



UNIVERSITY OF TORONTO

University of Toronto
Governing Council

Guidelines on Fundraising Strategy and
Programs at the University of Toronto

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Guidelines on Fundraising Strategy and Programs at the University of Toronto

The University of Toronto requires strong and continuing private support from alumni, friends, corporations and foundations to help achieve its academic objectives. Private funding is part of a resource generation strategy involving government support, tuition revenue and research funding.

The success of the \$2.6 billion University of Toronto Boundless Campaign (which closed on December 31, 2018) has created the platform for the continuing strength of fundraising at U of T. As it continues to build on the strong base of support through the launch of the \$4 billion Defy Gravity Campaign, the Division of University Advancement will continue to hold its programs servant to the academic priorities of the University of Toronto, as defined by the academic leadership through the academic planning process and by governance. The Division will continue to be fully accountable to governance as it assists in raising the private support required to provide teaching and research programs competitive with those offered at the world's top universities.

University of Toronto Fundraising Guidelines

- **The Division of University Advancement, along with University Divisional Advancement staff will raise the private support necessary to help fulfill the University's objectives.** The University's fundraising programs (under the leadership of the Vice-President, Advancement) will focus on raising private support for approved academic priorities. The Division of University Advancement, in consultation with the academic leadership, will set annual university-wide and divisional fundraising goals, to enable the University to plan for the realization of its academic priorities, and to provide for ongoing accountability to Business Board.
- **All fundraising programs will be fully compliant with the terms of the relevant policies and guidelines of the University of Toronto,** including (but not limited to) the Provost's Guidelines on Donations, the Provost's Guidelines on Use of Divisional Operating Reserves for the Purpose of Matching New Donor Gifts, the Provost's Statement on the Role of Advisory Bodies, the Policy on Endowed and Limited Term Chairs, Professorships, Distinguished Scholars and Program Initiatives, the [Policy on Naming](#), the [Policy on Capital Planning & Capital Projects](#), and the [Policy on Student Awards](#).
- **All fundraising programs at the University of Toronto will be organized on a coordinated-decentralized basis, with a strict adherence to prospect clearance and coordination.** This will ensure that all academic divisions continue to have access to central fundraising expertise and services; that all fundraising efforts are carefully coordinated; and that all contacts with prospective benefactors are planned and undertaken in a manner that maximizes donor affinity to and support of the University.
- **The University will levy a uniform fee on both expendable gifts and the payout on endowed donations as the University determines is appropriate from time to time to support the costs of the University-wide advancement program. The fee will be determined by the Vice President, Advancement and Chief Financial Officer and approved by the President.**
- **All fundraising programs at the University of Toronto will emphasize donor stewardship** as a key prerequisite to building and maintaining strong ties with alumni and donors. The success of the University's fundraising programs in the future will be directly determined by its ability to steward its donors and strengthen alumni affinity.
- **The University will strive to attract and retain high-quality advancement staff and to emphasize the highest standards of professional achievement and accountability.** The University will provide employment conditions and training opportunities consistent with this objective, while at the same time basing continuing employment on consistent high performance, as specified through the accountability process for advancement professionals.