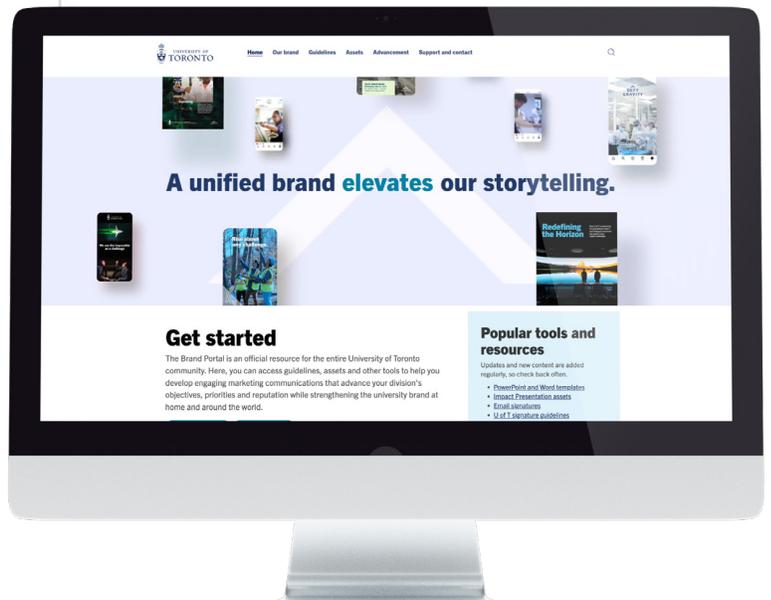
Brand Hub continued to expand the Brand Portal—a central hub for guidelines, tools and assets—garnering:

191,125
page views

23,173
unique visitors

7,037
asset downloads

News at U of T—a newsletter sent monthly to alumni, donors and friends—saw an average open rate of nearly 34 per cent, up from 25 per cent the previous year.



Global media campaigns in publications like *Nature*, the *Guardian* and the *Globe and Mail* continued to amplify U of T's reputation: a fourth sponsored series with the *Guardian* drove a 3.5-per-cent brand lift and exceeded engagement benchmarks by 181 per cent, while articles in the *Globe and Mail's* Excellence in Research and Innovation special reports outperformed benchmarks by 420 per cent.

Brand Hub's integrated content team raised the bar on storytelling this past year, creating a wide array of standout videos, stories, newsletters and social content. This included targeted support for campaigns and events as well as "always-on" content designed to be timely and responsive to social trends—altogether delivering more than 26 million social impressions, 3.5 million positive engagements and 2.1 million website visits.

All these brand-building efforts are paying off, with U of T moving to fourth globally—its highest position ever—in the 2025 Global University Visibility Rankings by American Caldwell. Looking ahead, Brand Hub will continue to lead with strategic insight and creative impact: advancing brand health research, building new tools and resources and deepening partnerships across the university. Through compelling storytelling and integrated marketing communications strategy, Brand Hub remains a driving force behind U of T's global leadership.

Brand Hub ran **global media campaigns** in outlets like *Nature*, the *Guardian* and the *Globe and Mail*, boosting U of T's reputation and driving record engagement.



Brand Hub content and digital strategies continued to drive high engagement rates across our campaign website, alumni website and social media.

193,588
visitors

613,202
page views

Alumni website

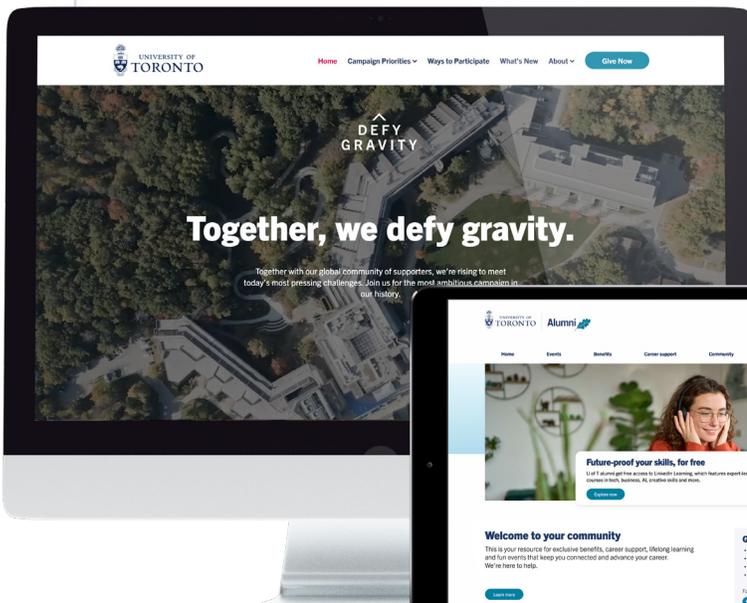
677,842
visitors

1,960,764
page views

Social media

26,192,922
global impressions

3,500,000+
positive engagements



183,887
more social media followers over the last 3 years

Looking ahead

As the University of Toronto enters the next chapter of the Defy Gravity campaign, we do so with focus, momentum and a clear direction. The achievements of the past year—record fundraising, strong alumni involvement and meaningful donor support—mark a period of significant growth and possibility.

In times of global uncertainty, U of T continues to lead through research, creativity and inclusive excellence. From climate action and democratic resilience to health care and entrepreneurship, we are tackling complex challenges with determination, collaboration and ingenuity—qualities that define our alumni, donors and academic community.

With \$2.266 billion raised and more than 80 per cent of our alumni engagement goal achieved, the campaign is ahead

of schedule. This momentum reflects the deep dedication of our global community and a shared belief in the university's role as a catalyst for positive transformation.

In the year ahead, we will continue to engage alumni and donors worldwide, offering meaningful ways to support outstanding students, propel leading research and invest in bold, forward-thinking initiatives. Whether it's focused on health, sustainability, equity, education, global affairs, technology, entrepreneurship or the arts, their involvement will help address the issues that matter most and shape a better world for generations to come.

The path forward is ambitious, and we meet it with resolve and optimism. Together, we will continue to elevate the ideas, people and partnerships that define a stronger, more inclusive tomorrow.



This report covers the fiscal year from May 1, 2024 to April 30, 2025 and provides an update on cumulative progress toward the Defy Gravity campaign goals from January 1, 2019 to April 30, 2025.

