

# CENTENNIAL CAMPAIGN



## LET THERE BE *KEY PARTNERS*



For more than 50 years, with gifts to multiple areas, Eugene '56 and Maxine Rosenfeld have made UCLA a priority when it comes to their philanthropic contributions. And their recent \$20 million commitment to campus is a boon for a top priority for medical education at the university — simulation training.

The support will enable UCLA to advance this critical practice in preparing future health care professionals by expanding and revitalizing the Learning Resource Center. Renovating this space is essential to attracting and preparing future leaders in healthcare.

Soon to be named Eugene & Maxine Rosenfeld Hall, the facility will emerge as one of few destinations in the nation that unites mock clinical experiences, surgical and procedural simulation, and interprofessional emergency and hospital team training in a central location under one roof.

"The philanthropic partnership with the Rosenfelds will revolutionize UCLA's facilities to maximize knowledge, giving David Geffen School of Medicine

a competitive advantage and leading to greater healthcare efficiencies and more personalized patient care," says Dr. Kelsey C. Martin, dean of David Geffen School of Medicine at UCLA and Gerald S. Levey, MD, Endowed Chair.

At 700 Westwood Plaza, Rosenfeld Hall is close to Ronald Reagan UCLA Medical Center, which includes UCLA Mattel Children's Hospital and the Stewart and Lynda Resnick Neuropsychiatric Hospital at UCLA. This makes it ideally situated for physicians, residents, trainees, nurses, and clinical researchers.

"Our passions for education and the health sciences intersect perfectly on this project," says Maxine Rosenfeld. "Serving on the medical school's Board of Visitors has given me an inside look at what it takes to run a top-tier medical school and health enterprise, so we're thrilled to support one of UCLA Health Sciences' highest priorities."

***If improving healthcare now and for future generations is your priority, contact Judy Land at 310-206-9995 or [jland@support.ucla.edu](mailto:jland@support.ucla.edu).***

The CENTENNIAL Campaign for **UCLA**

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# SPEAKING OF THE CENTENNIAL CAMPAIGN



## Because I Get It, I'll Give

I think it's fair to say that students, like me, are not always tuned in to a university's fundraising efforts, even though we benefit from them. Becoming a medical student at David Geffen School of Medicine at UCLA and a Resilience Peer with UCLA's Depression Grand Challenge (DGC) has made the importance of philanthropy much clearer to me.

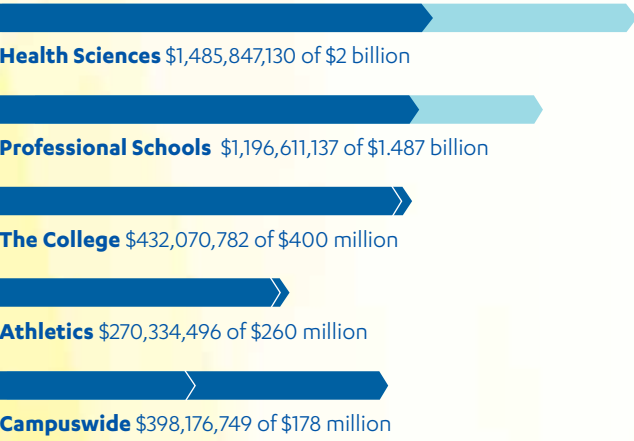
Right now, through the DGC, which you will read more about in this newsletter, I can give my time and lend a hand and an ear to help other students suffering — as I have — from depression and anxiety. I look forward to being able to give financially, too, one day because I see that the larger efforts of the DGC — remote monitoring, counseling, faculty and staff time, research toward saving lives and ending the burden of depression — require monetary contributions. Trust me: I've seen what they can make possible and how much it means to beneficiaries.

Now when I hear "Centennial Campaign," I understand that it's a campaign to provide resources for people like me, my peers, and UCLA experts, who will use them to learn, grow, and give back.

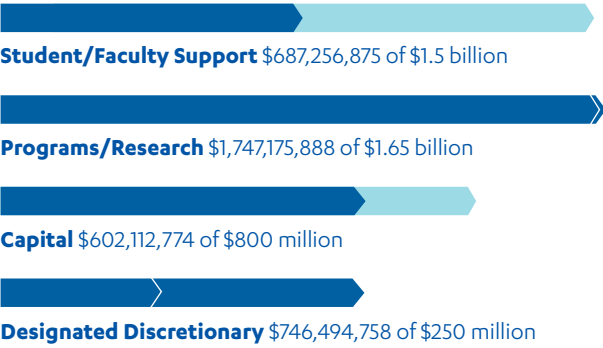
— ALLISON ARINIELLO, MD '19

## Progress Report

### BY UNIT



### BY PURPOSE



Progress charts here: [lettherebe.ucla.edu/progress](http://lettherebe.ucla.edu/progress)  
Data as of 05/07/2018

## Inspiring Celebrations

Donor generosity supports important work at UCLA and gives us occasion to celebrate. In April, we gathered lead donors for an evening of gratitude at the UCLA Luminaries Dinner, currently featured on the Centennial Campaign website. This month more celebrating is in store. Treasured by artists, art lovers, children, and families, the Hammer Museum, which is under the auspices of UCLA School of the Arts and Architecture, recently launched a \$180 million campaign to transform and expand its spaces — more inspiration coming your way.







## IT STARTS AT UCLA

### A First to Bring Lasting Change

UCLA and its donors never shy away from a challenge. One example is how they are leading the way in improving care for individuals with developmental disabilities and their families.

"These individuals have a variety of health issues throughout their lives that are more serious and complex than those of the general population," says Linda Sarna, dean of UCLA School of Nursing. Yet providers, programs, and policymakers often lack the resources to help *all* people thrive.

To answer this critical need, the school just received a gift to create the Shapiro Family Endowed Chair in Developmental Disability Studies, the first such chair in UCLA Nursing. The position will provide national and international nursing leadership with innovative programs and scholarship in the area of disability, empowering graduates to serve the most vulnerable.

To further the school's efforts in the field, the Shapiros also provided program and scholarship assistance, creating the Dr. Mary Ann Lewis Endowment in Developmental Disability. Professor Lewis's studies in nurse-managed care for the developmentally disabled resulted in guidelines for healthcare protocols that have been disseminated to nursing students and practicing nurses throughout California.

Says Ralph Shapiro '53, JD '58, whose giving and service to UCLA span many decades and many disciplines, "Mary Ann Lewis inspired my wife, Shirley, my children Alison and Peter, and me to create this chair."

Through United Cerebral Palsy of Los Angeles, the Shapiros also funded a nursing scholarship for students with an interest in working with people with disabilities. It is named for Deborah Rasmussen, who serves as director of health services for that organization.

"This is a cause close to our hearts," says Peter Shapiro. Like so many efforts at UCLA, it's also a cause for the greater good.

**To help bring better quality of life to people with disabilities through UCLA Nursing, contact Amy Drizhal at 310-794-2358 or [adrizhal@sonnet.ucla.edu](mailto:adrizhal@sonnet.ucla.edu).**

### Spark Hope

An unprecedented problem mandates an unprecedented response, one that employs a vast array of contributions. UCLA Depression Grand Challenge (DGC) is such an effort. In the mix are experts and students from a variety of disciplines and departments, technology and discovery neuroscience, clinical care, and monetary gifts large and small.

Together they are addressing the leading cause of disability and loss of productivity and the major risk factor for suicide — which claims one life every 30 seconds. Depression soon will be the largest contributor to the global burden of disease.

A crowdsourcing campaign conducted through UCLA Spark recently raised \$30,000 for the DGC. Donors Laurie and Steven Gordon, Jan and Bill Mitchell, and Shari and Garen Staglin gave a boost with challenge gifts to the campaign. In sum, 72 generous donors participated.

The DGC is using the funds to advance its component that hits closest to home — the DGC Student Project. Sometimes, numbers speak louder

than words: As part of the project, 3,451 students completed online screening for depression and risk of depression. More than 700 of them signed up for the innovative internet cognitive behavioral therapy treatment study. One hundred and seven students were identified for suicide risk, 87 for mania, and 142 for severe depression. Each of them received treatment from the DGC clinical team.

"This project is a safety net and a lifesaver," says Laurie Gordon. "And with proper funding, it can be those things on a very large scale, improving and saving lives in communities near and far."

**Spread the word — and spread well-being — by contacting Karen Colimore at 310-267-0496 or [kcolimore@support.ucla.edu](mailto:kcolimore@support.ucla.edu).**





## GRADUATES GIVE BACK

### A Generous Helping of Philanthropy

UCLA alumni take a dash of inspiration and make a world of difference. Two second-generation Bruin sisters have done just that.

Seasoned chef Marcie Rothman '68 wanted to donate her collection of more than 1,000 cookbooks to the UCLA Library. As she explored options, Rothman discovered UCLA College's Food Studies minor — and decided to make gifts to endow her cookbook collection *and* establish the Marcie Rothman Centennial Scholars Undergraduate Scholarship.

"What started with me wondering what to do with my cookbooks expanded to supporting students in the food studies minor," Rothman says. "It was a perfect fit."

And it came at the perfect time. Rothman's gift leveraged the UCLA Chancellor's Centennial Scholars Match, an initiative that also motivated her sister. Rita Rothman '70 has given to and served the university — including UCLA Athletics, UCLA College, and The UCLA Foundation — for more than 35 years, receiving the Alumni Association's Award for University Service in 2010.

Taking advantage of the chancellor's match, each of the sisters made new contributions to their family's Academic Advancement Program (AAP) scholarship created by their father, Raymond '43. "With the chancellor's match, we saw an opportunity to extend and pay tribute to our parents' legacy of giving," Rita Rothman says. "It's gratifying to know that the AAP scholarship makes a difference to so many outstanding students in pursuit of their goals of academic excellence at UCLA."

Dean Patricia Turner agrees: "Thanks to the generosity of Rita and Marcie Rothman, and their parents before them, generations of Bruins will earn UCLA degrees without the burden of crippling student debt, ready to make their mark straight out of college."

The Rothman family has helped scholars from all walks of life satisfy their appetites for excellence in school and beyond.

**To help students make the most of their UCLA experience, contact Joy McKee at 310-206-4383 or [jmckee@support.ucla.edu](mailto:jmckee@support.ucla.edu).**

### Love and Loyalty

At UCLA, students join a community that nurtures knowledge and launches careers. And they cultivate connections that last a lifetime.

Herb Kraft '47 knows these benefits well. After starting in chemistry at UCLA, he served aboard two ships in the South Pacific during World War II, then returned to study accounting. He went on to a successful career as founder and owner of American Vanguard Corporation, which manufactures agricultural products.

In gratitude, Kraft began giving to UCLA in 1967 as an Annual Fund donor. Strengthening his commitment each year, he has contributed more than \$436,000. And he nurtures a special affinity for his alma mater as a member of the UCLA Chancellor's Society. "My UCLA education helped me succeed," he says. "That's why I give back."

But professional success is not the only reason Kraft gives back: He met his wife, Eleanor, on her first day at UCLA. They married less than a year

later, and their love story continued for 73 years until Eleanor passed away in 2017. His gifts to UCLA pay touching tribute to their relationship, recognizing the campus that introduced him to the love of his life and his greatest supporter.

Kraft's own great support for UCLA, then, is fitting. He is a regional record-setting donor to the Chancellor's Greatest Needs fund for people, places, and programs across campus. From mentorship for first-generation college students to tailored treatment for those suffering from depression, Kraft's generosity meets urgent needs and strengthens the entire UCLA community.

Whether Bruins meet their spouses on campus, Kraft's gifts will help ensure they leave with a love for learning *and* lasting relationships.

**To contribute to a thriving, caring UCLA community, contact Nicole Measles at 310-983-3083 or [nmeasles@support.ucla.edu](mailto:nmeasles@support.ucla.edu).**







## MAKING CONNECTIONS

### Network Knowledge

Sometimes mixing it up is a good thing. Like when disciplines and technologies come together, and when donors give mixed-use gifts. A \$5 million gift to UCLA Henry Samueli School of Engineering and Applied Science demonstrates both by establishing the UCLA Connection Lab.

As its name implies, the internet research lab will serve as a bridge, uniting the efforts of multiple campus units and connecting the work of scholars ranging from undergraduates to faculty — giving rise to vibrant new technologies and cutting-edge exploration of networks, data, and machine learning.

The generous contribution — a combination of current-use and endowed funds — from Toshiki Todd Mitsuishi provides resources to recruit and retain top faculty and create new research positions for postdoctoral, graduate, and undergraduate students. And it will facilitate startups, seeding priority research and leveraging partnerships with industry and government leaders.

The lab also commemorates the past. For one, UCLA Samueli will upgrade the Internet Experience Center in 3420 Boelter Hall — the site of the first ARPANET node and birthplace of the internet. The enhanced center will inspire new generations with the story of the internet's evolution, told through interactive displays and a virtual reality experience accessible worldwide.

From the first internet transmission to future technological breakthroughs, UCLA Samueli is connecting disciplines and discoveries that connect the world — with the help of friends like Mitsuishi.

**To get in the mix for the UCLA Connection Lab, contact Brandon Baker at 310-206-5303 or [bbaker@support.ucla.edu](mailto:bbaker@support.ucla.edu).**

### A Major Gift in a Minor Key

A local *and* global leader, UCLA is home to people and programs that bring the world to Los Angeles, including the largest Iranian population outside of Iran and UCLA's neighbor on the Westside. The university's special relationship with that community just got more harmonious.

The Farhang Foundation and UCLA have an existing partnership, including UCLA Film & Television Archive's annual Celebration of Iranian Cinema. Now a new gift of \$1 million from the foundation, a community-based leader in Iranian cultural initiatives, enables UCLA to envision a minor in Iranian music in The UCLA Herb Alpert School of Music, making it possible for students across campus to learn and appreciate traditional and contemporary music of the region.

The Farhang Foundation's contribution will create a place for the study and performance of Iranian music at UCLA and on the Westside. Possible areas of study include Iranian music ensembles, courses on the music of Iran and neighboring regions, and interdisciplinary courses featuring the cultures of Iran.

Continuing recent momentum, the contribution stands to up the volume on the Iranian Music Program, which restarted in 2016 after more than 20 years. Revived by Amir Hosein Pourjavady, PhD '00, the program quickly piqued student interest and built a sizable waitlist. Initially funded quarter by quarter with key gifts from individual donors, the program received a recent gift from Roshan Cultural Heritage Institute, helping more students participate and stabilizing course offerings for two years.

Through its well-known ethnomusicology department, UCLA has shared music from around the world for decades. The Farhang Foundation's gift will amplify that ability while strengthening a community right around the corner.

**To help UCLA students find global learnings in local contexts, contact Ava Sadripour at 310-206-5645 or [asadripour@schoolofmusic.ucla.edu](mailto:asadripour@schoolofmusic.ucla.edu).**



# LET THERE BE ARTISTS EMPOWERED

In the right hands, the arts are a powerful force for positive change. Milton and Judith Stark firmly believed UCLA can steward that power, and they gave a last — and lasting — gift as a finale to their years of supporting the university.

“Milton and Judith Stark were visionaries for the arts — as performers, advocates, and patrons,” says Linda Schmidt, the couple’s niece and estate executor. “Their passion, to the day Uncle Milt passed away at 103, was to create a way for upcoming artists to receive support as they begin their careers.”

Motivated by that mission, actor Milton Stark left \$2 million to support students in disciplines ranging from music and painting to the performing arts. His gift expands the existing Judith and Milton R. Stark Scholarship endowment, enabling The UCLA Herb Alpert School of Music, UCLA School of the Arts and Architecture, and UCLA School of Theater, Film and Television to distribute up to ten times the amount of previously awarded support.

Remembered as generous, creative, and engaged, Stark gave even more. After an entertainment career that included screen and voice acting, talent recruitment, copywriting for CBS Radio, and dialogue coaching, he designated UCLA as the

beneficiary for his SAG-AFTRA residuals, among other gifts.

Judith Stark ‘31 left an equally distinguished legacy as a friend of the arts. A dancer and philanthropist, she founded Theatre Vanguard with her husband in the 1970s to promote new artists’ works, then donated the organization’s papers to UCLA’s Performing Arts Library. She also hosted theatrical salons to entertain friends and supported arts organizations, including the Center for the Art of Performance at UCLA.

The Starks knew early on that UCLA would be the perfect place to train a new generation of creative change-makers. Following their first gift to establish a scholarship in 1986, they continued to grow the fund over the years to advance emerging artists. Says Schmidt: “What an honor for them to have their dream to create a better world through the arts live on through their lasting legacy at UCLA.”

**To join the Starks in supporting the world’s next influential artists, contact James Gallo at 310-794-2369 or [jgallo@support.ucla.edu](mailto:jgallo@support.ucla.edu).**

**Interested in leaving your own legacy? Answer the UCLA Bequest Challenge by contacting Nicole Dunn at 310-267-4063 or [ndunn@support.ucla.edu](mailto:ndunn@support.ucla.edu).**

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\*In memoriam. With gratitude for their loyalty, generosity, and service.  
\*\*Chair Emeritus