

DIVISION OF UNIVERSITY RELATIONS

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The mission of the Division of University Relations (UR) is to advance the University of Maryland's mission by activating Terp pride and philanthropy. UR encompasses a variety of units: Development, which consists of school/college/unit-based fundraising teams as well as central-based fundraising teams, including Broad-Based Campaigns & Strategic Engagement, Gift Planning, Corporate Relations and Regional and major gift fundraisers; Advancement Services, which comprises Donor Relations, Stewardship, Gift Acceptance, Prospect Research and Business Intelligence; Advancement Communications; Principal Gifts; People & Engagement, which houses the Alumni Association, Board Operations, Human Resources and Special Events; and Finance for UR and the University of Maryland College Park Foundation, including Financial Management, Investment Management & Treasury Services and IT Services.

The division recently collaborated with university leadership to launch *Forward: The University of Maryland Campaign for the Fearless*, a \$2.5 billion fundraising initiative to accelerate UMD's momentum and bring unprecedented transformation to the university, the state of Maryland and the world. With the university's strategic plan as its foundation, the campaign endeavors to catalyze private philanthropy to move Maryland *Forward* for tomorrow's trailblazers, *Forward* for bold and brave solutions and *Forward* for stronger communities. Visit forward.umd.edu (<http://forward.umd.edu>) to learn more.