

MISSION

The mission of the Towson University Foundation is to provide financial resources to Towson University by building relationships that foster engagement, philanthropy, and stewardship to enhance the University's strategic goals.

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GOALS

GOAL 1 - Alignment with Towson University

- Create a mission statement for the Towson University Foundation that aligns with the University System of Maryland's Policy on Institutionally Related Foundations, the Policy

GOAL 4 - Create a Culture of Philanthropy, Collaboration and Advocacy

- Institute expectations for each member of the Board of Directors to include:
 - Annual gift and campaign commitment
 - Identification and introduction of prospects and donors
 - Identification of Board of Directors candidates
- In partnership with the University Advancement staff, expand the role Towson University Foundation will play as it relates to current and future Towson University campaigns to include:
 - Campaign advocacy
 - Donor and prospect engagement and cultivation
- Work with Division of University Advancement to ensure Towson University Foundation encourages and supports the proactive communication of the value of philanthropy for Towson University as well as Towson University Foundation's stewardship accomplishments
- Create a strategy to educate Towson University faculty, staff, students and alumni about Towson University Foundation's mission, purpose, role and functions
 - Encourage Towson University Foundation Board of Directors members to widely support Towson University events and activities
- Work with Division of University Advancement and the Office of the President, to identify and develop opportunities for collaboration with the Board of Visitors and the Alumni Association to expand Towson University's reach

Approved at the November 10, 2020 Board Meeting - ANG