The Division of University Relations encompasses a variety of units whose shared mission is to advance the goals of the university by increasing resources and support, enhancing awareness and affinity, and strengthening and developing relationships with the Maryland family and the greater community. Units of this division include: Development (including school-, college- and unit-based staff), Annual Giving, Gift Planning, Corporate and Foundation Relations, Alumni Relations, Strategic Communications, Special Events, Donor Relations and Stewardship and the University of Maryland College Park Foundation. The Fearless Ideas campaign, which publicly launched in May 2018, has a goal to raise $1.5 billion in private support for university priorities such as undergraduate scholarships and faculty support. Through this endeavor, University Relations will drive internal and external stakeholders to invest the success of a bold and fearless generation of students charged with finding solutions to the Grand Challenges of our time.