

CENTENNIAL CAMPAIGN

LET
THERE
BE **RELIEF**
THROUGH
RESEARCH

MAGNANIMITY MEETS A GREAT NEED

Every 10 seconds, someone in the U.S. goes to the emergency room with a migraine-related complaint. Migraine, a disorder that is debilitating to hundreds of millions of people worldwide, affects women more than men and tends to be inherited. It is a significant public health problem. Yet despite its staggering social and economic costs, migraine is the least publicly funded of all neurological illnesses relative to its impact on the economy.

Recognizing the serious need — and knowing that UCLA has the expertise to respond to it — Wendy and Leonard Goldberg recently pledged a remarkable contribution to UCLA health sciences, a large portion of which is allocated for the neurosciences, in particular migraine research.

“The Goldberg gift, the largest gift ever from individuals to support this type of discovery, will completely transform the landscape of migraine research and treatment at UCLA,” says Dr. Andrew Charles, the Meyer and Renee Luskin Chair in Migraine and Headache Studies. Charles, who also directs the migraine program in David Geffen School

of Medicine at UCLA, says the gift will enable a multi-disciplinary team to bring forward new therapies, provide the best care, and improve quality of life for those who suffer from migraine.

The gift establishes and endows the UCLA Goldberg Migraine Program. In honor of their longtime generosity to UCLA, dating back to 1981, the building at 300 Westwood Boulevard has been named the Wendy and Leonard Goldberg Medical Building.

“Leonard and I have seen firsthand in friends and family members how debilitating migraines can be,” says Wendy Goldberg. “We are eager to help find better treatments and, ultimately, a cure.”

Thanks to their uncommonly generous gift, the most common neurological condition in the developed world will face in UCLA a bolstered and inspired opponent.

To support the neurosciences at UCLA, contact Karen Colimore at 310-267-0496 or kcolimore@support.ucla.edu.

The CENTENNIAL Campaign for **UCLA**

405 Hilgard Avenue
Los Angeles, CA 90095

SPEAKING OF THE CENTENNIAL CAMPAIGN



On Empowering Others

UCLA and I share many passions. One of them is helping people fulfill their visions, encouraging others and giving them agency to address the world's most pressing issues. UCLA enabled me to do that as a student, and my experience there is making it possible for me to continue on that journey.

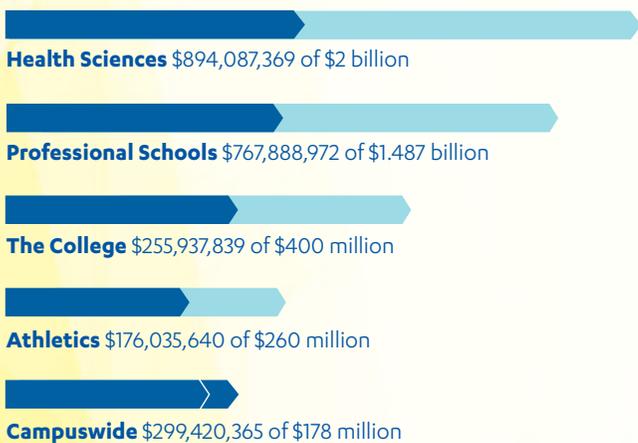
My mother, who emigrated from Kenya, dreamed of attending UCLA even before moving to the U.S. Eventually, her will and dreams became my own. Hard work and a Jackie Robinson Scholarship enabled me to attend the university, where I quickly realized how the school could capture the heart of a young girl on the other side of the world.

When I was still in Westwood, I co-founded the UCLA Global Citizens Fellowship to send other students abroad. UCLA supported me every step of the way and gave me the Charles E. Young Humanitarian Award to recognize my work. I'm across the country now, furthering a race and poverty program for the Equal Justice Initiative in Alabama, but my connection with UCLA endures through our common goal to empower others, just as the university empowered me with help from donors like you. That's what the Centennial Campaign is all about: helping others apply their potential toward progress.

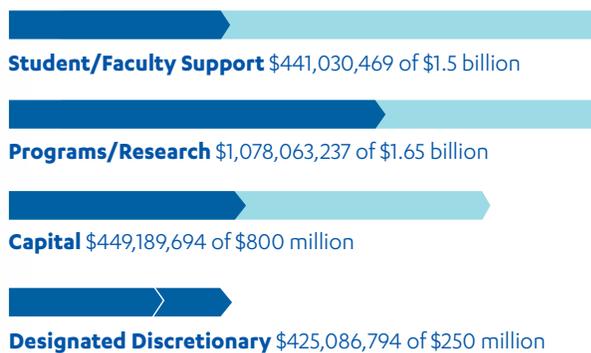
—AJWANG RADING '14

Progress Report

BY UNIT



BY PURPOSE



Thanks to the thoughtful generosity of donors like you, UCLA is 57 percent to campaign goal! Dig into the details at giveto.ucla.edu/our-progress.

Data as of 2/1/2016

March with Momentum

In this first month of spring, we welcome the growing reach of The Centennial Campaign for UCLA. The generosity of our donors continues to help the work of the university touch more people and places. In May, we'll celebrate the campaign in Northern California with two stirring events created to bring to life some of our success stories — guaranteed to put a spring in everyone's steps.



FAMILIES. FOUNDATIONS. PHILANTHROPY.

Transforming Faculties

A great university, like UCLA, is a melting pot of dynamic people and ideas. On our campus, budding and established scholars from a wide range of cultures apply their varying perspectives to an even wider range of disciplines. A recent gift from the Andrew W. Mellon Foundation will further establish UCLA as a West Coast hub for interdisciplinary scholarship and developing diverse faculty. The foundation has given \$440,000 to create a six-week summer program

known as the Mellon Mays Undergraduate Fellowship (MMUF) Writing and Research Training Program. This intensive writing and research experience will serve as a model for institutions across the country, further establishing UCLA as a place for firsts.

Since 1988, the Andrew W. Mellon Foundation has been working to transform college faculties through increased diversity. Named after the historic educator and mentor to Martin Luther King Jr., Dr.

Benjamin E. Mays, the MMUF encourages minority students and others committed to the ideals of the program to enter PhD programs. Five new MMUF fellows are selected annually from each of the 46 member institutions.

During the summer, MMUF fellows are encouraged to apply to research programs at other West Coast colleges and universities. However, summer programs are limited in number, making entry highly competitive. The MMUF Writing and Research Training Program will expand such opportunities by reserving 15 of its 20 spots for students from West Coast schools.

This UCLA program also recognizes the vital interdependence between the writing and research disciplines, which are at the core of every academic subject. Thanks to our forward-thinking donor, these disciplines will be brought together into a single dynamic course, yet another example of UCLA's innovation and dedication to striving at once for excellence and diversity.

To learn more about this and other programs that provide opportunity, contact Jenn Foley at 310-925-9873 or jfoley@support.ucla.edu.



Sleep on It

Sleep disorder illness, which has reached epidemic proportions, can affect overall health, safety, and quality of life. Snoring, insomnia, sleep apnea, sleep deprivation — all are detrimental, and all are within the purview of Dr. Frisca Yan-Go, an expert in sleep medicine who helped develop the UCLA Sleep Disorder Center. To honor her 25 years of service at UCLA, the Go family and Yan-Go's colleagues have given \$250,000 to create the UCLA Frisca Yan-Go, MD Endowed Lectureship in Sleep Medicine.

Since 1988, Yan-Go has grown the center from a one-doctor clinic to a comprehensive, multidisciplinary program that includes faculty from the departments of neurology, medicine, pediatrics, psychiatry, neurobiology, anesthesiology, and nursing.

The UCLA Frisca Yan-Go, MD Endowed Lectureship will bring outstanding national and international sleep specialists to UCLA annually as visiting faculty and consultants to the sleep program. Each year, a seven-person multidisciplinary committee will select the lectureship.

"Frisca and I have achieved our dreams in our academic careers largely because of the generosity of others," says Dr. Vay Liang (Bill) Go, who co-directs the UCLA Agi Hirshberg Center for Pancreatic Diseases. "I know how important gifts are to advancing research and education. My family and Frisca's colleagues are thrilled to support this program that Frisca has been instrumental in building."

Currently active as a recall faculty, Yan-Go inaugurated the lectureship in January 2016 and will continue her work with her colleagues and collaborators supported by grants from the National Institutes of Health.

To help UCLA support better sleep habits, contact Karen Colimore at 310-267-0496 or kcolimore@support.ucla.edu.



Source: NIH National Heart, Lung, and Blood Institute

GRADUATES WHO GO ON GIVING



Raising the Bar

For the third time, UCLA Law's Entertainment, Media and Intellectual Property Law Program has been named the top entertainment law program in the country by *The Hollywood Reporter*. The top ranking is based on the number of alumni who are included on the publication's "Power Lawyers list," a catalog of Hollywood's 100 most influential attorneys. Among those attorneys is one of UCLA's most loyal alumni, Kenneth Ziffren, JD '65, who recently gave \$5 million to UCLA School of Law to establish The Ziffren Center for Media, Entertainment, Technology and Sports Law.

It's fair to say that Ziffren, who served as a neutral mediator in resolving the Writer's Guild strike in 1988, has had a hand in raising the bar at UCLA Law. One of the country's leading entertainment lawyers, Ziffren was named Los Angeles' film czar in 2014, charged with increasing television and film production in California. He brings his leadership to UCLA Law, too. In addition to teaching two seminars in the school, he co-chairs the UCLA School of Law Board of Advisors, chairs the Entertainment & Media Law Program, and serves as a member of The Centennial Campaign for UCLA Cabinet.

Not surprisingly, he has been contributing financially to the university for more than 40 years. Thanks in part to Ziffren's extensive involvement and considerable generosity, UCLA Law continues to attract the best and offer the best.

Says Ziffren: "It's very gratifying to be able to extend support to the next generation of leaders and to help guarantee that the law school's center will continue to be the best in the nation."

To help take UCLA Law to the next level, contact Lindsey Williams at 310-206-1122 or williams@law.ucla.edu.

In the Market for Excellence

When it comes to business, few know it like UCLA alumnus Bernard ("Bernie") Briskin '49. After serving in WWII in the Marine Corps from 1943 to 1945, Briskin graduated from what is now UCLA Anderson School of Management with a BS in business administration. He went on to grow Gelson's Markets into one of the most prestigious grocery store chains in Southern California.

Now he and his wife, Judy, who also attended UCLA, want to ensure that talented marketing students at the UCLA Anderson School of Management are recognized and supported for their excellence. Their generous gift establishes the Judy and Bernard Briskin Marketing Specialization Program Fund. This endowed fund provides fellowships to Anderson School students specializing in marketing; it also establishes the "Briskin Marketing Student of the Year" award in the MBA and fully employed MBA programs. In addition, the gift will bring marketing field leaders — "Briskin Distinguished Visitors" — to speak at special UCLA seminars and go toward state-of-the-art technology and other high-priority needs.

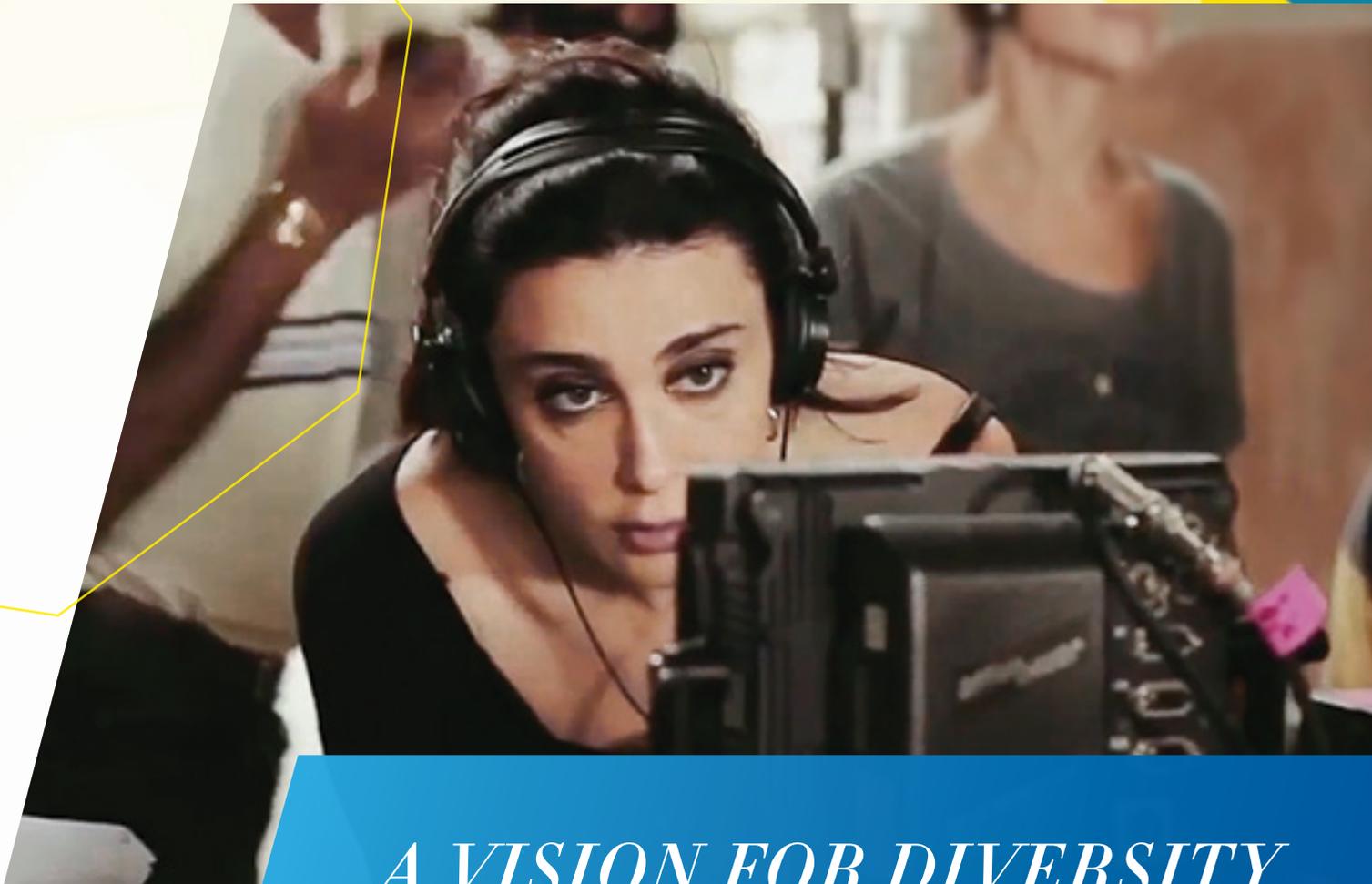
"The economic health of our country depends

on our future leaders of commerce," Briskin says. "We want to ensure those students have the best possible chance to make a difference."

To recognize this significant donation, UCLA will rename the existing spacious Anderson Plaza the Judy and Bernard Briskin Family Plaza.

If you're in the market for innovative programs to support, contact Daniel Riley at 310-825-7907 or daniel.riley@anderson.ucla.edu.





A VISION FOR DIVERSITY

For Hani Farsi, philanthropy is a family tradition, and he's bringing it forward. His father was a civic leader and philanthropist who did much to shape and bring culture and the arts to Jeddah, Saudi Arabia. The younger Farsi has many charitable credits to his name, too, including personally subsidizing the famed London Donmar Warehouse Theatre and saving it from closure.

Now chairman of the Corniche Group, whose Corniche Media has co-produced several acclaimed films, Farsi is partnering with UCLA School of Theater, Film and Television (TFT) to develop outstanding humanistic storytellers, industry leaders, and scholars whose diverse voices enlighten, engage, and inspire change for a better world. A grant-making foundation named for his father, the Mohamed S. Farsi Foundation, and TFT have created the Hani Farsi Graduate Scholarship Fund, which includes three four-year, full-ride graduate scholarships for the school's Master of Fine Arts in Directing program. The goal: to give voice to the

unique perspective of Arab women through the power of storytelling and film.

Studies show that prospects for women directors are inadequate throughout the entertainment industry. "I think we can bring about social change through this," Farsi said at Cannes, where, as co-owner of French distribution and sales company Le Pacte, he had eight films for sale last year.

The first three scholarship recipients started TFT in the fall of 2015. One of them, Amani Alsaied, says this of her experience so far: "The TFT MFA Directing Program is

focused on equipping filmmakers with the necessary knowledge and training while empowering their individual voices in the process. I feel fortunate to be among TFT's filmmakers through the Hani Farsi Scholarship Program."

The fund is another way UCLA is pioneering change through philanthropy.

To bring a diversity of visions and voices to the entertainment and performing arts industries, contact Fred Bush at 310-206-5999 or fbush@tft.ucla.edu.



The inaugural Hani Farsi scholars (left to right) Farah Shaer, Amani Alsaied, and Hanadi Elyan had the good fortune to meet their benefactor, Hani Farsi, at an intimate lunch hosted at UCLA School of Theater, Film and Television by TFT Dean Teri Schwartz.



LET THERE BE MUSIC TO OUR EARS

From touch football to touching lives through generosity and music — the story of Dr. David Dobrow is a fascinating one of resilience and discovery. It also is a story in which UCLA plays a key role. Dobrow was an athlete, actor, World War II veteran, doctor, and music lover. His coda — a \$11.7-million bequest to UCLA Herb Alpert School of Music — adds “generous philanthropist” to his list of accomplishments.

The bequest, from David and his late wife, Dr. Irmgard Dobrow, is supporting the performance of classical music at UCLA. The generous contribution from Dobrow, who played football at UCLA and did not study music, came as a surprise to those at the music school. But Dobrow’s longtime friend Clarence Lederhos, who became trustee of Dobrow’s estate, knows the impetus behind the gift.

“Somewhere along the way David took up the trumpet, and there was a certain point at which he discovered classical music, and he just fell in love with it,” says Lederhos. “I’d go to his house, and the music would be turned on loud, the whole house reverberating with gorgeous music, even when he became hard of hearing.”

Dobrow grew up in Beverly Hills and, according to Lederhos, loved his time as a Bruin. “He was incredibly proud he graduated from there,” he says.

That pride, his passion for music, and his philanthropic spirit have come together in perfect harmony to make sure classical music resounds at UCLA Herb Alpert School of Music.

To chime in with your support for music at UCLA Herb Alpert School of Music, contact Ava Sadripour at asadripour@arts.ucla.edu or 310-206-5645.

The CENTENNIAL Campaign for **UCLA**

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