

About the Campaign

Note: This text can be adapted for press releases, cases for support and other campaign collateral.

Shorter version

Built on a framework of inclusive excellence, Defy Gravity: The Campaign for the University of Toronto seeks to harness the power of our worldwide community of alumni, faculty, students and supporters to create the talent, innovations and solutions needed to address today's most pressing challenges. As the largest advancement campaign in Canadian history, Defy Gravity is raising the bar for engagement and charitable giving in this country and transforming U of T into an even more powerful engine of social mobility and progress.

Founded in 1827, the University of Toronto has evolved into Canada's leading institution of learning, discovery and knowledge creation. With remarkable strengths across a broad range of disciplines, U of T is one of the few universities worldwide that can bring a comprehensive approach to solving complex social, economic and health issues.

Longer version

Defy Gravity: The Campaign for the University of Toronto is the largest alumni engagement and fundraising effort in Canadian history. Harnessing the leadership, generosity and compassion of U of T's worldwide community — including 660,000 alumni, 95,000 students and 23,000 faculty and staff — the campaign will strengthen the University's commitment to inclusive excellence and accelerate its work on the biggest challenges facing the world.

The campaign theme, Defy Gravity, reflects U of T's long history of challenging the impossible to create a more caring and inclusive world through the ingenuity and resolve of its faculty, students, alumni and supporters — critical today in addressing racial injustice, climate change, technological disruption, pandemic recovery and more.

The campaign includes, for the first time in U of T history, a goal for alumni engagement: to inspire 225,000 alumni to get involved as volunteers, mentors, donors and leaders and encourage them to contribute their time and talent to the University one million times collectively. The campaign also seeks to raise \$4 billion for the University's highest priorities, including vital support for scholarships and bursaries that will open worlds of opportunity for students.

With remarkable strengths across a broad range of disciplines, U of T is one of the few institutions worldwide that can bring a comprehensive approach to solving complex social, economic and health issues. By joining the campaign, our community will make U of T an even more powerful engine of progress and reinforce our commitment to excellence, equity and inclusion, creating more opportunities and supportive spaces for talented people from every background and circumstance to come together and discover, learn, create, collaborate and thrive.