Advancement Report to Faculty Council
Audrey M. Johnson, SDO
October 15, 2015

Continuing Key Priorities

Supporting the iSchool Strategic Plan 2012-2017
- Develop specific fundraising strategies to address the need for increased student financial support and co-op program support. These funding priorities have been identified as key to achieving Student Recruitment goals.

The following are highlights of advancement activities since the last Faculty Council meeting toward the achievement of this goal:

Wendy Newman Library Leadership Award
- Campaign launched in May
- Goal of $50,000 surpassed
- Amount raised = $56,835
- Only award of its kind at U of T
- Donor recognition unveiling held Oct 6

iSchool Summer Tea – Held July 16
- Opportunity to engage to reconnect with retired faculty, staff and librarians
- 8 RSVPs, 5 guests attended as well as current faculty and staff. Feedback was very positive.
  Summer holiday season was a factor in attendance.

Donor Appreciation Reception Event (DARE) – Held October 6
- Event to thank donors who have given consistently / consecutively over the last 30 years for their loyalty. With cultivation, many such donors are more likely to leave a bequest to the iSchool, or consider a major gift.
- 49 RSVPs, 41 in attendance
- Guest speaker: Author, Camilla Gibb

Donor Appreciation Video
- Produced to complement DARE
- Posted on website and iSchool YouTube channel
- Thanks to Professors Eric Yu, Jenna Hartel and Matt Ratto for allowing filming of their classes and to the students who participated.
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Fundraised Revenue since May 1st. (See table below)
- Year-to-date numbers show an almost 50% increase in revenue across all categories compared to same time last year
- Much of the revenue attributed to campaign for Wendy Newman Award
- Initiating innovative approaches to mailings using more personal stories from alumni and students. This strategy is yielding positive results.

<table>
<thead>
<tr>
<th>Category</th>
<th>YTD 2014/15</th>
<th>YTD 2015/16</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Gifts</td>
<td>28,500</td>
<td>53,501</td>
<td>46%</td>
</tr>
<tr>
<td>Annual Fund &amp; LAG</td>
<td>19,841</td>
<td>38,582</td>
<td>49%</td>
</tr>
<tr>
<td>Other</td>
<td>500</td>
<td>3,000</td>
<td>83%</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>48,841</strong></td>
<td><strong>95,083</strong></td>
<td><strong>49%</strong></td>
</tr>
</tbody>
</table>

*Major gifts = $25K+
LAG = Leadership Annual Giving (gifts between $500 – $24,999)
Other includes Gifts-in-Kind and miscellaneous revenue

Planned Giving
- Placing more emphasis on securing bequests and deferred gifts given the demographics of our donor base.
- Goal is to secure 3 – 4 gift intentions annually.
- One gift intention signed since May. Two additional prospects are expected to sign by year’s end.

UNESCO Internships
The Faculty of Information has an opportunity to develop a long-term relationship with the United Nations Education Scientific and Cultural Organization (UNESCO) to become the first designated Canadian site from which they select student interns. The success of our current Museum Studies Internship Program would not be possible without the support of the Rebanks Family Fellowship and the Vivian and David Campbell Family Foundation Summer Training Fellowship. Over the past 16 years nearly 700 students have benefited from invaluable field experience offered through the program in preparation for their careers. Based on that success, we have a unique opportunity for partnership with UNESCO, an internationally respected institution that recognizes the skills and knowledge our students have to offer. This partnership will provide opportunities to our both our Museum Studies and Master of Information students. Given that internships are unpaid, we are seeking funding to support students who participate in the program.
Program Objectives:
1. Provide international exposure and work experience to students
2. Increase the geographical diversity of institutions at which more of our students can take internships
3. Reduce the financial hardship that some students encounter in participating in an internship
4. Foster a long-term relationship with UNESCO to enable introduction of iSchool interns to other divisions of the organization

Funding:
• A proposal is in development for initial funding for the pilot program. Additional prospects are being explored.
• $26,000 is being sought to fund two students in the first year (summer 2016).

For more information about any of the above, please contact:

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