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, Corporate and Foundation Relations, Alumni Relations, Marketing and Communications, Special Events, Donor Relations and Stewardship and the University of Maryland College Park Foundation. The Fearless Ideas campaign, which will be launched by University Relations in October 2017, 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 staff will encourage internal and external stakeholders to contribute toward discovering new knowledge, inspiring Maryland pride, transforming the student experience and turning imagination into innovation.