Agi Hirshberg is an optimist. She doesn’t see obstacles; she sees ways to overcome them. She doesn’t see endings; she sees hope for new beginnings. And thanks to her generosity, so do pancreatic cancer researchers and patients.

Hirshberg, a visionary and passionate philanthropist and UCLA Women & Philanthropy president, recognizes the potential of pioneering research. Following the loss of her husband, Ronald S. Hirshberg, to pancreatic cancer in 1997 at the age of 54, Hirshberg was determined to respond in a meaningful way, so she founded the Hirshberg Foundation for Pancreatic Cancer Research. UCLA was the first beneficiary of the foundation’s giving. Funding from the Hirshberg Foundation not only elevated UCLA to one of the nation’s premier comprehensive programs for pancreatic cancer and diseases but also laid the groundwork for a model in which the needs of pancreatic cancer patients are met compassionately in one location with the most advanced treatment options available.

Over an 18-year period, Hirshberg’s initial investment in UCLA, by helping researchers acquire NIH grants, has yielded a return of more than 11 times the original amount in support of groundbreaking pancreatic cancer investigations. This generous giving history and a significant new Centennial Campaign commitment paved the way for UCLA Health Sciences to celebrate the $10-million naming of the UCLA Agi Hirshberg Center for Pancreatic Diseases on February 28, 2015.

Hirshberg’s latest gift will fund the center’s highest-priority needs as well as seed grants, which have been the true catalyst in propelling pancreatic cancer research. Hirshberg’s dedication to finding a cure for pancreatic cancer has raised the visibility of this devastating disease and continues to make a profound difference in research and patient care.

CONTINUED ON NEXT PAGE
Giving to UCLA has resulted in some of the most rewarding experiences of my life, especially my relationships with the art students I support through the Elaine Krown Klein Fine Arts Scholarship Fund. In a way, getting to know and mentor these students—to see them grow into their own as artists and adults—makes me think of sculpting, one of my other great passions. I love seeing these talented young people have the opportunity to shape themselves, through hard work, into the painters, dancers, and musicians they aspire to be.

Philanthropy in general, and The Centennial Campaign for UCLA in particular, provides a similar opportunity—the opportunity for those of us who live in and around Los Angeles and who benefit from the great work going on at UCLA to help the university forge a brighter future. I give to UCLA and am happy to advance the campaign because UCLA and I share a mission: We wish to shape a better society.

— ELAINE KROWN KLEIN

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<th>Progress Report</th>
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<tr>
<td><strong>BY UNIT</strong></td>
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<tr>
<td>Health Sciences $688,225,810 of $2 billion</td>
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<tr>
<td>Professional Schools $515,532,730 of $1.362 billion</td>
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<td>The College $217,050,214 of $400 million</td>
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<td>Athletics $152,740,699 of $260 million</td>
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<td>Campuswide Initiatives $79,788,376 of $178 million</td>
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<td><strong>BY PURPOSE</strong></td>
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<tr>
<td>Student/Faculty Support $387,637,748 of $1.5 billion</td>
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<td>Programs/Research $750,434,627 of $1.65 billion</td>
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<tr>
<td>Capital $310,455,405 of $800 million</td>
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<td>Unrestricted $298,556,395 of $250 million</td>
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Data as of 05/01/2015

Generations. Dedication.

UCLA’s February 28 celebration of the naming of the UCLA Agi Hirshberg Center for Pancreatic Diseases was a family affair. Of course, Chancellor Block, faculty, staff, and friends attended, but the stars of the show—in addition to Hirshberg—were her six grandchildren and her 92-year-old father, a Holocaust survivor.

During her remarks, Hirshberg described her father’s path out of Nazi Germany. “When asked how he knew he was on the right path, he replied that he didn’t, but once he was on it, he was on it. And that’s my story. Once I start, there’s no turning back.”

Her grandchildren played a role in the ceremony, each of them reading one goal of the family’s philanthropic commitment to pancreatic disease research at UCLA. “My grandchildren’s responsibility is to make this happen. I want to be part of the cure, and I want the cure to be at UCLA.”

To support Health Sciences, please contact Kathryn Carrico at (310) 825-2558.
THE GIFT OF MUSIC

UCLA: A Destination for Thinking Musicians

“All Jewish music and culture are living entities,” says Mark Kligman. “I want to share the extraordinary vitality and vibrancy of Jewish music with the rest of the world.”

The renowned professor of Jewish musicology now has an unprecedented platform for doing just that—as the recently appointed Mickey Katz Chair in Jewish Music at UCLA. Established with a gift of $1 million by philanthropists Ron and Madelyn Katz in honor of Ron’s late father, the endowed chair is the first of its kind in the United States and is intended to help preserve and expand the study of Jewish music.

“This gift makes so much possible,” says Kligman. “We are offering a concert series that includes a broad range of Jewish traditions and are bringing the artists into classes, where they teach and offer workshops to musicians. And we are offering unique courses in Jewish music to students and bringing exciting programs to the UCLA community.”

In other words: more great performances for music lovers like Klein to enjoy.

The chair’s special emphasis on teaching and mentoring echoes Klein’s longtime commitment to enriching students’ educational experiences. Over the years she has provided scholarships for nearly 200 artists, architects, dancers, designers, and musicians.

“I call them my wonderful dividends,” she says. “Creating a chair in performance is yet another way to support the artists and scholars who enrich our lives in so many ways.”

Celebrating Jewish Music’s Past, Shaping Its Future

“All Leo loved music so much,” recalls arts advocate Elaine Krown Klein of her late husband. “Over the years, we enjoyed many wonderful performances together at UCLA and had the great fortune to be exposed to countless music students of extraordinary talent and promise.”

Their shared passion for music is the inspiration behind her recent gift of $2 million to establish the Leo M. Klein and Elaine Krown Klein Chair in Performance Studies in the UCLA Herb Alpert School of Music. The permanent endowed chair will support a distinguished faculty member who is an accomplished researcher and musician and who has demonstrated excellence in teaching and mentoring students.

Professor Neal Stulberg, chair of the music department, says Klein’s gift “solidifies UCLA’s reputation as a destination for thinking musicians. And as befits a public university, the chair holder will be involved not only with scholarly research but also with public programming, bringing large-scale, interdisciplinary musical projects—such as theme-based festivals and series—to fruition.”

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To support the Arts, please contact Sheila Bergman at (310) 825-2059.
HONORING LEGACIES, INFLUENCING LIVES

Burnishing UCLA’s Medieval History Crown

What is it that makes the Department of History in the UCLA College such a draw for medievalists from around the world? For one, the department provides access to the extraordinary riches of the Interdisciplinary Center for Medieval and Renaissance Studies, which is also home to Comitatus, the highly regarded journal for and by graduate students dedicated to these areas of study. For another, classes and research are conducted by an unmatched assembly of world-class faculty and first-rate graduate students.

Now the department can claim two more jewels in its crown: the Robert and Dorothy Wellman Chair in Medieval History and the Robert and Dorothy Wellman Graduate Fellowship. “The new department chair and fellowship provide essential reinforcement for this vital area of teaching and research, allowing us to remain a leading international center for medievalists,” says David Myers, professor and Robert N. Burr Chair.

Created by a gift bequeathed by the late Dorothy “Dottie” Wellman, the chair and fellowship make a fitting legacy for a woman who was known for being as passionate about medieval history as she was about her alma mater. During her life and through her estate, Wellman provided $2.2 million in philanthropic support for the department. A voracious reader, she maintained close ties with UCLA history professor and now executive vice chancellor and provost Scott Waugh, whose classes she enjoyed auditing over the years.

“It doesn’t surprise me that Dottie wanted to give back to the campus,” says Waugh. “The Wellmans’ connection to UCLA was longstanding and deeply personal, so these generous endowments represent a legacy that is more poignant than most.”

To support UCLA College, please contact Megan Kissinger at (310) 206-0667.

Making a Difference, One Student Scholarship at a Time

Recognizing that financial support can be key to making education dreams come true, Pellie ’85 and David ’84 Anderson recently created a scholarship with a gift of $5,000 to support a UCLA Community School senior planning to attend a University of California school.

The Andersons understand the power of education to change lives for the better. Like several of their family members, they received degrees from UCLA, and David’s late mother, Marcia Lechtick ’54, MA ’61, a GSE&IS graduate, spent much of her career as a LAUSD teacher focused on serving the needs of Spanish-speaking communities.

“Our students come to us with big dreams,” says Leyda Garcia, principal of the UCLA Community School, a unique K–12 partnership between UCLA’s Graduate School of Education and Information Studies (GSE&IS), Los Angeles Unified School District (LAUSD), and local community organizations. “As a community, we choose to support students by encouraging them to grow academically, socio-emotionally and in their understanding of their own potential and responsibility to society.”

The Community School serves students in the Los Angeles communities of Pico-Union and Koreatown, not far from where David’s mom taught kindergarten. “Like most of the kids at the UCLA Community School,” he says, “her students were most often from lower-income families. This scholarship honors her legacy and continues her commitment to provide opportunities to students from these communities.”

“I have seen scholarships transform the lives of entire families by opening up a student’s access to higher education and the possibility of a better life for all,” says Garcia. “Scholarships like the one created by the Andersons cement our students’ belief that all is possible and reaffirm the principle we instill in them that one person, one family can make a difference.”

To support the UCLA Community School, please contact Laura Lindberg at (310) 206-0375.
A new gift from the Samuel Steinberg donor-advised fund at the California Community Foundation to the UCLA Health Sciences is directed at advancing compassionate care for patients young and old. The commitment will support UCLA’s Palliative Care Clinical Research Program and Children’s Pain and Comfort Care Program, and it will establish a Geriatric Inpatient Care Companion Program.

Many hospitalized elderly patients spend hours and days alone without seeing family and friends. Sometimes geographical location prevents visits. Other times, patients just don’t want to burden loved ones with care issues.

The new Geriatric Inpatient Care Companion Program will provide collaborative, compassionate attention to elderly patients at the UCLA Medical Center, Santa Monica. The program’s “care companions”—primarily retirees who are trained and compensated for their work—will spend up to two hours a day with assigned patients, sitting with them, holding their hands, assisting them with menu choices, listening to their stories, and even helping them write their life stories.

A measurable reduction of delirium among this patient population is one of many expected benefits of the new program, which also should lead to improvements in overall inpatient satisfaction, safety, and quality, and, ultimately, shorter hospital stays.

At the other end of the age spectrum are very young, severely ill patients and their families. Their needs—from pain management to psychological support—can go unmet without special attention from experts in optimizing quality of life for children.

Dr. Thomas Strouse, Maddie Katz Endowed Chair in Palliative Care Research and Education, is one of several physicians whose work the gift will help advance. “This generous commitment recognizes the need to take care of not only the patient’s pain but also the pain of the family,” he says.

To support Health Sciences, please contact Kathryn Carrico at (310) 825-2558.
For the Shapiro Family, Giving Goes On

Ralph Shapiro ’53, JD ’58 often says that UCLA changed his life by providing him with a world-class education. That’s why he and his wife, Shirley ’59, give back to the university and want to inspire others to do the same. They have given to support so much for so long at UCLA that it’s hard to find a person or program on campus not touched by their generosity.

Ralph, who grew up in Boyle Heights, made his first contribution to his alma mater in 1963—a $100 gift to support athletics. Fifty-two years later, he and Shirley, who serves on the board of the UCLA School of Arts and Architecture, are still giving.

A primary objective of the Shapiros’ philanthropy is to celebrate UCLA faculty, staff, and students, from visionary leaders to members of the patient and guest services team for UCLA Health. Examples of the former are the Shapiros’ gift to the Fowler Museum to establish the Shirley and Ralph Shapiro Director’s Discretionary Fund and a gift to the law school to establish the Shirley Shapiro Chair in Environmental Law.

The Shapiros also provide much-needed unrestricted support. When John Mazziotta recently was named vice chancellor of UCLA Health Sciences and dean of the David Geffen School of Medicine, the Shapiros were the first to welcome him to the role with a contribution to the dean’s discretionary fund. Once, after Ralph had spent some time in UCLA Ronald Reagan Medical Center, he called a development staff member and said, “I want to know the name of every person who was in and out of my room.” He followed up with personal “thank you’s” and a gift.

Ralph serves on the Centennial Campaign cabinet and on the campaign steering committee for the law and dental schools. Just as he wants to create a ripple effect in his community of peers and inspire them to give, he wishes to make sure his legacy of philanthropy lives on. Toward that end, his son, Peter, took over as president of the Shapiro Family Charitable Foundation in recent years and joined his family to endow a chair in dentistry in Special Patient Care, a disappearing specialty that provides dental care to people with disabilities.

“We want to meet needs,” says Ralph. “When I was a student here, the state paid 90 percent of the budget. Today it pays less than 10 percent, creating huge unmet needs. We also hope our giving inspires others to support areas at UCLA they’re passionate about.”

To explore your philanthropic passions, please contact Nicole Capossela at (310) 206-3364.