Motivated to give. Giving to motivate.

A leader is someone who is inspired and inspiring, someone with vision to see how the world could be better, courage to take action, and passion that ignites others. With a $100 million gift to UCLA Anderson School of Management, Marion Anderson demonstrates leadership and a profound belief in the school’s mission to educate agents of change.

A mix of endowment and seed funding, the $100 million will strengthen UCLA Anderson’s firm foundation and ensure that its students and faculty will continue to bring their talents and ingenuity to bear on bettering society.

Sixty million dollars in endowed funding will support student financial aid and fellowships, faculty and research funding, and innovative programs. Forty million dollars is seed funding for a new building equipped with advanced technology and spaces for collaboration, both of which will advance learning.

This generous contribution brings John ’40 and Marion Anderson’s giving to the school to $142 million. The school was named John E. Anderson Graduate School of Management in 1987 to recognize the couple’s first gift.

Consistently ranked among the nation’s best business schools, UCLA Anderson has earned a reputation as an educator of innovators. Among Anderson’s graduates are: a former director of the NASA Marshall Space Flight Center, a leadership coach named one of the top 10 most influential business thinkers in the world, one of the world’s leading volunteer-philanthropists, and award-winning economists, to name only a few.

Says Anderson, “I hope this gift enables UCLA Anderson to continue bringing the very best faculty here to teach these remarkable students, who I know will do great things with their education. I also hope it will motivate other people to give.”

To support management leaders, please contact Laura Parker at (310) 794-2304.
ON TEAMWORK

One of the greatest things about playing football is being a part of a team. My life and career have been marked by working with those around me to achieve goals. Sharing efforts, triumphs, and even difficulties while working toward a common goal is rewarding. And it creates an intense sense of loyalty. So even though I haven’t played football for UCLA since 1988, I’m still a Bruin through and through.

The Centennial Campaign for UCLA is not a game, but it requires teamwork just the same. Every player and every quarter counts. That’s why you get this quarterly newsletter that updates you on the collaboration that characterizes fundraising and the work it supports.

Stories in this issue run the gamut: an epic $100 million gift to support management studies, a tale of a passionate alumna helping history inform the future, and television stars supporting students. I have given back to my alma mater by endowing a scholarship for a football student-athlete, supporting the Terry Donahue Pavilion at the Rose Bowl and, more recently, with a gift to the planned Wasserman Football Center.

I hope the stories on these pages inspire you to give. Giving is winning.

—TROY AIKMAN

Progress Report

BY UNIT

Health Sciences $792,189,326 of $2 billion
Professional Schools $691,255,846 of $1.362 billion
The College $232,587,061 of $400 million
Athletics $166,403,094 of $260 million
Campuswide Initiatives $106,181,271 of $178 million

BY PURPOSE

Student/Faculty Support $425,057,832 of $1.5 billion
Programs/Research $950,848,546 of $1.65 billion
Capital $367,002,205 of $800 million
Unrestricted $332,421,649 of $250 million

Data as of 08/17/2015

FY (Fabulous Year) ’15

UCLA’s fiscal year 2015 ended on June 30. Thanks to you and others, it also ended on a high note. Having surpassed our $550M Centennial Campaign fundraising goal for the year, we entered FY ’16 grateful for our philanthropic partners and emboldened by the progress you’ve made possible.
A Spectrum of Support

You almost can sense the synapses firing across campus after James L. Easton’s ‘59 recent $36 million gift to UCLA. Building on the Eastons’ history of philanthropic support for the university, a large portion of this contribution is taking to a new level UCLA’s interdisciplinary research and innovation in brain health.

The generous new commitment will help UCLA continue to build an influential nexus of cross-campus research into neurodegeneration and brain and body from injury.

$22 million for David Geffen School of Medicine at UCLA will bolster the efforts of experts in the department of neurology working to prevent, predict, and treat neurodegeneration and in the department of neurosurgery conducting concussion and TBI research. $3 million for UCLA Henry Samueli School of Engineering will be used to develop innovative protective materials to monitor and protect the brain.

Prior Easton gifts have gone to establish the Mary S. Easton Center for Alzheimer’s Disease Research and the Easton Center for Advanced Materials and to support Operation Mend, among other areas. The Easton continuum of giving and the work it advances will improve and save the lives of millions of veterans, athletes, the aging, and more.

Of the new contribution, $7 million will support the Easton Technology Management Center in UCLA Anderson School of Management. And just to make sure all bases are covered, $2 million will support capital improvements for the Easton Softball Stadium.

Easton, who graduated from UCLA’s School of Engineering, served as chair and CEO of Jas D. Easton, Inc. His continued generosity will help the university in myriad ways, including making UCLA a powerhouse in the essential and timely area of brain health.

To support brain health, please contact Kathryn Carrico (310) 825-2558.

Up to the Challenge

Responding to grand challenges requires great commitment. Fortunately, commitment is in the Bruin DNA.

Two members of the UCLA family are stepping up and investing in the future of Los Angeles by giving to the UCLA Sustainable LA Grand Challenge. The goal of the project, one of two Grand Challenge initiatives underway at UCLA, is to attain 100 percent renewable energy, 100 percent local water, and enhanced ecosystem health for the Los Angeles region by 2050.

With a $5 million gift, longtime supporter the Anthony & Jeanne Pritzker Family Foundation has established the campus-wide Pritzker Sustainable LA Grand Challenge Catalyst Fund. The fund will be used to advance environmental and sustainability research and strategies and to enhance interdisciplinary collaboration among UCLA experts working on these issues. Tony Pritzker, co-chair of the Centennial Campaign for UCLA Executive Committee, says, “It gives our foundation much satisfaction to know we are working with UCLA to create a 100 percent sustainable Los Angeles.”

Another Bruin, Norman Powell ‘59, is contributing $525,000 to the cause. This gift will support a Grand Challenges data scientist at the UCLA Library to support interdisciplinary information exchange. The gift also will fund the Powell Sustainable LA Policy Fellows to conduct governance and policy studies vital to our success.

The Sustainable LA Grand Challenge exemplifies two of the most important characteristics of UCLA: the collaborative spirit of our experts in nearly every field imaginable and the university’s dedication — as an integral part of Los Angeles — to improving our community’s quality of life.

To support The UCLA Sustainable LA Grand Challenge, please contact Deborah Miller at (310) 794-2396.
REWARDING RESEARCH

Building on a Foundation

When Melvin and Bren Simon created the Melvin and Bren Simon Charitable Foundation, they wanted to support medical centers that strive to deliver care, foster education, and produce research in critical areas of medicine. UCLA’s academic medical center does all of that and more.

In 2010, with a multi-million dollar gift made in memory of Melvin Simon, the foundation established the Melvin and Bren Simon Digestive Diseases Center at UCLA, an umbrella structure for all of the clinical operations and centers for excellence of the UCLA Division of Digestive Diseases. Now a new gift from the foundation significantly increases its commitment to the center and will enable continued comprehensive and multidisciplinary work in the arena of complex gastrointestinal disorders.

Funds from the foundation already have been used to recruit distinguished faculty, expand training programs, and advance investigation and treatment in such areas as nutrition, brain-gut science, chronic pain, and early cancer detection. From expediting drug discoveries to unraveling the mysteries of inflammation and the autoimmune system, the division has become a leader in translating research into innovative healthcare.

“My family is grateful that our gifts can help UCLA move forward groundbreaking science and exceptional, cost-effective care,” says Simon. This new commitment demonstrates our confidence that UCLA will continue to use our philanthropic support to improve the lives of patients and their families.”

To support digestive diseases research, please contact Laurel Zeno at (310) 825-1980.

Life is On

Revlon’s new brand platform, Love is On, is about much more than what’s on the face of it. It’s about love and positivity, and it encompasses the company’s new philanthropic plan of fewer, bigger, and more influential gifts to women’s health initiatives.

Revlon Chair Ronald O. Perelman, CEO Lorenzo Delpini, and global brand ambassador Halle Berry celebrated the endeavor at an event June 3 by announcing a $1 million donation to Revlon/UCLA Women’s Cancer Research Program. The announcement came at a luncheon honoring Dr. Dennis Slamon, director of the program and a member of the UCLA Jonsson Comprehensive Cancer Center, for his outstanding achievements in cancer research.

Courtney Cox, Elaine Irwin, and Lorraine Bracco also attended.

Since 1990 the largesse of Revlon and its chair, Ronald O. Perelman, have played an enormous part in making possible Slamon’s remarkable work in breast cancer research. They have provided millions of dollars in support for breast cancer research and helped expedite FDA approval of Herceptin, an accomplishment that changed breast cancer from a death sentence to a treatable disease. The drug continues to save millions of lives. But Slamon did not stop there; he led the recent decade-long development of Ibrance, a pioneering new drug to treat the most common form of breast cancer. The FDA approved Ibrance in January 2015.

And Revlon isn’t stopping either.

“Our work is far from over, but the tremendous advancements we have made in the field of breast cancer treatments — and the role of Revlon’s and Ron’s support in getting us here — cannot be overstated.”

“To support cancer research, please contact Stephanie Witte at (310) 206-3878.
A History Alumna Gives to Humanities’ Future

You read earlier in this newsletter about support for UCLA’s campus-wide collaborative work on the sustainability grand challenge. A recent gift to UCLA College will enhance that effort from a different vantage point.

Marcia Howard ’54 recently contributed a $1 million lead campaign gift to establish the Marcia H. Howard Term Chair in Literary Studies in the English Department. The inaugural holder of that chair, Professor Ursula K. Heise, is a prominent scholar of the emerging interdisciplinary field of environmental humanities (EH). EH brings together historians, literary and new media scholars, scientists, philosophers, and art historians to study the influence of cultures on how we define nature. The field helps prepare citizens to make better decisions in an era of rapid environmental and social changes.

Howard has supported many areas on campus and is a vocal advocate for the humanities at UCLA. “The study of humanities is essential to all aspects of life. It teaches us to think, reason, write, and explore the meaning of what it is to be human. UCLA offers several programs that integrate the humanities with other fields. I can think of nothing that is more important to support.”

Heise is an English professor, a faculty member of UCLA’s Institute of the Environment and Sustainability, a 2011 Guggenheim Fellow, and past president of the Association for the Study of Literature and the Environment. “This gift is very forward thinking,” she says. “I so appreciate Marcia’s belief in my work, which I hope will help people better understand and appreciate biodiversity and the stories we tell about endangered species.”

To support the humanities, please contact Sarah Murphy at (310) 794-9005.

Loyal Advocates for Education

Maxine and Eugene ‘56 Rosenfeld absolutely embody the kind of loyalty Troy Aikman touches on in his message on page two. Among UCLA’s most devoted philanthropic partners, the couple recently added to their long list of gifts by establishing the Maxine and Eugene Rosenfeld Chair in Medical Education. In doing so, they also bolstered David Geffen School of Medicine at UCLA’s ability to attract and keep highly sought-after faculty, who in turn attract the brightest students.

The inaugural holder of the chair is one of the school’s most innovative and passionate leaders, Clarence H. Braddock, vice dean for education. Braddock’s vision is among the reasons that in 2014–15, 11,231 candidates applied for one of 175 spaces in the first-year class. The school’s curriculum emphasizes the importance of treating disease and preserving health through prevention.

“Endowed chairs are critical to our efforts to recruit and retain the best faculty leaders,” says John Mazziotta, vice chancellor for UCLA Health Sciences and dean of the medical school. “In creating this chair, the Rosenfelds demonstrate more than generosity; they demonstrate an understanding of the profound importance of supporting medical education at a time when experts are predicting a shortage of doctors in the U.S.”

Recruited to UCLA in 2013, Braddock is a national figure in medical education and recently was named chair of the board of directors for the American Board of Internal Medicine. “Eugene and I share UCLA’s passion for providing exceptional educational opportunities. We know the medical school will use these funds toward that end,” says Maxine Rosenfeld.

A celebration of the Rosenfeld chair and Braddock’s appointment was held at the Chancellor’s residence July 30.

To support medical education, please contact Kathryn Carrico at (310) 825-2558.
Here’s a true Hollywood story: The co-creators and cast and crew of one of the world’s most watched television shows endow a scholarship fund at one the world’s best universities.

The Chuck Lorre Family Foundation made an initial gift to endow The Big Bang Theory Scholarship Endowment at UCLA, which will provide financial support for students studying science, technology, engineering, and mathematics (STEM). Subsequent gifts from nearly 50 people associated with the show have resulted in the endowment reaching more than $4 million. Among the contributors are two members of the UCLA family: alumna and one of the show’s stars Mayim Bialik ’00, PhD ’07 and UCLA physics professor and the show’s scientific advisor, David Saltzberg. Cast members Johnny Galecki, Jim Parsons, Kaley Cuoco-Sweeting, Simon Helberg, Kunal Nayyar, Melissa Rauch, and executive producers and crew members also gave to the fund.

The Big Bang Theory, a wildly popular sitcom that follows — appropriately — the lives of four young physicists, recently completed its eighth season. The fund will provide financial assistance for 20 aspiring Big Bang Theory Scholars in science and technology. “We feel very fortunate because of the success of the show,” says Lorre, “a show that’s based on the scientific community and supported by it. This is our chance to give back to that community and to grow its ranks by educating the next generation of scientists, engineers, and mathematicians.”

UCLA is committed to educating students from all economic backgrounds; this endowment will help ensure that economic standing does not hinder a talented student’s shot at success.

In an exciting plot twist, the inaugural group of scholarship recipients, joined by the show’s stars and producers and UCLA representatives, will be announced this fall on the set of The Big Bang Theory.

To support STEM scholarships, please contact Rhea Turteltaub at (310) 794-5567.