

# INSIDE THE CAMPAIGN



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A BI-MONTHLY UPDATE

**“As the ambassadors of our campaign, we all need to spread the word...”**



## Progress at a Glance

**Campaign commitments** \$1.86 billion  
(53% of \$3.5 billion goal)

### FY'08 to date

New commitments \$421 million

Endowment receipts \$154 million

University-wide Annual Giving receipts \$38 million

Number of \$1M+ commitments to Campaign 289

Number of \$5M+ commitments to Campaign 67

(numbers as of 4/1/08)

### UPCOMING EVENTS

Morris Arboretum's 75th Anniversary Celebration and Campaign Kickoff  
**April 27**

Chicago Campaign Launch  
**April 28**

Alumni Weekend  
**May 16-19**

London Campaign Launch  
**June 5**

Campaign Steering Committee  
**June 19**

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MAKING HISTORY: THE CAMPAIGN FOR PENN IS ALREADY ALLOWING PENN TO MAKE HISTORY. THE NEW FINANCIAL AID INCENTIVES ANNOUNCED IN DECEMBER AND THE LOW TUITION INCREASE JUST APPROVED BY THE BOARD OF TRUSTEES ARE THE LATEST STEPS TO MAKE A PENN EDUCATION AVAILABLE TO ALL OUTSTANDING STUDENTS, FROM ALL ECONOMIC BACKGROUNDS. THESE CHANGES WOULD NOT BE POSSIBLE WITHOUT THE FUNDS WE WILL RAISE THROUGH THE CAMPAIGN.

In her inaugural speech, Amy Gutmann named increasing access as one of her top priorities, and we have all worked hard in response to her “compact.” Take a moment to review the timeline in this newsletter and you will see the progress we have made in opening the doors of Penn to the bright young men and women who can thrive here. As you can imagine, this brings me great joy. Educational opportunity is a vital part of our mission, and key to the future of our country and our world. But we can't do it without the support of our alumni and friends. Penn has a large endowment, but as you know, on a per-student basis we are 61st in the country. We have made a promise that will require every penny of the \$350 million goal for undergraduate financial aid and a portion of our annual fund support.

Accessibility goes beyond affordability. If no one knows about these financial changes, they cannot accomplish our goal. As the ambassadors of our campaign, we all need to spread the word about this initiative. There is information on Penn's website, including a new video, and we are developing

an outreach program targeting hundreds of students from low- and middle-income families who might not consider applying to Penn. We want all remarkable students to consider this University. As Amy has said, it is our sacred trust.

Undergraduate financial aid is just one of *Making History's* core priorities. Our progress continues to be strong and steady. As of the end of March, we have commitments of \$1.86 billion, including 289 of \$1 million and more, and 67 of \$5 million and more. Annual giving across the university is at \$38 million as we head into “reunion season.” Half of our schools and centers have raised 50 percent or more of their own campaign goals.

Each of you has helped this to happen, by talking about the campaign, working to build engagement, and spreading the news about our mission and accomplishments. We are not just changing our history; we are changing lives, and we'll change the world.

George A. Weiss, Campaign Chair

## Increasing Access in the Gutmann Era

**“We must make Penn affordable to all outstanding students of talent and high potential.” With those words, President Gutmann introduced one of the top priorities of her administration, and set in motion a steady series of University initiatives that gives us all reason to celebrate.**

### October 2004

Dr. Amy Gutmann inaugurated as Penn's eighth President. Announces the Penn Compact, which identifies Increasing Access as a top priority.

*“In a democracy and at great Universities, diversity and excellence go together. Keeping them together requires access based on talent, not income or race.”*

### December 2004

President Gutmann visits Philadelphia's Central High School as part of new outreach program to under-resourced schools.

*“I really want [to target] students who are early enough in their high school careers that this can make a difference to them.”*

### January 2005

In *Gazette* column, “A Sacred Trust,” the President calls on alumni to spread Penn's message of excellence and affordability.

*“Penn remains one of a small number of superb schools that maintains a need-blind admissions policy and need-based financial aid.... [It] is our sacred trust.”*

### March 2005

Three new initiatives ease financial burden on low- and middle-income students: 1. Outside scholarships supplement rather than replace Penn-funded aid; 2. Grants replace summer savings; 3. Allowance for incidental expenses increases.

*“By taking these steps... we are moving forward to make financial aid at Penn ever more robust.”*

(Continued on page 2)

# History in the Making

## ARTS AND SCIENCES

### \$207M raised toward \$500M goal

SAS's goal to endow 34 new professorships got a significant boost with a gift of \$15 million from Christopher H. Browne, C'69, to establish five new professorships across the humanities. The Browne gift brings the total of new chairs at SAS to 23, and his own lifetime total to ten.

SmithGroup will design the new Neural and Behavioral Sciences building, which will integrate psychology, biology, and behavioral sciences under one roof and complete Penn's Life Sciences precinct along University Avenue.

## ENGINEERING AND APPLIED SCIENCE

### \$80M raised toward \$150M goal

The architectural design firm Weiss/Manfredi will partner with M+W Zander, an engineering and construction firm specializing in science-related projects, to design the Singh Center for Nanotechnology, a joint project of SEAS and SAS.

## NURSING

### \$56M raised toward \$75M goal

The *Friends of Penn Nursing* program will celebrate its 20th anniversary in November by raising \$2 million in support of Nursing endowed scholarships. *Friends* raises funds on behalf of Nursing graduate and undergraduate students from alumni and community members who understand the critical role that excellent nurses play in quality of care. New named Nursing scholarships and contributions to the general *Friends* scholarship count toward the goal.

## WHARTON

### \$236M raised toward \$550M goal

Dean Thomas S. Robertson is traveling the globe, sharing Wharton's latest developments and giving alumni a chance to reengage with one another and the School. Upcoming receptions include Atlanta on April 24, San Francisco on May 9, and Los Angeles on May 12.

## DENTAL MEDICINE

### \$18M raised toward \$37M goal

Penn Dental students and professors traveled to Mississippi in January to provide dental screenings and oral health education and help assess the dental care needs of a community still affected by Hurricane Katrina. They are now working on recommendations to assist in addressing local access-to-care issues. The School of Social Policy & Practice organized the trip as part of its Penn in the Gulf: SP2 Feldman Initiative; students from Nursing and Engineering also participated.

## DESIGN

### \$13M raised toward \$20M goal

The new Thomas Webb Richards Society is already 234 members strong. Named for Penn's first professor of architecture and drawing, the Society honors alumni and friends who have financially supported the PennDesign Annual Fund for the past five or more consecutive years.

## GRADUATE SCHOOL OF EDUCATION

### \$28M raised toward \$52M goal

GSE is recruiting for the July start of its new M.S.Ed. in Teacher Education with a focus on Religious Education. The first track to launch will prepare collaborative, critically thinking teachers for secondary Jewish day schools. The School has raised \$1.1 million to date for program and scholarship support for this first of several planned Religious Education degrees; in coming years, they will develop coursework and contacts for other tracks.

## LAW

### \$115M raised toward \$175M goal

Exchange scholars will come from around the world to teach mini-courses to Penn Law students, thanks to a gift from Scott Bok, C'81, W'81, L'84, and Roxanne Conisha Bok, C'81, to create the Bok Family Visiting Professorship Fund.

## PENN MEDICINE

### \$455M raised toward \$1B goal

To support Dr. Scott Kasner in Neurology for his work in stroke research, Theodore Aronson, W'74, WG '75, and Barbara Berger Aronson, CW'74, have given \$1 million.

In early March, Dean Rubenstein and key faculty traveled to Palm Beach, where PENN Medicine friends and associates participated in seminars and salon dinners to discuss campaign priorities such as the new Translational Research Building, advanced clinical simulation center, proton therapy, and advancements in cancer research.

## SOCIAL POLICY & PRACTICE

### \$14.5M raised toward \$33M goal

The School is conducting a search for an eminent scholar specializing in an area of social challenge like child welfare or at-risk populations, thanks to a \$3 million commitment from Andrew R. Heyer, W'79, WG'79, and his wife Mindy Halikman Heyer, C'79, W'79, WG'80. The Heyer Professorship in Social Policy is one of three endowed professorships SP2 will raise by the end of the campaign.

The School's main conference room, which hosts panels and debates of regional and national interest, had a much-needed makeover thanks to

Paula Nickey, SW'76. Her gift was made in honor of her friend and colleague Bettie B. Roundtree, SW'56.

## VETERINARY MEDICINE

### \$49M raised toward \$125M goal

As the average graduation debt of a Penn Vet student approaches \$170,000, the School has secured over \$1 million in commitments to its financial aid priority, including recent endowment gifts by D. Ray Hostetter, V'69, and Paula Pursely.

On April 29, the School will announce the recipients of two new \$100,000 student awards, funded through a gift from Vernon and Shirley Hill.

## ANNENBERG SCHOOL FOR COMMUNICATION

### \$266M raised toward \$47M goal

During this extended election season the press nationwide continues to rely almost daily on Annenberg experts for research on political communications and elections, and commentary on the effectiveness of rhetoric and endorsements.

## ANNENBERG CENTER

### \$3M raised toward \$9.8M goal

The Annenberg Center for the Performing Arts received the 2007 Wallace Excellence Award, along with a \$750,000 four-year grant to implement its Strategic Audience Development Initiative. It is the first university-based performing arts center in the country to receive funding from a national foundation for applied research in a values-based marketing segmentation strategy.

## PENN ATHLETICS

### \$62M raised toward \$112M goal

Athletic Overseer Jeffrey Rhodes, C'69, WG'71, is supporting two of Athletics' top priorities, facilities and annual giving, with his \$1.1 million gift. \$100,000 will go for annual support of soccer and lacrosse – he is on the boards of both teams – and \$1 million will be used for Athletics strategic priorities.

## MORRIS ARBORETUM

### \$18M raised toward \$50M goal

The Tree Canopy exhibit *Out on a Limb* has raised \$1.7 million toward its \$3M goal. Plans are to complete fundraising by April, break ground in the fall, and open the exhibit in the spring of 2009.

## INSTITUTE OF CONTEMPORARY ART

### \$10M raised toward \$17M goal

Larry Fields, W'72, hosted nearly 60 Penn alumni at his Chicago home to celebrate the opening of ICA's Karen Kilimnik exhibition at Chicago's Museum of Contemporary Art. Guests enjoyed a private tour with exhibition curator Ingrid Schaffner and ICA Director Claudia Gould invited them all to visit ICA on campus.

## PENN LIBRARIES

### \$10.5M raised toward \$47M goal

The newly formed Orrery Society is a high-level donor recognition club aiming to raise \$10 million in endowment to support acquisition of scholarly materials for Penn Libraries. The Society is off to a good start, with over 100 charter members.

## PENN MUSEUM

### \$17.5M raised toward \$74M goal

Penn Museum has been awarded a highly-competitive grant from the Philadelphia Cultural Management Initiative to support the first phase of its Collections Management Software Conversion Project.

## UNIVERSITY LIFE

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

A reunion gift of \$325,000 from Robert W. Gelfman, W'53 will grant the knowledge and skills gained by doing independent research as an undergraduate and the global perspective aided by international travel. Administered by the Center for Undergraduate Research and Fellowships, the fund will allow two or three students to travel between their junior and senior years.

## ANNUAL GIVING

### Making History Year After Year

- As of March 31, 79,236 alumni and friends have given \$37,711,210 to Penn's 23 annual giving programs in FY 2008. This is a 10% increase in dollars raised over last year at this time.
- The Benjamin Franklin Society, Penn's leadership unrestricted annual giving group, has 2,920 members across the University.
- The Penn Fund has raised \$18.9 million from 19,987 alumni donors – including 1,001 members of the Class of 2008. The Ivy Stone Society now has 12,213 members. All together, The Penn Fund has raised \$64.2 million toward its campaign goal of \$200 million.

(numbers as of 4/1/08)



### November 2005

George Weiss, University Charter Trustee and Campaign Chair, contributes \$14M to financial aid at scholarship celebration and creates the Men & Women of Pennsylvania. This initiative honors donors who give \$1.5 million or more for scholarships, with an emphasis on challenge funds.

"Have a nice day, Amy!"

Left: Amy Gutmann with financial aid recipients

### March 2006

Grants replace loans in aid packages for students from economically disadvantaged families with incomes of less than \$50,000.

"By eliminating loans ... we can ease their financial concerns, not only throughout their education but also after graduation, enabling them more freedom to choose the most satisfying careers."

# Q&A



## Dean Stewart Adler, W'79, L'83

Co-Chair, Campaign Major Gift Committee

*Real-estate financier Dean Adler knows the value of making connections, and his connections to Penn run deep and strong. Wharton undergraduate. Law graduate. Married an alumna. Penn parent. Dean's newest affiliation is Campaign Major Gift Committee co-chair, and he sat down with us recently to talk about what those connections mean to him and why now is the time to help Penn make history.*

### What attracted you to Penn as a student?

The chance to get a premier business education that focused on preparing me for the real world.

### Did Penn live up to your expectations?

It exceeded them. I came for the hands-on education, but what I learned went well beyond that. I met people from around the world and became part of a larger social fabric. I came to learn that business is not just about knowledge, but about making a community stronger as well.

### Is your commitment to strengthening community part of what drives your involvement with Penn today?

Yes. One of the most rewarding things has been the chance to share my interests with

students, not surprisingly through the Zell/Lurie Real Estate Center. I get to talk to students about the qualitative side of business—the importance of trust, integrity, building good relationships, and so on—and I am fortunate to learn from them as well.

### What excites you most about giving to Penn?

Penn allows you to hit a lot of different areas with your philanthropy. You name it—Penn has a way for you to make an impact. I also think it's about having confidence that your investment is really effecting change, and giving to Penn has a great multiplier effect. A gift here helps everywhere the University and its people are making a difference.

### Has being a Penn parent changed your perspective on Penn?

Absolutely. I came to Penn to study business; my daughter Anna (C'11) is interested in visual art. Seeing Penn through her eyes has given buzz words like “interdisciplinary” a whole new meaning. Penn is a place that breaks down the silos that separate different fields, and that really makes it unique.

### As a real-estate investor, the Penn Connects plan must be of great interest to you. What stands out about it?

It's one of the most critical things Penn is doing right now. Penn recognizes that it has a commitment to the community in which it resides and takes that responsibility seriously. People crossing boundaries to live and work together, which is part of what Penn Connects is trying to do, can only make Penn and the city more productive.

### Penn says it's creating a new kind of university. What does that mean to you?

It means Penn seeks to be a model for other institutions. Penn's goals are lofty but community-focused, and in that respect, the way the University interacts with the world sets an example for students as well. It is not just about the campus community; it's about recognizing one's broader responsibility to the world.

# highlights

## UNIVERSITY NEWS

[www.upenn.edu/pennnews](http://www.upenn.edu/pennnews)

More than 100 Penn students used their spring break for **service and research in New Orleans**. The largest contingent, from the Fox Leadership in New Orleans Louisiana program (FLINOLA) were joined by student volunteers from NO REST, the School of Design, the Newman Center, Alternate Spring Break, the Campus Crusade for Christ, Civic House and the Hillel-Muslim Students Association.

The University of Pennsylvania was one of three schools nationwide selected to receive the **Presidential Award for General Community Service** from the Corporation for National and Community Service. The others are Otterbein College in Ohio and the University of Colorado at Boulder.

A cover story in the *Journal of Cell Biology* reported that **SEAS scientists** have discovered how macrophages—the biological cells that spring from white blood cells to eat and destroy foreign or dying cells—differentiate between friend and foe. This knowledge suggests new avenues for treatments of many inflammatory diseases, rejection after transplant, cancer, and stem cell transplantation.

**Scientists at Penn's School of Veterinary Medicine** have found a protein that inhibits the Ebola virus from reaching out to infect neighboring cells. Reported in the *Proceedings of the National Academy of Sciences*, the findings offer the promise of future treatments for Ebola and may help to explain how to inhibit other viruses.

Former President Bill Clinton was the keynote speaker for “**Kerner Plus 40**,” a two-day symposium on the 1968 Kerner Commission report on U.S. race relations. The event sponsors, Penn's Center for Africana Studies and Annenberg School for Communications and the Institute for Advanced Journalism Studies at North Carolina A&T State University, also published the “Kerner Plus 40 Report.”

Penn has been selected by the Woodrow Wilson National Fellowship Foundation as one of four sites to host the new **Leonore Annenberg/Woodrow Wilson Teaching Fellowship** program. Designed with assistance from Penn faculty, the program will encourage undergraduate students to seek long-term teaching careers in high-need public school classrooms.

### February 2007

New Penn World Scholars, a select group of international students chosen for their leadership potential, academic achievement, financial need and future career plans, will come from every corner of the globe.

*“Penn can contribute substantially to educating the next generation of global leaders across the disciplines.”*

### March 2007

Penn reinforces commitment to ease financial burden on low- and middle-income families by extending no-loan packages to high-need students from families with incomes under \$60,000.

*“We want to send a clear message to families who may have felt that Penn was out of their reach that we are committed to supporting them as they seek to provide the best possible education to their children.”*

### October 2007

\$3.5B *Making History* campaign includes a \$350M goal for undergraduate financial aid.

*“We will educate the most talented students from all backgrounds... who come to us with sparks of genius to solve the most challenging problems, unlock the greatest mysteries of the mind, and improve the world in bolder and more unpredictable ways than ever before.”*

### December 2007

The University announces program to eliminate loans for all undergraduate students receiving financial aid by fall 2009.

*“We began our commitment to increasing access by addressing the needs of low- and lower-middle-income families. We are now responding to the needs of middle and upper-middle income families, who have carried the greatest debt burden.”*

### February 2008

New admissions video, “There's Nothing Stopping Our Students,” highlights message of affordability to prospective students.

*“While the costs of an exceptional education are well reported, the substantial financial aid often available is less well known.”*

### March 2008

Penn sets lowest tuition and fees increase in seven years.

*“The excellence of education that we offer... depends on our attracting students with varied economic and cultural backgrounds and contrasting life experiences who live and learn together.”*

# Communications Update



## Campaign Newsletter

The campaign's inaugural newsletter, *Momentum*, will debut immediately following the final rollout event in London. Expect to be inspired with stories that give life to the campaign and reflect the power of Penn to have a vast, transformative impact on humanity.

## Campaign Promotion

Our March/April *Gazette* ad focused on faculty as a campaign priority and featured Adrian Raine, the Richard Perry Penn Integrates Knowledge (PIK) University Professor.

Jonathan Moreno, the David and Lyn Silfen Penn Integrates Knowledge University Professor, and *Making History: The Campaign for Penn*, were highlighted in a new Grenzbach Glier & Associates ad campaign featured in *CURRENTS*, a magazine for educational advancement professionals. The ad was produced in collaboration with Campaign Communications.

## Alumni Make History

*Red & Blue Online*, Alumni Relations' e-newsletter, includes a new feature: Penn People Making History. These are stories that reveal the power of alumni engagement and reflect the essence of the campaign's non-financial and engagement goals. Each story links to the campaign website, ensuring new visitors every two months.

## FOCUS ON PRIORITIES:

### Graduate & Professional Student Aid

They are essential to the future of scholarship and the professions. They enrich the undergraduate curriculum and experience, and play a big part in attracting the best faculty. They are Penn's 10,000 graduate and professional students, and the impact of insufficient financial aid resources for these Penn men and women is profound.

#### Fast Facts on Graduate and Professional Student Aid

- With limited funding for financial aid, many of Penn's schools risk losing their very best candidates to other universities.
- Because of sizable educational debts, many professional students pursue higher-paying specialties instead of those they would otherwise choose.

- Reliable funding allows students to pursue their research more aggressively, rather than struggling to make ends meet through other jobs.
- The \$323 million campaign goal for graduate and professional financial aid will create endowed and term support to help attract and support the world's best students – students who will advance knowledge and serve society.
- As part of its continuing commitment to increasing access, Penn just raised its minimum stipend for Ph.D. students by 6.7 percent, to \$19,200, starting this September.

## FOCUS ON GOALS BEYOND THE FINANCIALS:

### Penn Traditions

**Community service. Politics. Theater. Sports. You name it and Penn students do it; their energy and passion are unparalleled. Our goal to integrate more students into development and alumni relations activity challenges us to encourage them to channel that same commitment into their unique role within the Penn community.**

Enter *Penn Traditions*. This first-of-its-kind program takes a long and comprehensive view of student engagement. From the *Highball to Hey Day* presentation to Trustees Receptions in the College Houses, Penn Traditions offers students opportunities for entertainment, education, and engagement throughout their four years at Penn. The result: students leave campus as alumni ambassadors, understanding Penn's rich tradition and culture and their role in advancing the University's mission and

## ENGAGE

goals. Some of the latest program highlights include:

At the first **Penn Traditions Ambassadors Retreat** this winter, 40 Penn juniors learned how a university operates through its people and its finances. The students had a chance to talk with—and question—presenters from the faculty, senior administration, and trustees.

**Feb Club**, the senior class tradition of February gatherings that started in the '90s, took on an added dimension this year as regional clubs organized events designed to keep Penn's newest alumni connected to their alma mater and each other. From happy hours to basketball game receptions to Quizzo trivia nights, there was something for everyone.

Learn more at [www.alumni.upenn.edu/penntraditions](http://www.alumni.upenn.edu/penntraditions).

## MAJOR GIFT COMMITTEE

David C. Abrams, C'83  
Brookline, MA

Dean Stewart Adler, W'79, L'83  
Co-Chair  
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Harish Ahuja, PAR'07  
New Delhi, India

Alan L. Aufzien, W'52  
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Peter D. Berkman, W'88  
Highland Park, IL

Adam K. Bernstein, W'85  
Washington, DC

Tracy Margel Bernstein, C'88  
Washington, DC

Christopher J. Carrera, C'88  
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Kunho Cho, C'75  
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William J. Constantine, C'66, WG'68  
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Lori Rutman Fife, C'80  
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Mark S. Fife, W'78  
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Howard I. Fischer, W'81  
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Randee L. Fischer, C'81  
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Patrick J. Whalen, W'85  
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Audrey Wilf, PAR'08  
Springfield, NJ

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