“Visionary philanthropy can alter the course of science,” says Dr. John Mazziotta, vice chancellor, UCLA Health Sciences, and CEO, UCLA Health. The recent landmark pledge made by Tamar and Vatche Manoukian to the Division of Digestive Diseases in David Geffen School of Medicine at UCLA is just the type of philanthropy he means.

The Manoukians’ generous gift has inspired additional anonymous pledged support, bringing the total on behalf of the Manoukians to $30 million. To recognize the couple’s leadership philanthropy, the university has named the division and 100 UCLA Medical Plaza in their honor.

UCLA Division of Digestive Diseases is renowned for its comprehensive research and ranks #5 in the nation, according to the U.S. News & World Report 2016–2017 survey. The division is a standard bearer, and this significant investment will enable UCLA to raise the bar even higher.

“Tamar and Vatche’s exceptional philanthropy will help ensure that UCLA can continue unraveling the mysteries of digestive diseases, make transformative scientific discoveries, and develop the physician leaders of the future,” says Dr. Eric Esrailian, co-chief of UCLA Vatche and Tamar Manoukian Division of Digestive Diseases and Lincy Foundation Chair in Clinical Gastroenterology in David Geffen School of Medicine at UCLA. “They know that innovation requires leadership and investment.”

A leader in the Armenian community, Vatche Manoukian has been involved in a wide range of businesses, and he and his wife have continued his family’s tradition of charitable work throughout the world. “Tamar and I believe that philanthropy can shape the future,” says Manoukian. “We hope that our gift will not only change medical science but also be a model for others.”

To alter the course of science and improve human health, contact Laurel Zeno at 310-825-1980 or lzeno@support.ucla.edu.
SPEAKING OF THE CENTENNIAL CAMPAIGN

Voice of the Campaign

“I am, somehow, less interested in the weight and convolutions of Einstein’s brain than in the near certainty that people of equal talent have lived and died in cotton fields and sweatshops.”

— STEPHEN JAY GOULD

That’s my favorite quote. We in enrollment management at UCLA do more than recruit students — we build alumni and start lifelong relationships with some of L.A.’s and California’s most committed young scholars from every background imaginable. By enabling them to have the finest educational experiences in and out of the classroom and to be engaged fully while they are here, we create the citizen and alumni leaders of the future, and we keep UCLA strong.

The biggest challenge by far to bringing the best here and offering them the best is funding. California’s diversity makes it the biggest recruiting ground for universities in the nation. When UCLA is unable to offer funding to students of merit who lack the means to attend, other institutions take them away, and many of those future leaders and pioneers do not return to our state.

As the public research institution in Los Angeles, UCLA has a unique commitment to this diverse and vibrant city of opportunity. Attracting a student population that reflects society beyond campus prepares students in the world for the world. That is UCLA’s — and my — job, and your support for scholarships during the Centennial Campaign makes it possible.

— YOUOLONDA COPELAND-MORGAN, Vice Provost Enrollment Management

Progress Report

BY UNIT

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<thead>
<tr>
<th>Unit</th>
<th>Amount ($ millions)</th>
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BY PURPOSE

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<tr>
<td>Designated Discretionary</td>
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Zero in on the progress at giveto.ucla.edu/our-progress.

Data as of 11/08/2016

Using Your Gifts

Making your mark on the world is a meaningful way to mark year’s end. The stories in this issue of the newsletter serve as inspiring reminders that every contribution to UCLA turns potential into promise, ideas into advancements, and learners into leaders. You give to UCLA to support causes that mean the world to you, and UCLA uses your gifts to make the world a better place. Here’s to a bountiful giving season.
Keeping Knowledge in Circulation

When Norman Powell ’59 was a child, his father, longtime University Librarian Lawrence (Larry) Clark Powell, often took Norman and his brother to work with him on Saturdays. The library was quiet those days and run by what the senior Powell called a “skeleton crew.” The young Powells explored the stacks of books and the metal catwalks and stairwells, where they were sure those skeletons must be hiding.

Now, 50 years after Powell Library was named in honor of his father, Norman Powell has given $5 million in support to name and endow the university librarian position, a dean-level appointment held by Ginny Steel.

“Funds from this endowment will support the highest priorities of the UCLA Library — ensuring that our collections and services support teaching and research and that our spaces and technology continue to evolve,” says Steel, who oversees the eight libraries that make up the UCLA Library, consistently ranked among the top 10 research libraries in the nation. “I’m honored to be the first Norman and Armena Powell University Librarian.”

Notably, only two other University of California campuses have endowed university librarians.

A longstanding supporter of the library, Powell hopes his gift will enhance its reputation and prestige and inspire others to give.

When asked what his father would think about this gift, Powell says, “First, he would be puzzled. When he was librarian, the library was awash in money. There was plenty of funding for the university. But if he came to understand the different financial landscape today that necessitates private philanthropy, he would be thrilled about the gift.”

To keep current and future Bruins in the know, contact Stephanie Kimura at 310-206-8551 or sbkimura@library.ucla.edu.

ENDURING INFLUENCE

That’s Entertainment Law

Situated in the home and the heart of the entertainment industry, UCLA is poised perfectly to prepare the industry professionals of the future. UCLA Law, home to the Ziffren Center for Media, Entertainment, Technology and Sports Law, has the distinction of being number one in the country in entertainment law, according to the most recent rankings by The Hollywood Reporter.

A recent $100,000 bequest from the estate of Vicki Lynn Shapiro, late wife of UCLA Law alumnus Bernard Shapiro ’59, will further distinguish the school’s entertainment law programs. The gift, which establishes the Vicki Lynn Shapiro Endowment, will support students pursuing work in entertainment law by funding summer fellowships for UCLA law students at the Screen Actors Guild — American Federation of Television and Radio Artists (SAG-AFTRA), the labor union that represents about 160,000 media professionals.

Thanks to the Shapiro gift, each summer one or two Vicki Lynn Shapiro Scholars from the premier institution for entertainment law will gain experience — a dress rehearsal of sorts — in legal practice at one of the pivotal organizations within the entertainment field.

To help more UCLA Law students advocate for professionals in L.A.’s premier industry, contact Donna Colin, at 310-825-3025 or colin@law.ucla.edu.
Community is critical, especially for veterans returning from service and starting their lives anew.

After serving in the Army Air Corps during World War II, William (“Bill”) Steinmetz ’49 got much more than a business degree from UCLA. He met his wife, Mary Lou, and became part of a rock-solid community with other veterans at the university. His son Charlie Steinmetz recalls, “All their friends, their social network… really became significant.”

UCLA continues to build this community, enrolling more than 125 undergraduate veterans. Unfortunately, although the GI Bill provides well-deserved educational funds, veterans relying on it must finish their degrees within three years or find other support. “The GI Bill doesn’t really give you the opportunity if you are trying to figure things out in life,” says veteran Michael Smith ’16.

This challenge of marshaling financial resources did not escape Steinmetz. Supporting the courageous men and women returning from service was a cause close to his heart. “Veterans are already reliable leaders, so it’s a pretty reliable filter,” explains his son.

To honor Steinmetz, his family — including Mary Lou, Charlie, and Steinmetz’ daughters, Ann and Jeanie — gave $1 million to assist Bruin veterans through enhanced programs and scholarships. Their generosity will alleviate stress for student veterans and give them the freedom to engage fully in their education, no matter the timing.

Smith says of the funding: “It would be a huge weight off a veteran’s shoulders not to have to worry about how you’re going to pay for school or housing — and just worry about studying.”

Fall 2016 marked the first cohort of recipients, with nine students receiving more than $50,000 in scholarships to study with more focus and peace of mind.

The Steinmetz gift adds to the myriad ways UCLA serves those who serve, including providing care for 3,000 VA patients a year, on-campus services for student veterans, and state-of-the-art cosmetic and reconstructive surgery for wounded warriors. In addition, this past year UCLA has deepened its investment in several programs that support deserving student and alumni veterans.

To provide support for those who have served and sacrificed, contact Laura Adler at 310-794-6936 or ladler@support.ucla.edu.

Still Serving

Speaking of Bruins and veterans, Meyer Luskin ’49, one of UCLA’s most generous donors, served two and a half years in the U.S. Air Force while attending UCLA to earn a bachelor’s degree in economics. This fall, family, friends, philanthropists, and some of UCLA’s most fascinating experts came together on two different occasions to experience the new UCLA Meyer and Renee Luskin Conference Center, which will serve progress.

A ribbon-cutting ceremony and celebration October 6 launched the stunning center, which is one result of the couple’s visionary giving to the university. October 7 guests enjoyed conversations and experiences that previewed the kind of pioneering thinking and innovation the center will make possible.
Propelled by the generous gift, the university is embarking on the One Goal Campaign to raise private funds for the planned state-of-the-art facility. To honor the foundation’s generosity, UCLA will name the new venue Wallis Annenberg Stadium. Construction will be completed in phases as the funds are raised.

UCLA Athletic Director Dan Guerrero applauded the Annenberg Foundation for the gift, noting that soccer is the most popular sport around the world and a sport with a storied history at UCLA. Says Guerrero, “Because of the generosity of the Annenberg Foundation, and more specifically Wallis Annenberg, UCLA soccer and the men and women who comprise it will now play on a stage that will undoubtedly be second to none.”

According to Wallis Annenberg, chair of the board, president, and CEO of the foundation, “Nothing does more to build a sense of character, a culture of achievement, and a strong fabric of community than an extraordinary sports program. I can’t think of a worthier investment than UCLA soccer.”

To get in on the game and help UCLA soccer programs, contact Sarah Lazaro at 310-206-1952 or slazaro@athletics.ucla.edu.

Giving Down to a Fine Art

One of the many ways UCLA contributes to the vitality of Los Angeles is through the arts. In fact, the Master of Fine Arts (MFA) program in the UCLA School of the Arts and Architecture (SOAA) ranks second in the nation according to U.S. News & World Report, behind Yale. Many SOAA faculty and alumni are well known internationally.

So when alumna and retired art dealer Margo Leavin toured the school’s graduate studios in Culver City, she was astonished at the inadequacy of the facilities. Now she has pledged a generous lead gift to help build a complex commensurate with the high caliber of the MFA program and its artists and to inspire others to help, too.

The plan, which was developed in 2011 but never realized because of a lack of funding, involves razing portions of the current structure and refurbishing others. The outcome will be a 75,000-square-foot building with individual studios for at least 45 students, common areas, classroom space, a communal kitchen, a gallery, a garden, and an apartment for visiting artists. Light, airy spaces that inspire individual work, collaboration, and social interaction will replace dark, cramped studios.

Leavin owned one of the most successful contemporary art galleries in Los Angeles for 42 years. She retired in 2013. “I wanted to give back to the city where I achieved business success,” says Leavin, a native of New York. “Supporting UCLA’s renowned fine arts program is a very effective way to do that.”

UCLA plans to break ground for the project in 2017, with completion scheduled for 2019, UCLA’s centennial year.

To contribute to this inspired and inspiring project, contact Jennifer Wells Green at 310-825-2512 or jwgreen@arts.ucla.edu.

UCLA Soccer Scores

Thanks to a lead commitment of $5 million, the Annenberg Foundation is leading the way to transform the North Atlantic Field on campus into the new home of UCLA men’s and women’s soccer and a UCLA club sports program.

Propelled by the generous gift, the university is embarking on the One Goal Campaign to raise private funds for the planned state-of-the-art facility. To honor the foundation’s generosity, UCLA will name the new venue Wallis Annenberg Stadium. Construction will be completed in phases as the funds are raised.

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Students are at the heart of UCLA’s mission. Providing financial support to high-achieving students — most of whom are offered full-ride financial packages by other top universities — is one way UCLA attracts and maintains a student population marked by excellence, leadership potential, and a pioneering spirit. That’s why raising money for scholarships is a top priority during the Centennial Campaign.

It’s also why UCLA Chancellor Gene Block is dedicating resources to inspire others to give by launching the UCLA Chancellor’s Centennial Scholars Match, aimed at adding $150 million to scholarship support during the campaign. Recipients will be known as Centennial Scholars. Through June, 2017, qualifying gifts of $75,000 to $1 million to undergraduate endowed scholarships will be matched at 50 percent. For example, a $100,000 gift automatically becomes $150,000. Just like that.

Chancellor and Mrs. Carol Block ignited the initiative by announcing a personal commitment of $100,000. As others are following suit, gifts to the match have grown to a total of more than $6 million.

Student debt is one of the most urgent challenges affecting college graduates, their families, and the U.S. economy. It keeps many from pursuing their passions and contributing fully to the civic and economic life of their communities. An investment in scholarship support at UCLA has a great return for the recipient and has ripple effects. When more students earn a UCLA degree and graduate with little to no debt, they enter the working world able to take on opportunities based not only on salary considerations but also on their skills and passions.

Raising money to help qualified students from all walks of life earn a UCLA education is a Centennial Campaign priority. It’s one of the ways UCLA — the public university in Los Angeles — does the public good.

End the year by making someone else’s. To strike a match, contact Melanie Burzynski at mburzynski@support.ucla.edu or 310-983-3341.

“When I was first given a research position, I had very little experience in a laboratory and only knew how to use a couple pieces of equipment; now, I train students and still learn things every day. This experience exposed me to an entirely new realm of knowledge and possibilities. Because of this scholarship, I am able to spend more time continuing my research as well as exploring activities that will support my path to medical school.”

— AUDREY OMIDSALAR ‘18, Biochemistry, Rose Hills Foundation Scholarship