

INSIDE THE CAMPAIGN

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A BI-MONTHLY UPDATE

“With the year-end gifts in, *Making History* has already met over half of its fundraising goal.”

I AM DELIGHTED NOT ONLY TO WELCOME YOU TO *INSIDE THE CAMPAIGN*, BUT ALSO TO OPEN THIS INAUGURAL ISSUE WITH SOME HISTORY-MAKING NEWS: WITH THE YEAR-END GIFTS IN, *MAKING HISTORY* HAS ALREADY MET OVER HALF OF ITS FUNDRAISING GOAL. THIS IS A MIDPOINT WORTH NOTING AND CELEBRATING – A \$1.77 BILLION VOTE OF CONFIDENCE IN PENN AND AN IMPRESSIVE ACHIEVEMENT THAT REFLECTS YOUR DEDICATION AND HARD WORK, AS WELL AS THAT OF OUR MANY OTHER CAMPAIGN VOLUNTEERS.

From faculty support to student aid, clinical programs to campus life, nanoscale research to neurobehavioral science – all of these Campaign priorities are now anchored with a strong base of donor support. And our donors are proving to be extremely generous. As of this writing, we can count 269 gifts of \$1 million and more; 64 of \$5 million and more. Participation in annual giving across the University is way up as well. In the first six months of FY'08, we saw an 11 percent increase in the number of donors compared to the same period the previous year. Moreover, several programs are enjoying record levels of support, including The Penn Fund, GSE, Penn Nursing, and PENN Medicine.

Meanwhile, Campaign launch events are energizing Penn people in regions across the globe. In Asia, our Hong Kong celebration – held January 12 at the Mandarin Oriental – drew 150 alumni and friends, while in Tokyo, we had an equally enthusiastic crowd at a shared event with the Wharton School. Closer to home, events in Boston and Washington saw a combined attendance of 800. As we go to press, we are preparing for our Los Angeles and San Francisco kick-offs, set for February 4 and 6 respectively. Next up on February 28 is New York. We are expecting a fabulous turnout at the newly

opened TimesCenter, designed by renowned architect Renzo Piano and located in the heart of Times Square.

No matter how you look at it, the Campaign is rocketing forward and we are seeing extraordinary progress on many levels. Capturing that progress for you, our most committed volunteers, is the mission of *Inside the Campaign*. In it, we hope to give you a clear sense not only of *Making History's* financial and non-financial strides but also to provide you with the kind of information you need as Campaign insiders, from close-up looks at Campaign priorities to language you can use when making the case for supporting this magnificent university.

I look forward to sharing news of the Campaign with you as we move ahead. Your continuing support is essential to our success. Whether you are raising funds, raising friends, or raising awareness of Penn's amazing accomplishments and incredible potential, you are playing a key role in transforming the high aspirations of the Campaign into a reality for the entire Penn community. This, truly, is where history is made.

George A. Weiss, Campaign Chair

Progress at a Glance

Campaign commitments \$1.77 billion
(51% of \$3.5 billion goal)

FY'08 to date

New commitments \$320 million

Endowment receipts \$99 million

University-wide Annual Giving receipts \$29 million

Number of \$1M+ commitments to Campaign 269

Number of \$5M+ commitments to Campaign 64

(numbers as of 12/31/07)

UPCOMING EVENTS

Alumni Relations/Penn Fund Volunteer Reception
February 16

New York Campaign Launch Event
February 28

Miami Campaign Launch Event
March 10

Penn Reunion Leadership Conference
April 4-5

Campaign Major Gift Committee:
Los Angeles Regional Meeting
April 15

BFS Members Spring Reception in New York
April 22

Chicago Campaign Launch Event
April 28

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History in the Making

ARTS AND SCIENCES

\$204M raised toward \$500M goal

Ann Beha Architects has completed design for the \$15 million renovation and expansion of the Music Building on 34th Street.

Through December 2007, SAS has received 21 endowed chairs towards its campaign goal of 34 new chairs.

ENGINEERING AND APPLIED SCIENCE

\$75M raised toward \$150M goal

The choice of architect for the Krishna Singh Center for Nanotechnology (joint with SAS) is nearly final, and four naming gifts for labs have already been received.

The School has raised 40% of its ambitious Campaign goal of \$10 million for unrestricted funds from gifts to Annual Giving and the Dean's Discretionary Fund.

NURSING

\$55M raised toward \$75M goal

Nursing will be working with donors with an urban and/or global perspective who are interested in combining their support with a \$1 million challenge gift from Dean Kehler, W'79, to endow a chair in Urban Women's Health.

The NewCourtland Center for Transitions and Health is the first center in the nation devoted solely to studying the impact of chronic disease on patients as they navigate our health care system. The School plans to raise funds ranging from seed-level to other naming gifts for center-based research during the Campaign.

WHARTON

\$220M raised toward \$550M goal

Wharton received its first gift in support of Dean Robertson's international priorities from Leslie C. Koo, WG'81. Mr. Koo pledged \$2 million to enhance the School's China Strategy, provide seed money for the Business Institute for Global Good, and help to fund the three Global Alumni Forums for 2008 in Lima, Peru; Ho Chi Minh City, Vietnam; and Cape Town, South Africa.

DENTAL MEDICINE

\$16M raised toward \$37M goal

Made possible by early Campaign lead gifts including one of \$1 million from the Annenberg Foundation, the new D. Walter Cohen and Morton Amsterdam Periodontal Clinic was opened with a reception on January 22.

With a \$1.9 million gift from Henry Schein, Inc., the Main Clinic will be named in honor of Edward B. and Shirley Shils. Dr. Shils was a member of Penn Dental Medicine's Board of Overseers, the founder of the Wharton Entrepreneurial Center, and the George W. Taylor Professor Emeritus of Entrepreneurial Management at the Wharton School.

DESIGN

\$12M raised toward \$20M goal

Graduate students in all five disciplines taught at PennDesign – architecture, landscape architecture, city and regional planning, historic preservation, and fine arts – will receive critical support from the new Robert and Susan Heidenberg Endowed Fellowship Fund, established with a gift of \$1 million.

GRADUATE SCHOOL OF EDUCATION

\$26M raised toward \$52M goal

Thanks to Campaign lead gifts, GSE has raised \$1.1 million for its "Ninth Semester" program and is now recruiting for the first class this summer. Through the program, Penn students with an Urban Education minor can get classroom experience and earn their teacher certification.

LAW

\$100M raised toward \$175M goal

A leadership gift of \$10 million has been secured for the new building to replace Pepper Hall; Law plans to raise the remainder of the funds this year.

New Overseer chair Paul Haaga, L'74, WG'74, and his wife Heather have made a \$3 million gift, bringing their campaign total to \$5 million. The purpose of the gift will be determined by the School.

PENN MEDICINE

\$436M raised toward \$1B goal

A brochure to present the Translational Research Building project to a broader audience will soon be available.

Medicine has received an additional gift of \$5 million from the Estate of Evelyn S. Butterworth, bringing the total impact of this estate gift to \$12.2 million, supporting the Department of Genetics.

An increase in Harrison Society and Medical Legacy Circle membership is a goal of the Campaign.

SOCIAL POLICY AND PRACTICE

\$14M raised toward \$33M goal

SP2's *Campaign for Social Justice* will highlight the School's centennial celebration of 100 years of social work education at Penn – beginning with a kick-off in September and ongoing activities through 2010.

VETERINARY MEDICINE

\$47M raised toward \$125M goal

The cornerstone of the School's campaign, the renovation and expansion of the Widener Hospital has begun with the final funding for the new isolation/colic facility coming from a gift of \$2 million from Elizabeth Moran.

The School's focus on translational medicine received support through a gift of \$1 million from John K. and Marianne Castle to launch Penn Vet's Laminitis Institute.

ANNENBERG SCHOOL FOR COMMUNICATION

\$265M raised toward \$47M goal

Visitors to the site of the Annenberg Public Policy Center this spring will see rapid and dramatic changes as the shape of the building – the new \$41.5 million home for the nationally-recognized communication policy center – emerges from the ground.

ANNENBERG CENTER

\$3M raised toward \$9.8M goal

Thanks to generous funding from the Zellerbach Family Foundation, audiences and visitors will notice new carpeting throughout the public areas of the building. The old carpeting was recycled as one of the first projects planned with the University's Going Green initiative.

PENN ATHLETICS

\$59M raised toward \$112M goal

Athletics is engaging concerned donors who want to help endow the Sprint Football program and are interested in satisfying the terms of a \$250,000 anonymous challenge gift, as the program celebrates its 75th anniversary.

MORRIS ARBORETUM

\$17M raised toward \$50M goal

The Arboretum has raised the \$11 million for its Horticulture and Education Center and is moving forward on what is planned to be only the second LEED Platinum building in Pennsylvania.

INSTITUTE OF CONTEMPORARY ART

\$9M raised toward \$17M goal

Jeffrey R. Chodorow, W'72, L'75, has endowed the Chodorow Exhibition Initiative Endowment Fund for expenses related to creating ICA exhibitions meant to travel. The gift has already allowed ICA to travel two exhibitions without compromising their artistic vision due to a lack of funding.

PENN LIBRARIES

\$10.5M raised toward \$47M goal

Charles MacDonald, W'81 has named and endowed a new librarianship: the Director of Preservation. This is one of three new naming gifts the Libraries plan to raise during the Campaign, including the Director of Libraries.

PENN MUSEUM

\$17M raised toward \$74M goal

Penn Museum has recently received a pledge of \$1 million to endow the Keith DeVries Keeper of the Mediterranean Section, and is seeking to endow other key curatorial and keepership positions within the museum.

UNIVERSITY LIFE

Programs, initiatives, and projects that undergird all aspects of student life

Fourteen donors are now recognized as Men and Women of Pennsylvania – those who have given \$2 million or more to "make history" by supporting undergraduate scholarships. The newest are Andrew G. Bluhm, W'88; Michael J. Price, W'79, and the Price Family Foundation; Adam White Kirsch, W'83; and Peter Hochfelder, W'84.

THE PENN FUND

Supporting Undergraduate Education

As of January 25, 16,143 undergraduate alumni have made their annual gifts, representing 56% of the FY'08 goal of 29,000 proud Penn donors to The Penn Fund. The Top Ten Classes, ranked by donors and society members, as well as information about the Ivy Stone Society, The Penn Fund's loyal alumni giving society, can be found at www.alumni.upenn.edu/pennfund.

(numbers as of 12/31/07)

Students Speak... on Service

"EVERYBODY CAN BE GREAT BECAUSE EVERYBODY CAN SERVE,"

SAID MARTIN LUTHER KING, JR. – THE MAN WHOSE LIFE AND LEGACY WE CELEBRATE AT PENN EVERY JANUARY WITH TALKS, PERFORMANCES, AND A HOST OF ACTIVITIES, BEGINNING WITH THE MARTIN LUTHER KING DAY OF SERVICE. HUNDREDS OF PENN STUDENTS COMMEMORATED THE DAY WITH THEIR HEARTS AND HANDS; A FEW PAUSED TO REFLECT ON WHAT "SERVICE" MEANS TO THEM.



Glenwood Charles, C'09

"I'm in these schools every week. I believe that putting myself out there for the community is just as important as anything else I do as a student."



Stephanie Hoo, C'10

"For me, being involved [in service activities] is about coming to understand the community in which I live."

Q&A



Denise Foderaro, SAMP'78

Co-Chair, Major Gift Committee

Born and raised in South Philly, Denise used to simply cross the Schuylkill to get to Penn. Now she has to cross the country, but her ties to the University — as an alumna, a Penn parent, and a Major Gift Committee co-chair — are stronger than ever. She was kind enough to share a little about these connections, as well as her thoughts on Making History.

What made you choose Penn?

Penn offered me the chance to combine my love of medicine, psychology, and the arts as an occupational therapy major [in the School of Allied Medical Professions]. Everything most useful and most ornamental, as Franklin said!

What did you love most about being a Penn student?

I grew up in the sheltered, homogenous Italian community of South Philadelphia, and at Penn, the world was certainly my oyster. Not only could I be a science nerd (and be accepted!), but I could also take wonderfully rich, eye-opening courses in sociology, anthropology, and women's studies, as well as opera, religious studies, and yes, even belly dancing. I was looking for it all, and Penn did not disappoint.

More than three decades later your daughter chose Penn. Why did Penn appeal to her?

Freedom of choice! The flexible and exciting curriculum really appealed to Cristina (C'11), as did the chance to create her own academic program. As they say, the apple doesn't fall far from the tree.

How has being a Penn parent changed your relationship with the University?

Hearing about my daughter's experiences — the stretching, the balancing, the discovery — has only deepened my relationship to Penn and makes me want to do whatever I can to help Penn make history.

What excites you most about President Gutmann's vision for Penn?

The idea of making history. Remember, I grew up in Philadelphia, ate sandwiches in Betsy Ross' front yard, even touched the Liberty Bell as a child. That's the feeling I get with this campaign. It gives me an up-close and personal chance to make and feel history.

Does that excite you as an alum, a parent, a Philly native, or all of the above?

It excites me on all fronts! But I have to say that, as a Philly native, the University's

expansion eastward, and the idea of a beautiful new gateway to campus, is especially exciting.

You and your husband have made a major commitment to the Singh Center for Nanotechnology. How did you decide to support this?

Quite honestly, my husband (Frank Quattrone, W'77) and I wanted to support several Penn programs, so choosing to support just one was a tough decision. But we felt that with the state of nanotechnology being where it is, our donation might best help to "make history" there.

What do you want Penn alumni to understand about the campaign?

Just as Penn focuses on lifelong learning, we as alumni must focus on lifelong giving, generously giving of our time, our funds, our talent, and our passion. We are Penn — bright, strong in will, energetic, committed, and proud — and everything we do helps realize the campaign challenge ahead of us.

FOCUS ON PRIORITIES:

Faculty

THEY PRODUCE GROUND-BREAKING RESEARCH. THEY TEACH AND MENTOR GRADUATE AND PROFESSIONAL STUDENTS, AND THEY INSPIRE AND PREPARE UNDERGRADUATES TO TAKE ON THE CHALLENGES OF THEIR FIELDS.

They contribute to social progress, and they deepen our understanding of every dimension of the human experience. They are Penn faculty, and, very simply, they are the foundation of Penn's academic enterprise.

Recruiting and retaining superb faculty members, particularly in a highly competitive market, require the resources and distinction that can only be provided through professorships, endowed and term. This is especially so with Penn Integrates Knowledge University Professors — eminent faculty who hold joint appointments in two schools and are distinguished by their interdisciplinary scholarship — who are key to President Gutmann's

vision to integrate knowledge across schools and disciplines.

Fast Facts on Faculty

- Penn's endowment currently funds only 11% of the salaries of standing faculty members.
- The \$623 million campaign goal for faculty support will boost that figure, substantially strengthening the University's ability to attract and retain world-class scholars and teachers.
- Donors can endow a Professorship for \$3 million or a Penn Integrates Knowledge University Professorship for \$5 million.



Ashley Hopkins, C'09 (center), with Jessica Hairston, C'09, and Mona Rai, C'09

"Reading books on tape [for MLK Day] has become a tradition for us. It's our way of getting involved, connecting to the community."



Charles Kenworthy, C'10

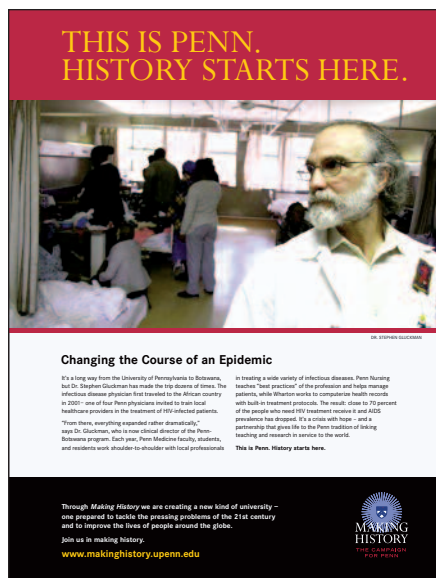
"Being here [Shaw Middle School Beautification Project], doing what I can to help is just the right thing to do."



Feyisola Ogunfemi, ENG'09

"It's empowering [being here today] and it's especially nice to be working with so many community members."

Communications Update



Ad Campaign

Our new ad campaign —“This is Penn. History Starts Here.”—debuted in the Jan/Feb 2008 *Gazette*. The inaugural ad focused on Botswana, the university-wide initiative that perhaps best represents President Gutmann's vision of “a new kind of university.” Penn's ability to integrate knowledge and its commitment to making a difference in the lives of people around the globe are perfectly reflected in the success of this program, which today involves multiple Penn schools and continues to expand.

All Penn alumni — undergraduate and graduate — as well as parents of current undergraduate students receive the bi-monthly alumni magazine. Future ads will feature specific campaign priorities.

Website

Keep current on the Campaign with regular visits to the website, www.makinghistory.upenn.edu. Check out:

- Campaign Progress
- Regional Launch Event Photographs
- Campaign News Highlights
- Penn in the World Stories
- Penn People: *Making History* Now

Making History: Non-Financial and Engagement Goals

When it comes to *Making History*, Penn is charting a new course not only for higher education, but for capital campaigns as well.

Never before has an institution set out on a campaign with specific non-financial targets in addition to its fundraising goals. So why are we doing this? Because everything Penn is — and everything it will be — is defined by its passionate and committed community. With our unprecedented agenda for engagement, *Making History* will ensure that all Penn people feel empowered to participate in creating a magnificent future for the University.

There are six non-financial and engagement goals:

- Strengthen campus and regional activities that engage alumni, students, parents, and friends and provide increased access to Penn's vast academic resources.

- Build on the success of alumni class and affinity group programming, creating new ways for alumni to connect with each other.
- Expand career networking opportunities for alumni and students.
- Grow the number of alumni who support Penn's commitment to educational excellence through their annual gifts.
- Increase the number of individuals who create lasting legacies at Penn through their planned gifts and Harrison Society participation.
- Deepen student awareness of and involvement in the full range of development and alumni relations activities.

Future editions of *Inside the Campaign* will highlight our progress and feature success stories related to our non-financial and engagement objectives.

NEWS

UNIVERSITY NEWS HIGHLIGHTS

www.upenn.edu/pennnews

Another step has been taken in widening access to Penn for undergraduate students from all economic backgrounds. The **new financial aid program** will eliminate loans for all financially eligible undergraduate students by Fall 2009.

Joyce Meng, C'08, W'08, has been awarded the Rhodes Scholarship, and **Stephen Danley, C'07**, won the Marshall Scholarship; we also had 17 Fulbright fellows.

We have a new PIK professor. **Sarah Tishkoff**, a leading global expert in human genetics, has been appointed the David and Lyn Silfen University Associate Professor. She holds appointments in the Schools of Medicine and Arts & Sciences.

A Penn alumnus has been appointed dean of admissions. **Eric Furda, C'87**, formerly executive director of undergraduate admissions at Columbia, begins his new post July 1. To facilitate

a seamless transition, he will join Penn March 1 as special assistant to the president.

Penn established the cross-disciplinary **Institute for Regenerative Medicine**, and will recruit more than 15 new Institute-affiliated faculty in the next two years.

School of Medicine research that showed how cells of the immune system solve the problem of eliminating an infection without being depleted was named one of the top ten scientific breakthroughs of 2007 by *Science* magazine.

Integrating art-world practice into the intellectual life of the University is the goal of SAS's newly launched **RealArts@Penn**. The program will sponsor six paid summer internships at places like MTV Networks and Grand Central Publishing, as well as expand courses, workshops, and seminars in the arts.

CAMPAIGN LEADERSHIP

George A. Weiss, W'65
Campaign Chair

Christopher H. Browne, C'69
Campaign Co-Chair
Chair, School of Arts & Sciences

Henry A. Jordan, M.D., M'62, RES'67
Campaign Co-Chair
Chair, School of Medicine

Robert M. Levy, WG'74
Campaign Co-Chair
Chair, Wharton School

STEERING COMMITTEE

Dean Stewart Adler, W'79, L'83
Co-Chair, Major Gift Committee

Scott L. Bok, C'81, W'81, L'84
Trustees' Development Committee Member

Allison B. Weiss Brady, C'93
Co-Chair, Graduate School of Education

Dr. Raymond K. F. Ch'ien, GR'78
Trustees' Development Committee Member

L. John Clark, W'63, WG'68
Trustees' Development Committee Member

Christine Connelly
Liaison to University Campaign Committee,
School of Veterinary Medicine

Thomas J. Cusack, C'77, W'77
Co-Chair, Libraries

Lee Spelman Doty, W'76
Trustees' Development Committee Member

James D. Dunning, Jr., W'70
Co-Chair, Athletics

Craig W. Effron, W'81
Co-Chair, Major Gift Committee

Jay S. Fishman, W'74, WG'74
Trustees' Development Committee Member

Denise Foderaro, SAMP'78
Co-Chair, Major Gift Committee

Joel M. Greenblatt, W'79, WG'80
Co-Chair, Graduate School of Education

Amy Gutmann
President

Alan G. Hassenfeld, C'70
Trustees' Development Committee Member

Andrew R. Heyer, W'79, WG'79
Chair, School of Social Policy & Practice
Trustees' Development Committee Member

Stephen J. Heyman, W'59
Trustees' Development Committee Member

Alan S. Jacobs, C'67
Co-Chair, Libraries

Martha and Bruce Karsh, PAR'08, PAR'10
Co-Chairs, Parent Leadership Committee

Paul K. Kelly, C'62, WG'64
Trustees' Development Committee Member

Lawrence Kessler, D.M.D., C'66, D'70
Co-Chair, School of Dental Medicine

Norma Peden Killebrew, CW'61
Co-Chair, School of Nursing

Michael J. Kowalski, W'74
Chair, Penn Museum

Michael S. Kuritzkes, L'85
Chair, Annenberg Center

Stacey Rosner Lane, C'80
Trustees' Development Committee Member

Andrea Berry Laporte, NU'69
Co-Chair, School of Nursing

Martin D. Levin, D.M.D., D'72, GD'74
Co-Chair, School of Dental Medicine

Paul S. Levy, L'72
Chair, Law School

William L. Mack, W'61
Trustees' Development Committee Member

Howard S. Marks, W'67
Trustees' Development Committee Member

Marc F. McMorris, C'90, WG'94
Trustees' Development Committee Member

Susan Mathes Oberwager
Co-Chair, Morris Arboretum

Andrew S. Rachleff, W'80
Co-Chair, School of Engineering
and Applied Science

Trustees' Development Committee Member

James S. Riepe, W'65, WG'67
Chair, Board of Trustees

Katherine Stein Sachs, CW'69
Chair, Institute of Contemporary Art
Trustees' Development Committee Member

Keith L. Sachs, W'67
Chair, School of Design

John A. Shober
Co-Chair, Morris Arboretum

Alvin V. Shoemaker, W'60, HON'95
Trustees' Development Committee Member

David M. Silfen, C'66
Chair, Trustees' Development Committee

J. Peter Skirkanich, W'65
Co-Chair, School of Engineering
and Applied Science

Mark B. Werner, C'80
Co-Chair, Athletics

Paul C. Williams, W'67
Chair, Penn Alumni

Trustees' Development Committee Member