

DECEMBER 2022

The Office of Advancement |

# values

The Office of Advancement supports the academic mission and leadership of the University by meaningfully engaging alumni, donors and other key stakeholders to build and deepen mutually beneficial relationships and loyalty over time.

UNIVERSITY OF  
**WATERLOO**



# mission

## **Advancement's Mission**

is to inspire and engage people in philanthropy to advance the University of Waterloo in becoming one of the world's top innovation universities.

**WE ARE GUIDED BY  
THE UNIVERSITY'S  
STRATEGIC  
PLAN AND ITS  
IMPACT THEMES:**

Developing Talent for a Complex Future

Advancing Research for Global Impact

Strengthening Sustainable and Diverse Communities

Additionally, we are guided by the University's Vision, Mission and Values.



**VISION**

connecting  
imagination  
with impact for  
a better world



**MISSION**

to advance learning and  
knowledge through teaching,  
research and scholarship,  
nationally and internationally,  
in an environment of free  
expression and inquiry  
(The University of Waterloo Act)



**VALUES**

curiosity,  
courage,  
engagement,  
belonging

Through extensive consultation with all members of our University Advancement team, we have identified collectively – as one team – what is important to us, why values exist, why they should be shared and socialized, how they influence culture and our day-to-day activities and interactions, and who we want to be as a team moving forward.

# team work

## TEAM WORK

**01**

We are one Advancement team, working collaboratively to create a positive, supportive work environment for our shared purpose.

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**02**

We share information, successes, resources and best practices with our colleagues across Advancement to create excellent outcomes for our stakeholders and each other.

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**03**

We welcome new ideas and cross-functional conversations to deliver excellent service and stewardship to our alumni, donors and prospective donors.

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**04**

We are accountable and we take responsibility for our actions and outcomes.

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**05**

We are agile and flexible in how we work with one another, creating opportunities for everyone to be at the table and part of the conversation.

# Integrity

## INTEGRITY

**01**

We place professionalism and excellence at the core of everything we do.

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**02**

We do the right things for the right reasons.

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**03**

We are curious, courageous and creative in our pursuit of quality, and in our mutual support of one another.

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**04**

We lead by example within Advancement and across the University.

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**05**

We face difficult tasks and conversations in a collegial and supportive manner, to foster trust and transparency.

# Respect

## RESPECT

- 01** We assume good intentions.
- 02** We set clear expectations and provide clear feedback.
- 03** We value and encourage input and ideas from all team members.
- 04** We are empathetic with each other and with ourselves.
- 05** We follow through, and we respond to our colleagues in a timely and professional manner.

# people first

## PEOPLE FIRST

**01**

We practice gratitude and are generous in recognizing and celebrating the efforts, successes and contributions of individuals and teams.

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**02**

We seek and encourage work/life balance and harmony.

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**03**

We respect and encourage personal health and wellness.

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**04**

We invest in the ongoing growth and professional development of staff.

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**05**

We value personal excellence, care and compassion for each other, kindness, and a sense of fun.

# INCLUSION

## INCLUSION

**01** We all belong.

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We are intentional in our ongoing work to learn and embrace the principles and expectations of equity, diversity, accessibility, inclusion, indigenization and anti-racism.

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**03** We value and actively seek out diversity – in people, thought, opinions, backgrounds and points of view.

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**04** We demonstrate a genuine appreciation of everyone's perspectives, knowledge, skills, and abilities, to foster excellence and build community.

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**05** We create an environment where everyone feels safe and valued, heard and respected.