



University of Wisconsin School of Veterinary Medicine Advancement Strategic Plan 2026

MISSION

The Office for Advancement leads efforts to promote awareness of the school's leadership in advancing animal and human health and to increase support for its strategic priorities.

GUIDING PRINCIPLES

The advancement team affirms its commitment to the guiding principles defined in the school's strategic plan. Furthermore, the team emphasizes the following values:

- Promoting a collaborative and inclusive working community.
- Centering the importance of relationships in our success, including the role of our external and internal partners and having a donor-centric approach in our fundraising.
- Striving for excellence.
- Identifying opportunities for efficient use of our organizational resources.

PRIORITIES

1. Increase philanthropic support of the school's priorities.
2. Solidify and strengthen the school's reputation of positively impacting animal and human health and well-being with key stakeholders.
3. Expand and strengthen relationships with key external and internal stakeholders to increase awareness of the school's impact and expand engagement and support of its strategic priorities.
4. Deliver exceptional stewardship.