



2018 PILLAR SPONSORSHIP PROGRAM CALL FOR PROPOSALS

We are pleased to invite you to submit your proposal(s) for the **2018 Pillar Sponsorship Program**. Please note the deadline to apply is **October 27, 2017**.

The Pillar Sponsorship Program offers opportunities to bolster divisional capacity, provides increased engagement opportunities for our valued alumni and student groups, and strengthens the reach of our affinity partnerships. We encourage you to share this document with alumni and student groups across your division.

About the Program

The University of Toronto has long-standing affinity relationships with Manulife, TD Insurance, and MBNA. These partnerships allow the University to provide beneficial, value-added financial and insurance products to our alumni and student communities. Thousands of alumni take advantage of these offerings and in turn, the revenue generated helps support a range of diverse alumni and student initiatives through funding provided by the Pillar Sponsorship Program.

About U of T's Affinity Partners

Our three Affinity Partners offer value-added financial and insurance services to the U of T community.



The University of Toronto Alumni Plan with Manulife offers low rates on term life, disability, personal accident and health and dental insurance.



The TD Insurance Meloche Monnex program provides savings through lower preferred insurance rates for home and auto.



The MBNA customized University of Toronto *MasterCard*® credit card offers added benefits such as MBNA Rewards points, no annual fees, and perks such as extended warranty benefits and more.

For more information, please visit: <https://alumni.utoronto.ca/benefits-and-travel/financial-services>



Who can apply for sponsorship?

The program is open to U of T alumni or student groups that develop programs, events or initiatives which add value to the University community and embody the values set out by our affinity partners (see page 3).

General information:

- Funding is offered in the \$3,000 - \$10,000 range (per sponsor)
- Sponsorship is available for one-time events to ongoing multi-year programs
- Programs should:
 - illustrate a clear support of the student and/or alumni experience
 - be able to provide marketable visibility to the sponsor
 - be non-academic in nature, and hosted primarily in Ontario
 - take place between January 1 and December 31, 2018

Approval process:

Proposals are assessed by members of our affinity partner organizations, along with staff in the department of Alumni Relations in the Division of University Advancement.

Proposals will be assessed on:

- The program's impact on U of T alumni, students, and the greater University community
- The breadth, scope, and effectiveness of the marketing opportunities provided to the sponsor
- How well the program is aligned with the values and purpose of the sponsor

Sponsorship deliverables:

- Provide appropriate marketing opportunities for the sponsor(s). Basic sponsorship deliverables include an online presence, brand recognition and promotion, data tracking, engagement opportunities, print and promotional materials, and participant narratives.

Steps to submit:

1. Review the information below and carefully select the potential sponsor that is most aligned with your program goals.
2. Compose your Pillar Sponsorship Proposal using the attached form and email your proposal to mary.markou@utoronto.ca by the **October 27, 2017** deadline.
3. If you haven't already done so, remember to complete and email your *Summary Report* for funding received during the 2017 Pillar Sponsorship Program.

All applicants will be notified with the result of their applications in the third week of November 2017. Approved applicants will be invited to an information session in December which will outline the roles and responsibilities for Pillar Sponsored project teams.

If you have any questions about the program or the suitability of your project, please feel free to contact Mary Markou, Associate Director, Alumni Services and Affinity at mary.markou@utoronto.ca.

We look forward to working with you on another successful year of the Pillar Sponsorship Program.



Sponsor specific criteria:

Please review the specific affinity partner criteria below so you can request the sponsor that is most aligned with your program.

Affinity partners are calling for proposals that fit the following criteria:

	Manulife	MBNA	TD
Signature cause/values	Volunteerism For more information, please see Manulife’s brochure below.	Teamwork and innovation	Environmental causes, diversity, education and financial literacy For more information, please see: https://www.td.com/corporate-responsibility/index.jsp
Key themes	Illustrate clear ties to Manulife’s signature cause, ‘ volunteerism ’	Provide an opportunity to market the U of T <i>MasterCard</i> ® credit card through digital platforms . Contests and/or in event handout opportunities are also welcome, but must include an authentic call to action that shows the applicant the value of the product	Connect with U of T’s most diverse student and alumni audience
Target audience	Appeal to alumni 25-45 years of age	Appeal to the entire U of T community 21-85 years of age with a particular focus on alumni; provide direct promotional opportunities for the U of T <i>MasterCard</i> ® credit card through digital channels (Social Media, Email, Blogs, Web banners, Influential marketing, etc.)	Appeal to alumni 25-49 years of age
Purpose	Provide volunteer opportunities and direct interaction with students and alumni; encourage building and enhancing communities	Provide opportunities that help build innovative teams which foster community, enhance the student experience and provide value to alumni and future alumni	Provide opportunities for direct interaction with students and alumni

Investing time in our community

At Manulife Financial we believe that every volunteer hour, every volunteer act, and every hour given back is an investment in the future of all Canadians.

Volunteers are essential to solving some of the country's biggest social problems. From teaching art to our seniors to coaching hockey to our kids, from donating blood in our hospitals to giving time at our community centers – volunteers across the country are investing time in their communities. We honour their commitment in recognizing that volunteering is the highly valuable gift of time.

To guide our efforts, we partnered with Volunteer Canada to create a landmark research report on the wishes, wants and needs of today's volunteers called Bridging the Gap: Enriching the Volunteer Experience to Build a Better Future for our Communities. The learning from this report continues to shape how we inspire, support and engage individuals and organizations in volunteerism.



INSPIRE

Canadians have always been passionate about giving back. In fact, more than half of Canadians are volunteering on a regular basis already. But many of these volunteers are aging. There's also a significant opportunity to expand the volunteer base by re-engaging the 33% of Canadians that are not currently volunteering but have done so in the past. So we're creating a host of initiatives that inspire the next generation of volunteers by addressing the current issues, barriers and challenges to volunteering.

■ *Proof points:* we launched the Drive to 125 social cause campaign to encourage Canadians to collectively pledge 125,000 volunteer hours to community organizations across the country, and in doing so on Facebook to inspire their friends to do the same. A lucky winner will be drawn and win 10K to the charity of his/her choice.

SUPPORT

We learned that one of the biggest struggles non-profits face is how to effectively use volunteers – what to do with them, how to train them, how to best use their skills and abilities in meaningful ways. Charities told us they often don't have the time, resources or skills to manage their volunteer base. So we're supporting volunteer organizations by creating tools and resources that build the capacity of this sector to better recruit and retain volunteers.

■ *Proof points:* we partnering with community organizations to help build best practice volunteer programs through funding and tools and resources development (e.g. Pathways to Education, Luminato, St. Mary's General Hospital, Institute for Canadian Citizenship).

ENGAGE

We also uncovered that while today's volunteers want to give back, they also want to gain – gain new skills, new networks, new opportunities, and more. And depending on what stage you are at in life, these wishes and wants can vary drastically. Working with leading non-profit partners, we're creating a number of exciting initiatives that engage volunteers by better matching their unique skills, interests and talents with meaningful volunteer opportunities.

■ *Proof points:* we introduced Canada's first comprehensive matching tool (the Manulife Matching Tool) in partnership with an existing online engagement platform and internally launched Volunteer Central, a one stop shop for employees to find a match and tap into tools and resources while sharing their volunteer stories.

Our volunteer commitment is inspired by the longstanding community work of our employees and financial advisors who represent us. In fact, our employees alone give more than 34,000 hours to local communities across the country every year. To support these efforts, we have a number of internal programs that inspire, support and engage our employees.

■ *Proof points:* Helping Hands (\$500 grant to employees who volunteer more than 25 hours to a charity over a 12-month period), Community Spirit Days (employees receive 1 paid day to volunteer for the cause of their choice) and Powermatch (employees who fundraise up to \$150 for a cause of their choice will receive a dollar match up to \$150)