

UCLA

# CENTENNIAL CAMPAIGN


September 2018

UPDATE Nº16

[lettherebe.ucla.edu/sep18](http://lettherebe.ucla.edu/sep18)



## LET THERE BE *STRENGTH IN NUMBERS*



How does UCLA top having its best fundraising year ever? By surpassing the Centennial Campaign goal 18 months ahead of schedule. Through donor generosity, the university is breaking records and barriers, making history and a better world.

In an extremely strong showing, UCLA surpassed the \$4.2 billion threshold early, thanks to a record-breaking 2017–18 fiscal year. During the 12 months ending June 30, UCLA raised more than \$880 million. UCLA's previous highest total was \$664 million in FY 2015–16. Imagine what 2018–19 can bring — and what it will bring to bear on society!

Through gifts of all sizes from philanthropic partners representing a wide array of interests, the campaign is advancing life-changing work in medicine and health, arts and culture, equity and inclusion, STEM, law and justice, humanities, student scholarship, and the educational experience — to name a few. Many donors have redoubled their commitment by giving again and again to advance UCLA's public

mission of teaching, discovery, and service.

"We are deeply inspired by the support we have seen for UCLA during this campaign," says UCLA Chancellor Gene Block. "The success is a testament to the great value our university brings to people locally and globally."

Anthony (Tony) Pritzker, who co-chairs the campaign with Garen Staglin '66, says, "It's inspiring to witness all that UCLA, a world-class institution, has accomplished and to imagine the tremendous influence it will have in its next century."

That work and the fundraising go on! Inspired by emerging and not fully funded priorities, including scholarships and the UCLA Grand Challenges; the quest for continued excellence; the palpable energy of the campaign; and gratitude — we're still going strong.

**To add your support for a cause and a winning campaign, contact Katie Holland at 310-206-7228 or [kholland@support.ucla.edu](mailto:kholland@support.ucla.edu).**

The CENTENNIAL Campaign for **UCLA**

405 Hilgard Avenue  
Los Angeles, CA 90095

# SPEAKING OF THE CENTENNIAL CAMPAIGN



## UCLA: L.A.'s Greatest Resource

As president of World Trade Center Los Angeles, I am charged with promoting this great region and attracting foreign investment to help create more jobs. UCLA often comes up in my professional conversations. Its reputation as a premier public research university whose important work infuses L.A. is a huge draw for potential investors and businesses. So it's easy for me to praise UCLA's fantastic work and affirm the local and global influence of the university.

The opportunities UCLA provided me, including scholarship support and an unparalleled educational experience — first at the College and then at Luskin School of Public Affairs — prepared me fully for a career I love and made me a better community member and world citizen. I hope future Bruins have similar opportunities.

Donors like you help make that the case for so many who come to UCLA to improve their lives and those of others, and the unprecedented success of the Centennial Campaign is proof of that. Thank you. Like Los Angeles, I am fortunate to be inextricably linked with UCLA. It is a privilege I don't take lightly.

— STEPHEN CHEUNG '00, MSW '07

## OFF THE CHARTS

**Fiscal Year '18:**  
A year to beat all years.



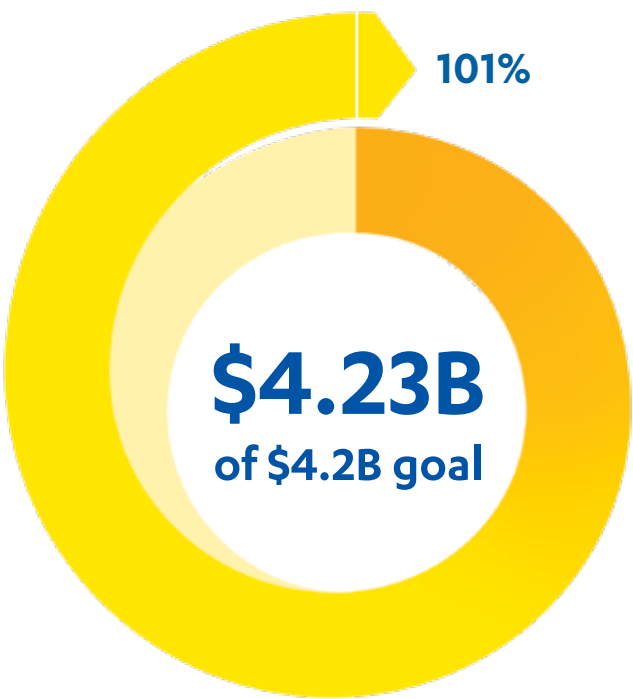
**\$1M+ gifts:**  
109

**Alumni giving:**  
\$233M

**Endowment giving:**  
\$368M

Data as of 06/30/2018

**Campaign: already past goal.**  
18 months to go.



**Broken records here:**  
[lettherebe.ucla.edu/progress](http://lettherebe.ucla.edu/progress)



# FOCUSED PHILANTHROPY



## Partners in Promoting Ability

Without the right resources, people with developmental disabilities, such as cerebral palsy and autism, can face very challenging lives. UCLA is just the right resource and is committed to help children and families by nurturing their strength and enabling them to live life to the fullest.

That commitment has been strengthened again and again by Ralph '53, JD '58, Shirley '59, Peter, and Alison Shapiro. For example, they have supported UCLA's Developmental-Behavioral Pediatric Fellowship Program, which

trains future field leaders in areas ranging from neonatal intensive care to learning and attentional difficulties.

"Society has a responsibility to care for the most vulnerable individuals and families," says Peter Shapiro. "Our partnership with UCLA empowers faculty and students with the knowledge to meet that need."

The Shapiros' latest gift will support four endowed term chairs in pediatrics at David Geffen School of Medicine at UCLA. One of the family's existing chairs is held by Dr. Irene

Koolwijk, who directs the fellowship program and researches conditions like ADHD, autism, learning disabilities, and anxiety.

New chairs named for Alison and Peter will further clinical care, provider training, curriculum development, and collaboration. The fourth chair, funded through a partnership between the Shapiros and United Cerebral Palsy of Los Angeles (UCPLA), honors Ronald Cohen, who is retiring after more than 30 years as UCPLA's president and CEO.

"UCLA is proud to continue collaborating with the Shapiro family," says Dr. Sherin Devaskar, Mattel Executive Endowed Chair of the department of pediatrics. "The endowed chairs are testaments to their philanthropic leadership in providing enhanced care and services for individuals with disabilities."

With the Shapiros' support across campus, UCLA is giving children and families the opportunity to thrive.

**To join UCLA and the Shapiros in finding ways to help all people flourish, contact Kat Carrico at 310-825-2558 or [kcarrico@support.ucla.edu](mailto:kcarrico@support.ucla.edu).**

## Seeing the World — Better

Envisioning progress starts with the ability to see clearly. UCLA Stein Eye Institute enables both.

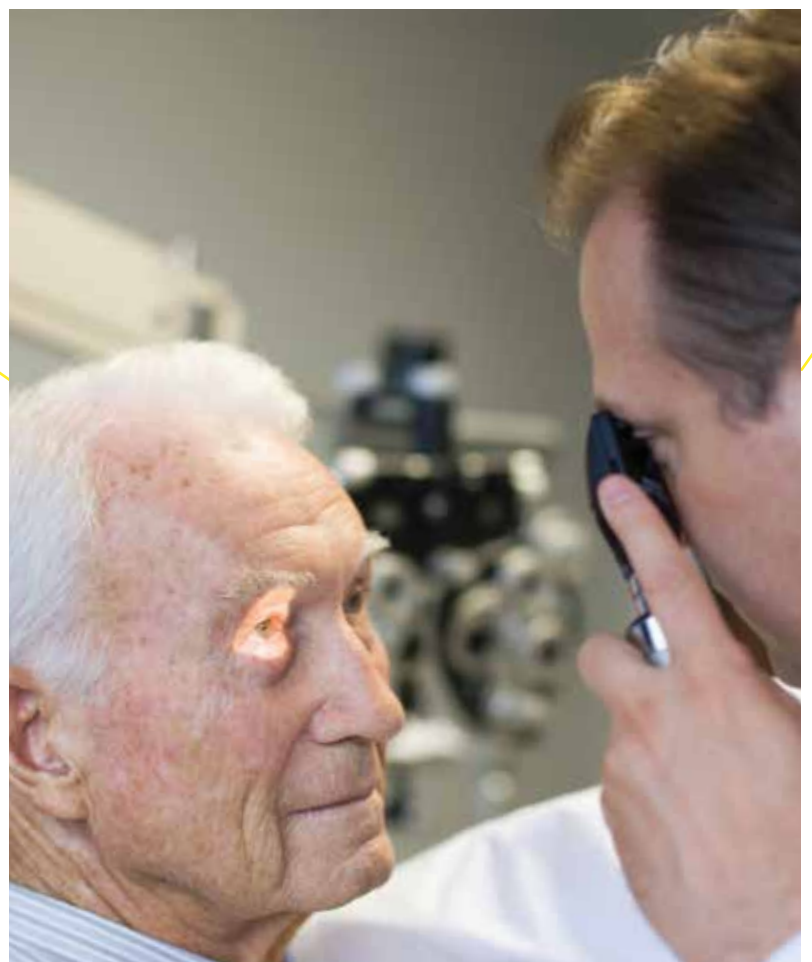
Grateful patient Jerome Snyder attributes his good sight to Stein Eye faculty, and he and his wife, Joan, have given to the institute for 40 years, including endowing three chairs. One is held by Dr. Stacy Pineles, who works to improve treatment for eye misalignment, eye movement disorders, and other pediatric eye diseases while training UCLA students in delivering compassionate clinical care.

The Snyders' most recent gift of \$1 million establishes a new chair in vision science alongside their previous chairs in ophthalmology and cornea diseases. Together, these positions are enabling faculty to pursue scientific discoveries while equipping the next generation of vision professionals to help people in Los Angeles and around the world see better.

Jerome Snyder demonstrates similar foresight professionally as he works to achieve his vision for community sustainability. Founding partner of a top development firm, Snyder has spent decades building successful properties with an eye toward long-term growth, from environmental well-being to neighborhood improvement.

Focused on the future, the Snyders have set their sights on changing lives and communities for good. And they're trusting UCLA to make it happen.

**To help UCLA Stein Eye faculty give others the gift of sight, contact Gail Summers at 310-206-9701 or [summers@jsei.ucla.edu](mailto:summers@jsei.ucla.edu).**





# *SUPPORT FOR STUDENTS — AND SOCIETY*

## Enabling Leaders to Lead

People with passion make things happen. At UCLA Anderson School of Management, students are passionate about making the world better through their accomplishments. And Professor William Cockrum, who has taught more than 7,000 students in 35 years at the school, helps them do that and inspires others to follow suit.

With a recent gift to endow fellowships, Cockrum is leading Anderson alumni and friends to establish the William M. Cockrum Fellowship for current students who have contributed to their communities and aspire to even greater influence. He sets a great example. A highly successful financial professional, he came to UCLA Anderson

uncertain if he would be a good teacher. Yet he has been recognized as the nation's top entrepreneurial professor and is so beloved by his students they call him "Professor Bill."

To date, his *philanthropic* example has inspired \$7 million in commitments to fellowships from more than 150 donors and the Chancellor's Centennial Graduate Scholars Match initiative. And the fund will continue to grow as fellowship recipients promise to support future students who also believe in giving back. "Growing the endowment is critical for any university," Cockrum says.

Cockrum has seen firsthand that Anderson students are leaders, changing the world through entrepreneurship, management, and

more. But he also has seen graduates make decisions based on student debt rather than on how they really want to make their marks.

"It's not just about management," Cockrum says. "We're trying to inspire students to make the world better, and we seek to motivate people — like the 38,000 current Anderson alumni in 100 countries, including 15,000 in Southern California."

Whether contributing philanthropically, mentoring students, or advising industry, Cockrum's motive is the same: "It all comes back to helping people."

**Empower UCLA Anderson students to better the world by contacting Cathy Fuller at 310-267-4700 or [catheryn.fuller@anderson.ucla.edu](mailto:catheryn.fuller@anderson.ucla.edu).**

## Joining Forces for the Future

UCLA builds bridges on campus and in the community. Sometimes it connects people for life. In 1962, two students met in the university's engineering building. They married two years later, and they stay close to campus through their generosity.

"We do not consider our contributions as giving to UCLA," says Robert Webb '57, MS '63, PhD '67, whose education prepared him for work on the Pioneer 10 spacecraft, the first man-made object to leave the solar system. "We see it as paying back an enormous debt to UCLA."

He and his wife, Dorothy '64, are eager for students to meet in the Robert and Dorothy Webb Lobby. Their two planned gifts totaling \$3 million have named the communal space in Engineering VI and established a fellowship to support the growing student body. Already a top institution, UCLA Henry Samueli School of Engineering and Applied Science is recruiting more high-achieving, diverse students to conduct research and develop solutions that benefit society.

As decades-long supporters of UCLA Athletics, the couple recognizes the value of teamwork and believes UCLA Samueli cultivates the collaborative spirit that industry *and* society need. That challenge extends to donors: "If the school is going to be successful, all of us have to pitch in," Webb says.

The Webbs' gifts also support another shared effort: the UCLA Bequest Challenge. The campuswide initiative aims to identify 1,200 new bequest intentions during the Centennial Campaign, building a solid foundation for the university's second century.

Connecting giving back with planning ahead, the Webbs are helping UCLA stay ahead.

**To leave your own legacy for students at UCLA Samueli, contact Jessica Kikuchi at 310-206-4322 or [jkikuchi@support.ucla.edu](mailto:jkikuchi@support.ucla.edu).**







# *UCLA — AN ENVIRONMENT FOR PROGRESS*

## **Rising to the Challenge of Climate Change**

More than ever, the world needs experts, advocates, and leaders to address issues around climate change and the environment. UCLA's Emmett Institute provides all of the above.

"The Emmett Institute is addressing our unprecedented environmental challenges at a time when the federal government is retreating from its role as a responsible steward," says Dan Emmett of the Emmett Foundation, which recently donated \$4.3 million — including a direct gift and a match challenge — to the institute to further its important work. When additional donors meet the Emmett Foundation's dollar-for-dollar match, the overall benefit to the Emmett Institute will be \$6.8 million.

Added Emmett: "This work is more important than ever. We've offered the match because we believe other donors will see the need and are ready to help the cause."

Institute activities include providing policymakers with insight into a wide range of issues, such as California's trailblazing clean air laws and

potential efforts to repeal the Environmental Protection Agency's Clean Power Plan. In addition, the institute publishes the Pritzker Environmental Law and Policy Briefs, funded by Tony Pritzker. The Emmett Institute also trains leaders in environmental law, helping graduates secure positions in organizations advocating for responsible climate policy.

The new funds will support faculty-driven research into environmental governance and policy at the state, federal, and international levels; scholarships for environmental law students; and fellowships for graduates who pursue public interest work at environmental nonprofits, regulatory agencies, and law firms.

Founded in 2008 with a generous gift from the Emmetts, the institute is among the top environmental law programs in the country as ranked by *U.S. News & World Report*. The Emmett Foundation's continued support ensures continued excellence.

**Step up to steward the environment by contacting Anthony Escobar at 310-206-1122 or [escobar@law.ucla.edu](mailto:escobar@law.ucla.edu).**

## **Gifts to Sustain Sustainability**

In years to come, when California sees more leaders dedicated to climate issues, give some credit to UCLA College and two forward-thinking UCLA alumni — Suzanne Weiss Morgen '74 and Norman J. Powell '59.

In memory of her father, Morgen created an endowed fund in his name for climate education in the division of physical sciences, supporting the cross-campus UCLA Sustainable LA Grand Challenge. Henry "Hank" Weiss '47, served in the Army doing meteorological work in Greenland, ensuring that military planes flew in safe conditions. When he came to UCLA to finish college after the war, he pursued a degree — and eventually a career — in meteorology.

Although Weiss's professional life evolved, eventually leading him to work in the aerospace sector, he always had a passion for meteorology. "When I was a young girl, my dad would show me the tools of his trade back before it was all computerized," says Morgen. "I would go to

school on a sunny day armed with an umbrella. The other kids would laugh at me ... until it started raining."

Morgen's gift will support an innovative climate education event involving UCLA Center for Climate Science, UCLA students, and high school students and communities all over L.A. "If you don't get younger people interested, climate issues will get worse," says Morgen. "I know my dad would have wanted this gift to have broad community reach."

Powell also is heeding the call of the climate and the Grand Challenge. He established an eponymous fund — also at the Center for Climate Science — to improve understanding of and response to climate change effects on water resources.

"I am concerned about the gap between local climate science information and existing water supply practices," says Powell. "I made this gift to help integrate the best available tools



Henry "Hank" Weiss '47

and models of the center into the operations of Southern California water agencies."

Loyal donors, Morgen and Powell are sustaining their generosity, too.

**Turn your concern about climate change into a contribution by contacting Brooke Sanders at 310-794-9045 or [bsanders@support.ucla.edu](mailto:bsanders@support.ucla.edu).**



# LET THERE BE *HEALTHY HABITS* STARTING HERE

UCLA's work to benefit the world starts with Bruins on campus. Take the Semel HCI (Healthy Campus Initiative) Center at UCLA: By aiming to make UCLA the healthiest place to work, learn, and live, it has become an international model for promoting well-being.

Envisioned and funded in 2012 by Jane and Terry Semel, the initiative has put caring for self and others front and center. Its achievements include:

- Expanding life skills courses and launching a food studies minor
- Funding student projects ranging from helping food-insecure students to music-inspired breaks
- Making UCLA a tobacco-free campus
- Creating the Jane and Terry Semel HCI Community Garden and medicinal gardens
- Upgrading dining options to the nation's best for the last three years
- Starting one of the country's first campuswide diabetes prevention programs
- Inspiring the UC Healthy Campus Network, UC Global Food Initiative, and nationwide Healthier Campus Initiative

"Expanding the definition of 'healthy' to include social engagement, mental well-being, the built environment, and more is something the center has made great efforts to encourage," says Fiona Zhang '20. "Being part of it has opened my eyes to different resources and helped me practice mindfulness."

Now the Semels, who have benefited many UCLA areas for more than 25 years, have made a new gift to establish the Semel HCI Center at UCLA, providing permanent resources for student participation, research projects, and campuswide programs. Funds will accelerate efforts to enhance social and emotional well-being and build a culture of health.

"The Healthy Campus Initiative has spread across the campus, creating a kind and compassionate community, and is setting an example for others to follow," says Jane Semel, who contributes beyond philanthropy by attending meetings, tending the gardens, and encouraging all involved.

The Semels' gift was announced at an annual celebration on May 9 at Pauley Pavilion. This year's event focused on social engagement, featuring panels of experts and student leaders and remarks from Jane Semel, the center's Associate Vice Provost Wendelin Slusser, Chancellor Gene Block, and author and journalist Maria Shriver. Appropriately, the theme was "HCI Revolution: Together We Thrive!"

Thanks to the Semels' generosity, Bruins are getting on board — and on bikes and hikes and meditation mats — for well-being.

**Give to help others live well by contacting Kat Carrico at 310-825-2558 or [kcarrico@support.ucla.edu](mailto:kcarrico@support.ucla.edu).**

The CENTENNIAL Campaign for **UCLA**

#### Executive Committee

Chancellor Gene Block  
Anthony Pritzker, Co-Chair  
Garen Staglin '66, P '01, Co-Chair  
Marion Anderson P '77, '88\*  
James Collins '50, P '86, '92\*\*  
Eric Esrailian, MPH '06  
Jonathan Fielding  
Steven Gordon  
Jordan Kaplan, MBA '86  
Meyer Luskin '49  
John Mapes '90, P '20  
Henry Samueli '75, MS '76, PhD '80  
Jane Semel  
Shirley Wang '90  
Casey Wasserman '96  
Robert Wilson '53\*\*

#### Cabinet

Steven Gordon, Co-Chair  
Meyer Luskin '49, Co-Chair  
Peter Baldwin  
Barry Eggers '85  
Naomi Ellison, DDS '81  
Darryl Johnson '70\*  
Todd Katz '83, P '17  
Alicia Miñana de Lovelace, JD '87  
Cindy Miscikowski '70  
Sherie Morrison, P '92, '94, '95  
Jay Palchikoff '77, JD '82,  
P '09, '12, '12  
Lawrence B. Platt

Norman Powell '59  
Howard Preston '65, PhD '74  
Susan Rice, MPA '76, P '88  
Ralph Shapiro '53, JD '58  
Dave Steffy  
Carol Tannas, P '85, '88  
Lawrence E. Tannas '59,  
MS '61, P '85, '88  
Tritia Toyota, MJ '70,  
PhD '04  
Thomas R. Weinberger  
Kenneth Ziffren, JD '65  
Richard Ziman

#### Inquiries

UCLA Donor Relations  
(310) 794-2447  
[gifts@support.ucla.edu](mailto:gifts@support.ucla.edu)