In its most basic form, our purpose is to assist in the nurturing of relationships with UCSD’s donors, specifically and primarily via our written acknowledgment and reporting to our donors. The intent of our programs and actions is to build trust, awareness and satisfaction, such that donors will choose to remain engaged in the life of the campus. Our ultimate goal is to help the campus keep the spark of philanthropy ignited and to help inspire our donors to renew their financial commitment to the campus and meet institutional needs in other powerful ways.

In order to accomplish these goals and purposes, we make the following commitments to service:

**ADVOCACY:** First and foremost, we will be the donors’ advocate with respect to the use of their funds.

**ACKNOWLEDGEMENT:** We will acknowledge contributions in timely, accurate, and appropriate ways.

**ANONYMITY:** We will ensure anonymity where donors have requested it.

**ASSISTANCE:** We will assist campus personnel with ensuring that funds are used in accordance with donors’ wishes by maintaining a database of gift requirements.

**BEST PRACTICES:** We will provide guidelines and standards that—to the extent possible—will allow for common practices and efficient methods of operating.

**COMMUNICATION:** We will communicate to donors in ways that convey their importance to the success of the institution.

We will provide regular, timely and accurate reports to donors on the use and impact of their gifts.

We will work to inform donors in appropriate ways about new initiatives, programs and accomplishments that might be of interest.

We will ensure that appropriate Development and other campus personnel have access to stewardship communications with donors.

We will help to provide a framework of intra-campus communication so that Development Officers are able to present themselves to donors imparting a sense of collaboration and continuity.

**EDUCATION:** We will help to increase awareness across campus of our various roles as fiduciaries with regard to gifted funds.

We will assist Development personnel concerning the policies and procedures related to gift funds so that donors receive the best possible service.

**SENSITIVITY:** When making decisions on any of the above, we will at all times be sensitive to donors’ wishes and to the campus’s priorities.