

# BOUNDLESS

University Advancement  
Performance Indicators

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# Alumni at a Glance

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**BOUNDLESS**ENGAGEMENT

# Alumni Demographics

The University of Toronto is home to a remarkable community of 514,289 alumni living in 194 countries. During 2012–2013, our alumni connected with U of T and each other in a myriad of ways, such as Spring Reunion, regional events, young alumni initiatives and faculty-, college- and campus-based gatherings.

## Number of Alumni

514,289

Living Alumni

## New Graduates

15,219

June and November 2012 Convocations

## Global Alumni Distribution

194

countries

## Gender of Alumni

51.9%

Female

48.1%

Male

## Age Distribution of Living Alumni

2.5%

Less than 25 years

14.9%

55 to 64 years

22.5%

25 to 34 years

9.5%

65 to 74 years

21.6%

35 to 44 years

5.0%

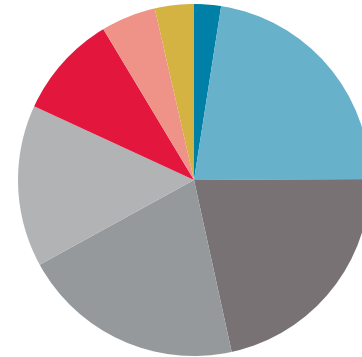
75 to 84 years

20.4%

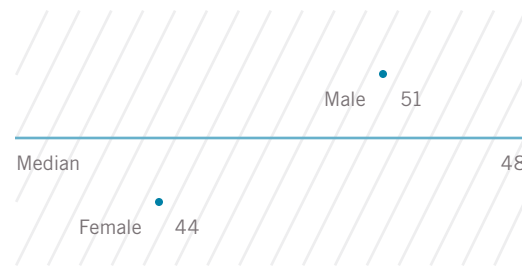
45 to 54 years

3.6%

85 years +



## Average Age of Alumni



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# Alumni Events

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## Regional Events

The University of Toronto connects with alumni through regional events held in cities around the world. The events provide alumni with opportunities to hear from leading U of T researchers and prominent alumni and celebrate their pride of association with U of T.

5,168

attendees at 144 alumni events

94%

of attendees said the events met or exceeded expectations

88%

of attendees said the events fostered pride in U of T

82%

of attendees said the events fostered an emotional connection to U of T

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## SHAKER

1,975

young alumni attended Shaker events

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## Spring Reunion

110

events

5,128

registrants

65%

of attendees said they are likely to attend other U of T events

76%

of attendees already support U of T or are likely to respond positively to future appeals

56%

of attendees understand U of T's need for support

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## Alumni Travel

419

alumni visited 48 countries

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## Divisional Alumni Engagement

626

events were held by divisions

34,125

alumni and friends attended divisional events

8,441

alumni volunteered their time and talents for a range of projects, including book sales, student career advice, speaking engagements, alumni association participation, organizing reunions and Boundless Campaign related activities

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## Mentorship

1,259

mentors worked with students across 16 University divisions

# Alumni Awards

## Cressy Awards

187

recipients in 2013

2,795

recipients to date

## Arbor Awards

112

recipients in 2013

2,004

recipients to date

## Senior Alumni Association

677

senior alumni and friends  
attended lifelong learning lectures

1,192

volunteer hours provided to  
the University by senior alumni

## Advancement Awards

### Canadian Council for the Advancement of Education (CCAIE) Prix d'Excellence:

- Gold:** Boundless Student Poster campaign, "We've got a club/course for that"
- Silver:** Best Magazine, U of T Magazine
- Silver:** Best Writing, U of T Magazine "Frye's Anatomy"
- Bronze:** Boundless Website
- Bronze:** Best Writing, "Escaping Gridlock"

### Council for Advancement and Support of Education (CASE):

- Silver:** Transit of Venus event in the PR and Community Relations Projects category
- Bronze:** Advertising, Student Poster Campaign
- Bronze:** Invitation Design, Asia Pacific Gala
- Bronze:** Design Covers, U of T Magazine Winter 2013
- Bronze:** Transit of Venus event in the Individual Special event category

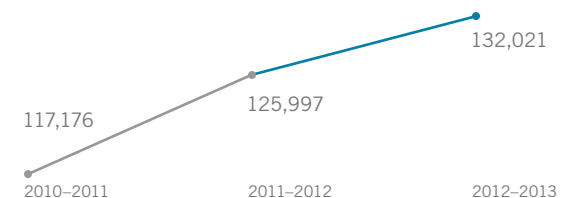
## U of T Magazine Awards

U of T Magazine continues to be recognized for communication excellence. In 2012–2013, the magazine won six awards from the three major higher education award groups, including silver in the "Best Magazine" category from the Canadian Council for the Advancement of Education (CCAIE). This marks the fifth year in a row that U of T Magazine has received honours in this category from either the CCAIE, the Council for Advancement and Support of Education (CASE) or CASE District II. U of T Magazine is sent quarterly to alumni, friends, faculty and staff of the University of Toronto. In 2012–2013, the University distributed 1.26 million copies of the magazine in print and 20,000 copies digitally.

## Affinity Programs

Working with external partners, University Advancement offers a broad range of products, services and affinity programs to alumni, faculty, staff and students. These programs include wealth management, insurance, as well as alumni travel activities and convocation services. Revenue generated from these partnerships supports student activities, the University of Toronto Alumni Association, as well as alumni events and programs.

### Number of Affinity Client Accounts



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# Fundraising Performance

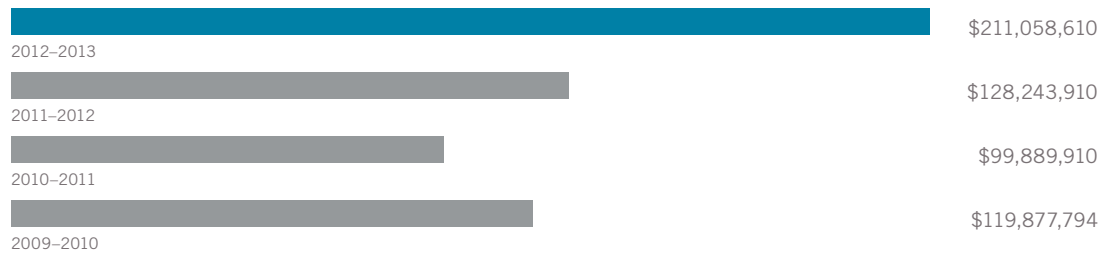
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**BOUNDLESS**COMMITMENT

# Annual Fundraising Performance

In 2012–2013, U of T set a new record for philanthropic support, raising \$211,058,610 in new gifts from individuals, foundations and corporations. This achievement sets a new benchmark for giving at U of T and universities across Canada. This outpouring of generosity from 25,079 donors is creating countless opportunities for students, contributing to research discoveries and innovations, and strengthening U of T's standing among the world's best universities.

## Total Gifts and Pledges



## Expendable vs. Endowed

Excludes gifts in-kind



## Donor Count

# 25,079

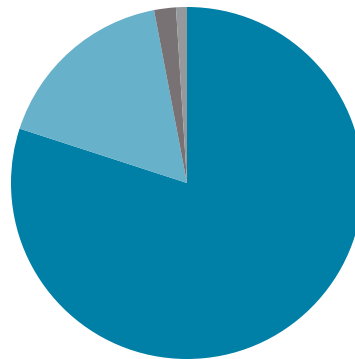
Total Donors

**80%**  
19,971 Alumni

**2%**  
569 Corporations

**17%**  
4,210 Friends

**1%**  
329 Foundations & Organizations



## Planned Gifts

Over the past two years, there has been a rising number of planned gift intentions made to the University. In 2012–2013, the number of intentions totalled 144, up from 115 in 2011–2012 and 101 in 2010–2011. This represents a 43% increase during this time, a record for U of T.

### Intentions for Future Estate Gifts



### Realized Estate Gifts





### Total Giving by Level

Principal Gifts (\$5M and up)	\$77,790,021
Major Gifts (\$1M to \$4.9M)	\$60,735,305
Major Gifts (\$25K to \$999K)	\$55,285,069
Annual Gifts (under \$25K)	\$17,248,215

### Total Giving by Source

Alumni	\$90,874,508
Foundations & Organizations	\$73,091,652
Friends	\$28,085,112
Corporations	\$19,007,337

### Total Giving by Area

Programs and Research	\$94,062,481
Student Experience	\$49,736,839
Infrastructure	\$33,870,276
Faculty Support	\$20,532,290
Gifts in-Kind	\$12,856,724

## Annual and Leadership Giving

Annual and Leadership Giving (which refers to gifts under \$25,000) has increased by a record 25% over the past two years. An important subset of this amount is gifts made in response to annual and leadership solicitations as this is an indicator of the success of the University's fundraising efforts to large numbers of alumni and friends through mail, e-mail, telephone, online and personal contact.

### Gifts Under \$25,000

2012-2013	\$17,248,215
2011-2012	\$16,775,051
2010-2011	\$13,835,574

### Annual and Leadership Solicitation

2012-2013	\$11,207,879
2011-2012	\$9,894,446
2010-2011	\$8,914,177

### Annual and Leadership Solicitation: Average Gift

2012-2013	\$413.59
2011-2012	\$342.21
2010-2011	\$323.76

## Cash Received

2012–2013	\$132,929,525
2011–2012	\$91,451,893
2010–2011	\$91,657,992

## Advancement Return on Investment

Over the past eight years, University Advancement's cost per dollar raised has ranged from 8¢ to 23¢, with an average of 14¢ — more than a seven-fold return on every dollar invested in advancement.

This average is well below the 35¢ threshold listed in the Canada Revenue Agency's Guidelines to Charities on Fundraising and below the midpoint of what is considered an acceptable range in our industry: 15¢ to 25¢.

## Reconciliation with Audited Financial Statements, 2012–2013

### Audited Financial Statements

#### University of Toronto

Monetary Gifts	\$107,535,722
Gifts-in-Kind	\$10,736,179

<b>Subtotal</b>	<b>\$118,271,901</b>
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#### Federated Universities\*

University of St. Michael's College	\$1,952,511
Victoria College	\$7,293,726
University of Trinity College	\$2,958,038

<b>Subtotal</b>	<b>\$12,204,275</b>
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<b>Other Affiliated Institutions</b>	<b>\$47,855</b>
<b>Joint Fundraising Gifts</b>	<b>\$896,878</b>
<b>Other Donations Not Recorded on FIS</b>	<b>\$1,508,616</b>

<b>TOTAL</b>	<b>\$132,929,525</b>
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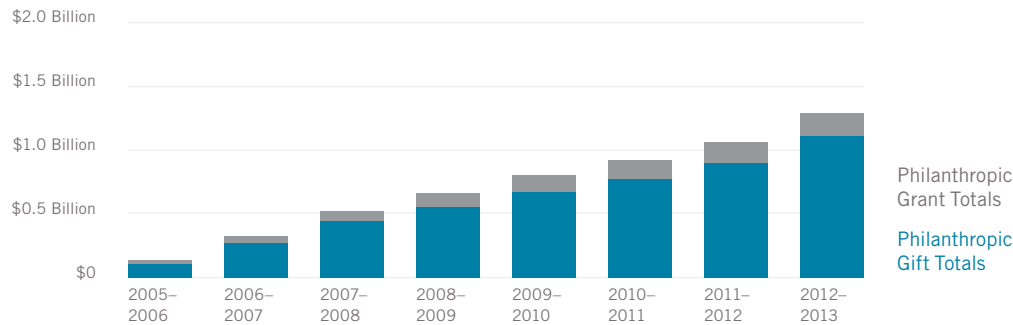
\*These figures include donations received by the University of St. Michael's College, University of Trinity College and Victoria University.

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 2012–13 state that the University received \$118,271,901 in donations revenue.

# Campaign Performance

Boundless: The Campaign for the University of Toronto surpassed \$1.3 billion towards its \$2 billion goal by April 30, 2013, setting a new benchmark for philanthropy at U of T and in Canada. We achieved this milestone after a year in which giving across all categories increased; in some types, by record amounts. In 2012–2013, Campaign contributions totaled \$226,279,139, including \$211,058,610 in new gifts and \$15,220,529 in new grants. As the Campaign progresses towards its goal, each division is participating and realizing the fulfillment of key strategic objectives benefiting students, faculty and research. The numbers below represent cumulative giving during the Boundless Campaign.

## Year-by-Year Growth



## Total Giving by Type

Confirmed Pledges	\$1,007,440,337	77.2%
Realized Planned Gifts	\$104,981,699	8.0%
Sponsorship	\$5,051,928	0.4%
Research Grants	\$187,646,765	14.4%
<b>TOTAL</b>	<b>\$1,305,120,729</b>	

## Total Giving by Priority Area

Student Experience	\$216,262,474	16.6%
Faculty Support	\$155,873,079	11.9%
Programs and Research	\$390,784,072	29.9%
Infrastructure	\$354,554,339	27.2%
Research Grants	\$187,646,765	14.4%
<b>TOTAL</b>	<b>\$1,305,120,729</b>	

## Total Giving by Source

Dollars Raised: \$1,305,120,729

Alumni:  
\$544,933,237

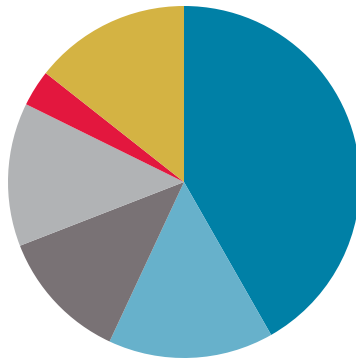
Friends:  
\$198,355,231

Corporations:  
\$158,564,084

Foundations:  
\$172,039,032

Organizations:  
\$43,582,380

Research Grants:  
\$187,646,765



Donor Counts: 81,229

Alumni:  
55,927

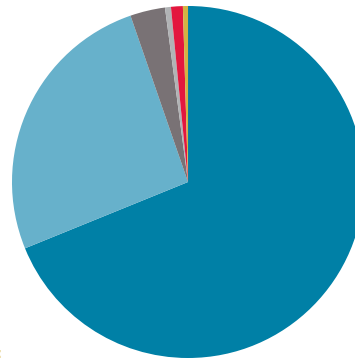
Friends:  
20,997

Corporations:  
2,604

Foundations:  
444

Organizations:  
879

Research Grants:  
378



## Expendable vs. Endowed

Excludes Research Grants

66.2%

Expendable

33.8%

Endowed

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