

UCLA

# CENTENNIAL CAMPAIGN

September 2019

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LET  
THERE  
BE *MAGIC HOUR*



The start of UCLA's second century is a magical time — and an ideal moment for a gift to help the university preserve stories from the past and create storytellers for the future.

A \$20 million bequest to UCLA School of Theater, Film and Television (TFT) from the Patricia W. Mitchell Trusts will do just that. The gift will help attain the donors' and UCLA's shared goal of building a more ethical, socioeconomically diverse entertainment industry while preserving television's history so it can be shared with future generations.

"Through the great generosity of the Patricia W. Mitchell Trusts, we have the opportunity to advance the groundbreaking work of our world-renowned archive and recruit and retain the finest, most diverse students in the world as the new Mitchell Scholars," says TFT dean Teri Schwartz.

UCLA TFT will use \$10 million from the Mitchell Trusts and \$5 million from the UCLA Chancellor's Centennial Scholars Match program to create the John H. and Patricia W. Mitchell Endowed

Scholarship Fund. This fund will help draw the most talented students pursuing degrees in entertainment and performing arts.

In addition, \$10 million will go to the UCLA Film & Television Archive, the second-largest moving image archive in the country — after the Library of Congress — and the world's largest university-based media archive. It preserves such treasures as *The Jack Benny Program* and Screen Gems television footage.

Says Bill Allen, who serves as trustee of the Mitchell Trusts, "We're particularly excited to make this gift to UCLA, which has been trying for a very long time — and, in my opinion, heroically — to preserve wonderful television from the past with insufficient resources from the industry and others."

This gift helps UCLA play its important role creating, sustaining, and sharing with the world the magic of moving images.

**Help UCLA keep storytelling alive by contacting Frederick Bush at 310-206-5999 or [fbush@tft.ucla.edu](mailto:fbush@tft.ucla.edu).**

The CENTENNIAL Campaign for **UCLA**

405 Hilgard Avenue  
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# SPEAKING OF THE CENTENNIAL CAMPAIGN



## Your Giving. UCLA's Good Works.

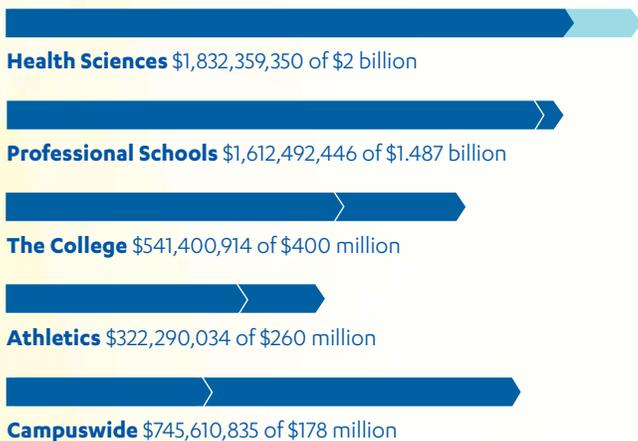
It's been 13 years since my initial visit to UCLA Operation Mend. I was in bad shape — physically, mentally, and emotionally. While I was serving in Iraq in April 2005, an improvised explosive device left me with third-degree burns on 72 percent of my body. I also lost all the fingers on my left hand and had to have my right hand amputated. Not surprisingly, I was suffering from post-traumatic stress disorder, too.

The doctors at UCLA gave me back my face and usage of my hand. But I am most grateful for the PTSD cohort, which taught me how to process my symptoms in a helpful and meaningful way. A lifesaving, life-changing organization, Operation Mend is able to do this work for veterans like me because of donors like you. People often thank me for my service. I thank you for your generosity to UCLA.

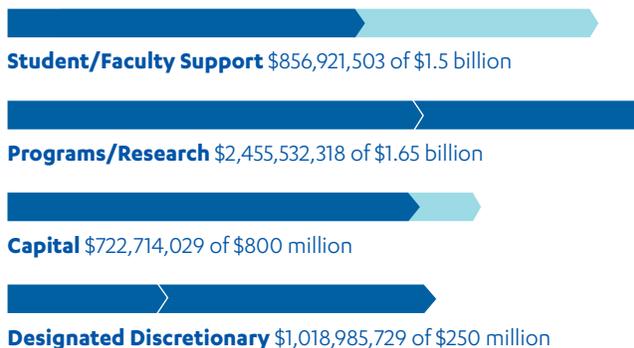
— CHRISTOPHER EDWARDS  
United States Army Sergeant First Class

## Progress Report

### BY UNIT



### BY PURPOSE



Progress charts here: [lettherebe.ucla.edu/progress](http://lettherebe.ucla.edu/progress)  
Data as of 08/23/2019

## Back the Future

Thanks to your visionary generosity, the \$4.2 billion Centennial Campaign for UCLA has become the more-than-\$5 billion campaign. It's the perfect partnership: Your philanthropy enables the university to advance your passions and promote progress. We're extraordinarily grateful. And now we keep going. We hope you will consider contributing — for the first time or again — to one of our greatest passions: students. One part of our mission is providing access to an excellent education for students of the highest merit regardless of their means. When you provide scholarship support, you change lives for young people who will go on to change the world.



# ALUMNI ACCELERATE ACADEMICS



to the division's expertise and experience — assets that set up the new degree for success. Drawing upon UCLA's diverse student body, collaborative spirit, and unique partnerships, the data theory major and chair will help draw together the best in thought and practice at UCLA and beyond.

As an experienced technology executive and entrepreneur, Dunn has direct knowledge of the power of such mathematical methods and a strong belief in UCLA. He and his family have given across campus, including to UCLA Health, UCLA Athletics, and UCLA Anderson School of Management, often designating gifts as matching funds to challenge others to give. He also volunteers his time on several UCLA boards and committees, helping the university fundraise, develop programs, and connect with industry leaders who can contribute their talents.

Dunn's latest gift might be for mathematical sciences, but his dedication to UCLA goes well beyond the numbers.

**Multiply support for UCLA's new data theory program by contacting Brooke Sanders at 310-794-9045 or [bsanders@support.ucla.edu](mailto:bsanders@support.ucla.edu).**

## A Gift for Numbers

At UCLA the work of students, faculty, and philanthropy add up to a top-notch education. One example: This fall the math and stats departments launched an important new major and, with the help of a generous alumnus, established a faculty chair to support it.

A \$1 million gift from Kirk Dunn '83 has created the Dunn Family Endowed Chair focused on data science, a revolutionary new field. Just as a computer science degree has

become indispensable to today's progress, UCLA envisions the new data theory major empowering leaders of the future to deploy data analytics in areas ranging from politics and medicine to climate science and artificial intelligence.

Dunn's gift also took advantage of matched funding from the division of physical sciences, an initiative that has spurred the recent addition of several chairs in mathematics and other fields. The widespread support speaks

## Education for Everyone

Too often, students from underrepresented groups and underserved communities miss out on valuable resources that can help them prepare for college. A public university, UCLA welcomes students of all backgrounds and works hard to achieve equity in education.

Fortunately, UCLA's alumni are just as committed to the cause. As a teacher working in Los Angeles and overseas, Gladys Haynie, MS '60 did everything she could to help her students succeed. She offered college-readiness workshops on her own initiative and engaged parents in school activities, knowing that they, too, play a role in their children's education.

Now Haynie has come full circle: The longtime educator and administrator has made a testamentary pledge of \$250,000 to create the Gladys Haynie Endowment for the VIP Scholars Program, the first endowed fund for a UCLA initiative that prepares underrepresented high school students for four-year universities. The gift will support scholarships and outreach, including student recruitment and parent engagement.

Founded in 2006, the Vice Provost Initiative for Pre-College (VIP) Scholars Program works with students at ten local high schools with historically low numbers of college applicants. Provided at no cost to the students or their families, the program offers college advising, application assistance, student and parent workshops, research opportunities, Buddy Days for high school students to shadow UCLA undergraduates, and a residential summer program. These activities



have helped hundreds earn acceptance at institutions ranging from UC campuses to Ivy League colleges.

Propelled by Haynie's generosity, the VIP Scholars Program will be able to give many more students the chance to thrive through and beyond college.

**Help UCLA ensure college access for all students by contacting Maryam Lotfollahi at 310-206-8786 or [mlotfollahi@support.ucla.edu](mailto:mlotfollahi@support.ucla.edu).**



# A FELLOWSHIP OF PHILANTHROPY

## Giving Back to Pay It Forward

At UCLA Anderson School of Management, a seed of support planted decades ago keeps bearing fruit. John Anderson '40 and Marion Anderson often noted the former's student-days scholarship as an inspiration for their philanthropy. That legacy lives on in the Anderson Leadership Giving Challenge.

The initiative matches donors' support for students and faculty with funds from Marion Anderson's historic \$100 million gift. Fellowships are a particular priority as the school competes to recruit top students amidst rising tuition and educational debt. Fortunately, alumni are rising to the challenge.

Longtime supporters Robert Deere, MBA '91 and Elizabeth Deere, JD '92 responded with a gift of \$2.5 million to establish the Robert and Elizabeth Deere Family Fellowship. Robert Deere attributes career success to his time at UCLA Anderson, and the couple is eager to see new students experience the same.

Lynn Poole, MBA '87 made her first major gift. Compelled by the

match — and the stark reality of how much more affordable her tuition was — she gave a significant gift to create the Anderson Poole Family Fellowship Fund. "I have been incredibly fortunate," Poole says. "It's all about paying it forward!"

And Leland Sun, MBA '86 concurs, serving on the Fink Center for Finance and Investment board, hosting alumni events in Hong Kong, and giving \$250,000 for the William M. Cockrum Fellowship. Now nearly \$19 million, the fellowship honors a beloved professor and asks recipients to donate back to the fund when they are able.

To date, the generosity of the Andersons, alumni, and friends has added \$11.5 million to endowed fellowships. Student support will continue to grow as the Centennial Campaign heads toward its conclusion and as future graduates give back.

**To honor UCLA Anderson leaders and nurture new ones, contact Tessa Mazler at 310-206-0066 or [tessa.mazler@anderson.ucla.edu](mailto:tessa.mazler@anderson.ucla.edu).**

## Public Access

UCLA opens doors. Some lead to classrooms where students learn to use their passions for the public good. Others lead to clinics where community residents get the health care they need. A recent gift will help increase access to both.

Emeritus professor Ronald Andersen and

his wife, Diane, have expanded their Health Policy and Management Community Partner Fellowship for graduate students at UCLA Fielding School of Public Health. In keeping with Andersen's career in health care access, the fund supports scholars committed to improving the health of all people by making service delivery more efficient, conducting research to inform policies, or working with the community to translate knowledge to action.

One recent graduate is well on her way with the help of the Andersens' fellowship. First-generation student Madison Hoffstetter, MPH '19 relied on fellowship support to make her education possible. She interned at Children's Hospital Los Angeles, completing a market analysis for enhancing outpatient care in the San Fernando Valley. Now an administrative fellow at Duke University Hospital, Hoffstetter

is putting her training to work strengthening clinical operations.

The Andersens' additional support enables more students studying health management or policy to take advantage of a UCLA education and advance their careers improving health care for the community. It also encourages other community partners to give, supporting UCLA Fielding at an opportune moment: The school just launched a new Center for Healthcare Management, and its Center for Health Policy Research is celebrating its 25th anniversary.

As UCLA Fielding moves forward, the Andersens' generosity will go a long way toward increasing access to health care and education.

**Boost public health and public education with a gift for UCLA Fielding students. Contact Tracy Hough at 310-825-3003 or [trough@support.ucla.edu](mailto:trough@support.ucla.edu).**





## UCLA HEALTH: CALLED TO SERVE

Left to right: Operation Mend patient retired U.S. Army Major Yolanda Poullard; her daughter, Alanah Poullard; and Betty Wise, Yolanda's sister and caregiver enjoy an outing facilitated by Operation Mend.

### Inveterate Advocates for Veterans

After serving their country, many veterans return to the civilian life with scars — physical, mental, and emotional. From severe burns to post-traumatic stress to brain injury and lost limbs, they have much to overcome. UCLA is here to help.

The university supports veterans in myriad ways. Among them is the life-changing program Operation Mend, which provides advanced surgical, medical, and psychological care and social support for post-9/11-era warriors and their families.

And a recent \$20.1 million contribution from Wounded Warrior Project will enable the program to help more families. The largest donation ever to Operation Mend is part of a \$160 million investment to support Warrior Care Network, which provides mental health care for veterans.

The funding will allow the program to more than double the number of mental health patients and caregivers it treats, which, in its first three years at UCLA, showed participants experiencing significant reductions in all symptoms and a program completion rate of 97 percent.

“After you get back from war, you are a different person,” says retired U.S. Army Major Yolanda Poullard, who returned from Iraq and Afghanistan with crippling PTSD. After trying several programs to help with her depression, she learned about UCLA Operation Mend’s partnership with Wounded Warrior Project and Warrior Care Network and joined the six-week intensive treatment program.

“UCLA Operation Mend picked me up at my lowest moment,” says Poullard. “It gave me lifelong skills and showed me how to connect with resources in my community.”

Wounded Warrior Project continues to help veterans overcome physical injuries, too, which affect them and their families. Most recently, the project provided \$2 million to support Operation Mend’s surgical program.

UCLA salutes veterans and, with the help of philanthropy, will continue to serve them.

**To help UCLA mend the wounds of war, contact Nick Middlesworth at 310-206-2089 or [nmiddlesworth@support.ucla.edu](mailto:nmiddlesworth@support.ucla.edu).**





# LET THERE BE A GENEROUS REFRAIN

Scholarships and fellowships are essential to helping students of all backgrounds pursue an education at UCLA. Donors to The UCLA Herb Alpert School of Music are playing their own variations on that theme, creating a medley of funds for student support.

Many of the donors are alumni. Donald Ainsworth '72, MA '79 gives back in appreciation of his own time at UCLA, which prepared him for a 30-year career teaching music in public schools. The Donald Ainsworth Scholarship for Music Education Students is the first endowment to support the school's unique bachelor's and teaching credential program, which places 100 percent of its graduates in music education jobs.

Alumna Sara Horner '79 and her daughter, Emily, established the James Horner Composition Endowed Scholarship in memory of the celebrated Hollywood composer, who earned his master's from UCLA in 1976 and scored more than 100 films. In addition to attending and teaching at UCLA, he personally understood the value of financial support after receiving the Henry Mancini

Scholarship Award as a graduate student.

Another faculty member observed the need for student support while serving on a scholarship committee. Adjunct professor Eddie Meadows started two funds to attract and assist diverse students: a scholarship in global jazz studies and a fellowship in African and African-American music. The latter is named for his wife, Jacqueline Cogdell DjeDje, MA '72, PhD '78, professor emerita and former chair of ethnomusicology who served as commencement speaker for the school of music in June 2019.

Inspired by loved ones at UCLA and in the music world, these gifts will open opportunities for the next generation of musicians and music professionals. And they're a resounding reminder that student support is instrumental — in the final months of the Centennial Campaign and beyond.

**Play your own part in supporting UCLA music students by contacting Ava Sadripour at 310-206-5645 or [asadripour@schoolofmusic.ucla.edu](mailto:asadripour@schoolofmusic.ucla.edu).**

The CENTENNIAL Campaign for **UCLA**

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