



**PRINCIPLE 3**

# Serving our community

## Charter as Cause

Guiding principles for fundraising

**ASU is a comprehensive public research university, measured not by whom it excludes, but by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves.**

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**The charter's guiding principles for fundraising:**

- Making education accessible for all
- Advancing research for the public good
- Serving our community
- Protecting the planet
- Creating learners for life

## PRINCIPLE 3

# Serving our community

### Belief statement

We have a responsibility to make a positive impact in our communities.

### Overview

We believe we have a responsibility to make our communities better, stronger, and healthier. This is why we have made a promise to use our vast resources to enhance health and well-being, engage in partnerships to serve the community in mutually beneficial ways, and create tomorrow's leaders prepared to tackle the challenges of the future.

### Key messages

- A broad range of service initiatives, partnerships and programs support those in need; we are a force for positive change
- Engage with the communities, serving through strategic partnerships and as a force for social progress, economic growth, and cultural enrichment
- We strive to provide opportunities for students to connect their coursework to the real world
- Community service initiatives are allied with use-inspired research and lifelong learning
- 1,200 ASU community outreach programs directly involving thousands of faculty, staff, and students

### Proof points

- In three weeks, ASU's Biodesign Institute developed the country's first saliva-based COVID-19 test to fill a critical gap in testing in the state of Arizona. To date, they've processed over 338,000 tests.
- ASU students contributed more than 1.8 million hours of service to the community in 2019.
- ASU Gammage runs an intensive, four-week program for women incarcerated at the Maricopa County Estrella Jail. Through creative writing, expressive movement, storytelling, and visual arts, the program is designed to raise the awareness and consciousness of the women so they feel empowered to create a different life for themselves in the future.