

MAKING HISTORY

THE CAMPAIGN FOR PENN

UPDATE: THE FIRST YEAR OF THE PUBLIC PHASE

CAMPAIGN CLOSE: JUNE 30, 2012

It was the best of times; it was the worst of times... Dickens knew that every era has its highs and lows — often simultaneously — and ours is no different. During the first public year of *Making History: The Campaign for Penn*, I have been overwhelmed by the commitment and enthusiasm shown by the entire University community, from alumni and parents to faculty, students, and staff. Thousands joined in, our donors set records, and that philanthropy is already having an impact on our lives at Penn and our ability to improve the lives of others, at home and around the globe.

It is this tremendous support and engagement of our Penn family, combined with the University's long history of pursuing great dreams in a realistic, strategic way, that give me confidence even as we face this worldwide financial crisis. As always, we are being practical, taking measures to maintain our strong foundation while we remain fully committed to the goals the *Making History* campaign has set for our university.

You, Penn's faculty and staff, know better than anyone the promise and importance of this historic campaign. You were on the

ground at the beginning, helping to define our objectives. Since then, you have thrown yourself into "making history" with all the passion and pro-active spirit that defines our University.

Several of you participated with me in making the video that is part of our case for Faculty and Staff Endowment, sharing your personal perspectives on how endowed positions make a difference to what Penn can achieve. Others have helped by letting us know about stand-out students and creative initiatives that capture the Penn spirit and compel people to become engaged with our cause. And, of course, all of you make our case through the wonderful work you do each day.

Results are already evident on campus: 91 new endowed chairs to date, including 15 Penn Integrates Knowledge professorships... 24 Men and Women of Pennsylvania, those extraordinary champions of undergraduate financial aid... the rising of the Annenberg Public Policy Center's new home... the endowment of the Netter Center for Community Partnerships and the Robert A. Fox Leadership Program. Every school and center

has its own story to tell — so I have invited the deans and directors to begin the conversation with this special insert. I promise you, it is a delightful tapestry that captures the many threads that make up this remarkable place.

We have successes to celebrate, but still a long way to go to accomplish all our goals, in an uncertain and challenging environment. Academics know well that for great beginnings to lead to great conclusions they must be connected by a continuum of excellence — and hard work. In this second year of our public campaign, I rely on you to keep the pace and the energy high. Remember, too, that our campaign isn't only about financial contributions, whether large or small. It is about the engagement of the entire Penn community.

As we celebrate our progress, we acknowledge the people behind it — and that includes you, our amazing faculty and staff. Thank you for being such a huge part of the energy that has driven our accomplishments. I know you will continue to provide the inspiration and the intellect that is fueling our success.

AMY GUTMANN, *President*

MAKING HISTORY: THE FIRST YEAR

\$2,197,250,216 as of November 5, 2008

FACULTY

\$240,883,311 raised; \$623M goal

UNDERGRADUATE SCHOLARSHIPS

\$173,513,087 raised; \$350M goal

GRADUATE & PROFESSIONAL STUDENT AID

\$174,885,398 raised; \$323M goal

BUILDINGS & RENOVATIONS

\$420,594,672 raised; \$924M goal

PROGRAMS & RESEARCH

\$1,057,029,126 raised; \$909M goal

UNRESTRICTED

\$130,344,623 raised; \$371M goal



"Our vision is bold, our plans are ambitious, and our work ahead is demanding; but we are on a roll toward becoming an eminent 21st century urban teaching and research University with the most far-reaching impact. That beat you hear is Penn history on the march."

AMY GUTMANN AT QUAKERFEST ON THE GREEN, NOVEMBER 1, 2008

MAKING HISTORY IS MADE UP OF THE INDIVIDUAL CAMPAIGNS OF PENN'S TWELVE SCHOOLS AND SIX CENTERS, ALONG WITH UNIVERSITY-WIDE GOALS.

We asked the deans and directors of each school and center what was most memorable during the first public year of the campaign, and what this next year holds.

PENN Medicine

The Campaign for PENN Medicine
\$1 billion goal with \$606M raised

Arthur H. Rubenstein, Executive Vice President, University of Pennsylvania for the Health System; Dean, and Robert G. Dunlop Professor of Medicine, School of Medicine

- Last year's greatest fundraising triumph? *Receiving the \$50 million naming gift from Anne and Jerome Fisher for our new translational research center.*
- Biggest (and nicest!) surprise? *An anonymous \$1 million gift in support of the Jordan Family Challenge for medical student financial aid.*
- Most memorable moment? *Seeing the Ruth and Raymond Perelman Center for Advanced Medicine open to its first patients.*
- Your main focus this year? *Support for the research programs and faculty to be located in the Fisher building, finding a leadership gift for our new medical education space, and medical student scholarship support.*
- What's most exciting about *Making History*? *Millions of patients turn to the University of Pennsylvania Health System each year. Through our hospitals, community clinics, and outreach programs, our students and staff serve low-income patients around our region. This campaign will significantly enhance our offerings for our patients. In addition, we are leading a new approach to medical research called translational medicine, which pursues research most likely to yield new therapies. We have a tremendous opportunity to make real progress against the world's most devastating diseases. Our leadership in medical education and research will let us advance the practice of medicine not only here, but around the world.*

Wharton

Innovation and Leadership: The Campaign for Wharton
\$550M goal with \$279M raised

Thomas S. Robertson, Dean, Reliance Professor of Management and Private Enterprise, and Professor of Marketing and Management

- Last year's greatest fundraising triumph? *Exceeding fundraising goals with a new philosophy of cooperation, leading to new research centers and faculty resources.*
- Biggest (and nicest!) surprise? *It was wonderful to return to Wharton and be reminded of the tremendous scale and scope of the School – unparalleled among peer international business schools.*
- Most memorable moment? *Meeting our outstanding alumni at our Global Alumni Forums in Lima, Ho Chi Minh City, and Cape Town.*
- Your main focus this year? *To continue to expand*

the School's global presence, and to work with the Penn community to fulfill what we believe are our global obligations to social responsibility and economic welfare.

- What's most exciting about *Making History*? *Considering the state of the world's financial markets, Wharton is reminded of our mission as a school, as we consider the vital impact and practical applications of the knowledge we create.*

Arts & Sciences

Making History in the Arts and Sciences
\$500M goal with \$239M raised

Rebecca W. Bushnell, Dean, Thomas S. Gates, Jr. Professor, and Professor of English

- Last year's greatest fundraising triumph? *The unprecedented support we received for our faculty, a cornerstone of both the campaign and SAS's strategic plan.*
- Biggest (and nicest!) surprise? *The support for our graduate students, including a \$6 million grant from the Mellon Foundation.*
- Most memorable moment? *The campaign kick-off – sharing that phenomenal energy and enthusiasm on campus, and seeing that same excitement in London and Hong Kong.*
- Your main focus this year? *A naming gift for the Neural and Behavioral Sciences Building – needed in order to break ground on this critical piece of Penn's commitment to advancing brain science. Building endowment for undergraduate scholarships is also imperative.*
- What's most exciting about *Making History*? *It's invigorating to be engaged in so many multi-school, multidisciplinary collaborations, and what we're doing now will have a profound impact on the quality of a Penn education far beyond the years of this campaign.*

Penn Law

Bold Ambitions: The Campaign for Penn Law
\$175M goal with \$125M raised

Michael A. Fitts, Dean, and Bernard G. Segal Professor of Law

- Last year's greatest fundraising triumph? *The very thoughtful gift by a member of our Board for \$10 million that we hope to use on a new building.*
- Biggest (and nicest!) surprise? *The overwhelming support of our Board. Their level of engagement has been inspiring.*
- Most memorable moment? *Overhearing a student talking about what a collegial and special place Penn Law is to live and learn.*
- Your main focus this year? *Raising money to build a new structure on Sansom Street that we anticipate will solve Law School space needs for at least the next twenty years. Academically, we*

are considered the most cross disciplinary Law School in the nation, and we would like to expand and refine our program to make it more focused.

- What's most exciting about *Making History*? *The unbelievable support for our Bold Ambitions campaign shown by our alumni, parents and friends. Watching the faculty grow because of our fundraising success has been very rewarding, and offering competitive financial aid has allowed us to really attract the very best students.*

Penn Engineering

Making History Through Innovation
\$150M goal with \$86M raised

Eduardo D. Glandt, Dean, and Robert D. Bent Professor of Chemical and Biomolecular Engineering

- Last year's greatest fundraising triumph? *Raising \$32 million for the Krishna P. Singh Center for Nanotechnology, i.e., 80% of our goal!*
- Biggest (and nicest!) surprise? *The selfless, unrestricted \$5 million cash gift from David and Debra Magerman for the Singh Center, and the successful recruitment of PIK professors Christopher Murray and Robert Ghrist.*
- Most memorable moment? *Seeing the impact of Letty Callinan's gift to support the Advancing Women in Engineering (AWE) program that has already helped us recruit a freshman class of 38% women, potentially a national record.*
- Your main focus this year? *Raising endowed chairs, scholarships and fellowships.*
- What's most exciting about *Making History*? *Witnessing the tremendous impact of the campaign "in real time!"*

Penn Veterinary Medicine

Campaign for the School of Veterinary Medicine
\$125M goal with \$69M raised

Joan Hendricks, The Gilbert S. Kahn Dean of Veterinary Medicine

- Last year's greatest fundraising triumph? *Gifts from John and Marianne Castle and William S. Farish which enabled us to launch the Laminitis Institute dedicated to research, care, and teaching related to the second most deadly disease of the horse. In addition, Mrs. Betty Moran made the naming gift for the new high risk/critical care center at Penn Vet's New Bolton Center.*
- Biggest (and nicest) surprise? *Receiving the largest estate gift in the School's history from Col. John I. and Dorothy Leonard. The Leonards' generosity will have a tremendous impact on the Matthew J. Ryan Hospital for companion animal care.*
- Most memorable moment? *Through a generous gift from Vernon and Shirley Hill, we awarded the first Penn Vet World Leadership In Animal*

Health Award and the first two Penn Vet Student Inspiration Awards this spring.

- Your main focus this year? *Penn Vet will celebrate its 125th anniversary in 2009. Our plans are to share our philosophy of “One Medicine” and celebrate our long and distinguished history with events aimed at bettering the lives of animals and humans.*
- What’s most exciting about *Making History*? *Penn Vet’s potential to impact global health, animal welfare, and advances in animal and human medicine has never been greater. We are redefining veterinary medicine and Penn Vet’s role as an international leader.*

Penn Athletics

Fight On: The Campaign for Penn Athletics

\$112M goal with \$73M raised

Steven Bilsky, Director

- Last year’s greatest fundraising triumph? *That to date we have raised \$73 million toward our goal.*
- Biggest (and nicest!) surprise? *The discovery of more than 25,000 sq. ft. of usable space below the northern arcades of Franklin Field that will add grandeur and increase programming opportunities in the new George A. Weiss Pavilion.*
- Most memorable moment? *The enthusiasm and excitement exhibited by the supporters of Athletics during our kickoff in the Palestra.*
- Your main focus this year? *Continuing to broaden our outreach and engagement to new prospective supporters of Penn Athletics, without which our ability to continue to advance our campaign will be severely hampered. We must educate that constituency about our needs and on the value and impact that their support can have.*
- What’s most exciting about *Making History*? *That the University administration and Trustees endorsed our goals and made us a key campaign priority. This unprecedented opportunity is galvanizing support and enthusiasm for Athletics while complementing the overall University mission and financial objectives.*

Penn Nursing

Where Science Leads

\$75M goal with \$59M raised

Afaf I. Meleis, Margaret Bond Simon Dean of Nursing

- Last year’s greatest fundraising triumph AND biggest (and nicest!) surprise? *The endowment of the NewCourtland Center for Transitions and Health at Penn Nursing, the first research center in the country focused on improving care of patients as they transition between health care settings and providers. The gift is an investment in the translation of nursing science into clinical practice and reflects a partnership that now spans all of our campaign priorities.*
- Most memorable moment? *Standing with faculty, staff, students, donors, friends, and dean emerita Dr. Claire Fagin as we officially dedicated our building, Claire M. Fagin Hall!!*
- Your main focus this year? *To build support for our faculty, who continue to develop cutting-edge knowledge and translate that science into care.*
- What’s most exciting about *Making History*? *The opportunity to share that the very nature of Penn*

Nursing science is not only to make history, but to make a difference through transforming care and improving lives.

Penn Museum

The Campaign for the Penn Museum

\$74M goal with \$19M raised

Richard Hodges, Williams Director

- Last year’s greatest fundraising triumph? *Winning the Mellon award for the new position of Associate Deputy Director, to develop stronger links between the University and the Museum.*
- Biggest (and nicest!) surprise? *The strong support from our board for the digital spine (involving the digitization of our collections).*
- Most memorable moment? *Watching lines of people waiting patiently outside the gallery to see our exhibit on the Lenape Nation of Pennsylvania, curated by a Penn undergraduate.*
- Your main focus this year? *Building up support for our five-year strategy.*
- What’s most exciting about *Making History*? *The emphases on integrating knowledge and engaging locally and globally, both of which are central to everything we do at the Museum.*

Penn Graduate School of Education

Campaign for the Graduate School of Education

\$52M goal with \$31M raised

Andrew C. Porter, Dean, and George and Diane Weiss Professor of Education

- Last year’s greatest fundraising triumph? *Working with William Castetter and Sheldon Simon and Ruth Moorman Simon to create our first two endowed Ph.D. scholarships – a top priority for GSE!*
- Biggest (and nicest!) surprise? *Learning about \$6M+ endowed scholarship support from the estate of M. Elaine Stinner. I wish I had had the opportunity to meet her and thank her for her generosity in making a GSE education possible for many future students.*
- Most memorable moment? *My first day on the job as a proud member of the Penn community!*
- Your main focus this year? *Continuing to identify and secure support for our doctoral and master’s students.*
- What’s most exciting about *Making History*? *Working with so many people who are passionate about education not only here in their own backyard but nationally and globally!*

Morris Arboretum

Always Growing: The Campaign for the Morris Arboretum

\$50M goal with \$26M raised

Paul W. Meyer, The F. Otto Haas Director

- Last year’s greatest fundraising triumph? *Securing a \$5 million gift from Mrs. Dorrance H. Hamilton and \$5 million in support from the Commonwealth of Pennsylvania.*
- Biggest (and nicest!) surprise? *The breadth and depth of board support for the campaign.*
- Most memorable moment? *The groundbreaking for the Horticulture Center after 30 years of anticipation.*

- Your main focus this year? *Building support for Phase II of the Horticulture Center – a new Education Center.*
- What’s most exciting about *Making History*? *The new “Out on a Limb” – Tree Adventure Exhibit (opening next summer), which will include a canopy walk that interprets why we need trees in our communities and why trees need our help.*

Penn Libraries

Building the Library of Tomorrow:

The Campaign for the Penn Libraries

\$47M goal with \$13M raised

H. Carton Rogers III, Vice Provost and Director of Libraries

- Last year’s greatest fundraising triumph? *Through Adena Potok, being gifted the papers of Chaim Potok, which offer a wonderful insight into his creative writing process.*
- Your biggest (and nicest!) surprise? *Winning a Mellon grant to catalog the Henry Charles Lea Collection, exposing thousands of primary materials from the late medieval and early modern period for scholarly use.*
- Your most memorable moment? *The kick-off of the Orrery Society – recognizing individuals who have made significant contributions to collection development.*
- Your main focus this year? *Securing support for the re-conceptualization of the 6th floor of Van Pelt-Dietrich Library Center.*
- What’s most exciting about *Making History*? *The opportunity to transform the spaces and tools that enable scholars to generate and disseminate new knowledge.*

Annenberg School

Campaign for the Annenberg School for Communication

\$47M goal with \$266M raised

Michael X. Delli Carpini, Dean

- Last year’s greatest fundraising triumph? *Watching the placement of the final steel beam for the new Annenberg Public Policy Center building, dramatizing that, thanks once again to Mrs. Annenberg, the new home for APPC would become a reality.*
- Biggest (and nicest!) surprise? *When Professor Bob Hornik won the Lindback Award. It underscored that Annenberg’s faculty is among the best in the field and at Penn.*
- Most memorable moment? *Graduating our new doctoral students – always a milestone for us.*
- Your main focus this year? *To see our 50th Anniversary celebration take shape.*
- What’s most exciting about *Making History*? *The future!*

Penn Dental Medicine

Leading the Profession

\$37M goal with \$19M raised

Thomas P. Sollecito, Interim Dean

- Last year’s greatest fundraising triumph? *A leadership gift for our Main Clinic renovation from Henry Schein, Inc. that will create a “real world” practice experience for our students. We are doing more than renovating a Clinic – we are reinventing dental education for the future.*

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SCHOOLS & CENTERS *(Continued)*

- Biggest (and nicest!) surprise? *As I travel around the country to meet alumni, I am always impressed with their enthusiasm and the extraordinary amount of pride in being a Penn dentist.*
- Most memorable moment? *The School's White Coat ceremony. To see our new students put on the white coat that symbolizes their commitment to upholding the highest standards of Penn dentistry is quite moving.*
- Your main focus this year? *Our campaign to renovate the Main Clinic – the heart and soul of our clinical education. We are developing a plan to ensure that we stay on the cutting edge of dental education.*
- What is most exciting about *Making History*? *Seeing the impact that the campaign is having on our students' experience – better facilities, more scholarships and a heightened sense of our School's leadership in the field.*

Social Policy & Practice

The Campaign for Social Justice
\$33M goal with \$16M raised

Richard Gelles, Dean, and Joanne and Raymond Welsh
Chair of Child Welfare and Family Violence

- Last year's greatest fundraising triumph? *The commitment of our Board to the School's strategic goals to increase financial aid, attract and retain star faculty, and improve our physical space, as evidenced by their generous gifts and pledges.*
- Biggest (and nicest!) surprise? *After 50 years, seeing plans come to fruition to position the School's entrance to face Locust Walk – the hub of University life and Penn's main thoroughfare.*
- Most memorable moment? *Kicking off the School's Centennial celebration with keynote speaker Ralph Nader, hundreds of Penn students, SP2 Board members, and other friends of the School.*
- Your main focus this year? *Staying true to the School's mission to advance more effective, efficient, and humane human services through education, research, and civic engagement (especially in these trying times), with the help of our Board members, faculty, staff, and alumni.*
- What's most exciting about *Making History*? *To be almost halfway toward SP2's Campaign goal – the first significant Campaign goal in the School's 100-year history!*

PennDesign

Design Matters: The Campaign for PennDesign
\$20M goal with \$17M raised

Marilyn Jordan Taylor, Dean

- Last year's greatest fundraising triumph? *The individual generosity and collective enthusiasm of the Overseers, who are committed to fostering increased engagement across PennDesign.*
- Biggest (and nicest!) surprise? *The tremendous, energetic alumni who established a fund for innovative programming in architecture, sustainable design and professional practice, including much-needed fellowships.*
- Most memorable moment? *Watching the stream of visitors coming to Addams Hall's exhibit of*

amazing contemporary photography, loaned by a great alumnus/collector, Martin Margulies, W'59, and hearing how those photos deeply affected Fine Arts students.

- Your main focus this year? *Broadening awareness of the insights designers bring to the environmental, social and economic challenges of the 21st century.*
- What's most exciting about *Making History*? *Increasing the informed thinking that the next generation of designers will bring to global challenges and opportunities.*

Institute of Contemporary Art

ICA = Vision: The Campaign for ICA
\$17M goal with \$10M raised

Claudia Gould, Daniel W. Dietrich II Director

- Last year's greatest fundraising triumph? *Further appreciation for the growing support and encouragement of ICA's Overseers for our exhibitions, educational programs and publications. They are well-versed and eagerly partake of the opportunities ICA provides for visual literacy through observation, the exploration of timely cultural issues and the cultivation of critical thinking through interchange.*
- Biggest (and nicest!) surprise? *Selling 100 limited edition Karen Kilimnik prints so we could close our year in good standing.*
- Most memorable moment? *Realizing that ICA has seen a 100% increase in the number of visitors to ICA as a result of Glenn Fuhrman's gift to sponsor free admission for the public.*
- Your main focus this year? *Raising the next \$2 million to make ICA's goal for its endowment.*
- What's most exciting about *Making History*? *Reaching the \$10 million goal for ICA's endowment will allow us to spend more time pursuing our mission and less time worrying about the finances.*

Annenberg Center

The Campaign for the Annenberg Center for the Performing Arts

\$9.7M goal with \$3.9M raised

Michael J. Rose, Managing Director

- Last year's greatest fundraising triumph? *The Wallace Excellence Award was transformational, nationally prominent, and the largest grant ever received by the Center.*
- Biggest (and nicest!) surprise? *Generous campaign gifts from our Board, especially Rick & Merry Feintuch for Ben's Tix and scholarship, Bill Zellerbach for new carpeting, and David Brashear for scholarship.*
- Most memorable moment? *Hosting the Alumni Award of Merit in April – the Center has never looked so spectacular and our Overseer Lolita Jackson, ENG'89, was honored with the Alumni Award of Merit.*
- Your main focus this year? *Raising new support for Penn Presents programming and a challenge grant for exterior signage.*
- What's most exciting about *Making History*? *This is the first time the Annenberg Center for the Performing Arts has participated in a campaign, and the generosity of our leadership has generated great excitement.*

Year One

- With \$1.55B committed, Penn launched *Making History: The Campaign for Penn* on October 20, 2007.
- Our global initiatives got a boost with a \$2M grant from the Tiffany & Co. Foundation, funding an HIV/AIDS clinic building for the Botswana-UPenn Partnership.
- President Gutmann announced the no-loan financial aid policy.
- The Fox Leadership Program was endowed and expanded with a \$10M gift from Robert A. Fox and Penny Grossman Fox.
- Penn recruited three new PIK professors: David and Lyn Silfen University Associate Professor Sarah Tishkoff is a global expert in human genetics; Andrea Mitchell University Professor Robert Ghris is one of the world's leading mathematicians; and James W. Effron University Professor and Director of the Institute for Regenerative Medicine John Gearhart is a stem cell pioneer.
- Architects were chosen for the Singh Center, Neurobehavioral Science building, Weiss Pavilion, Penn Park, the ARCH renovation, and the new College House on Hill Square.
- The Arboretum celebrated its 75th anniversary in April by kicking off its *Always Growing* campaign.
- The Campaign received its largest capital gift to date, \$50M from Anne and Jerome Fisher for the Translational Medicine Building.
- Penn Medicine contributed \$50M to create the Penn Integrates Knowledge Neuroscience Initiative, with five new PIK professorships and other initiatives.
- A full house of 300 alumni gathered for the first *Engaging Minds* symposium in New York.
- The Herbert D. Katz Center for Advanced Judaic Studies was dedicated.
- The School of Social Policy and Practice kicked off its 100th anniversary celebration with a convocation on contemporary issues in social justice.
- The renovation of the Music Building began.
- The Arboretum broke ground for its "green" Horticultural Center, its first new building since the 19th century.
- The Ruth and Raymond Perelman Center for Advanced Medicine, designed to speed diagnosis and treatment and enhance patient comfort, was dedicated.
- The School of Veterinary Medicine celebrated its 125th anniversary and kicked off its campaign.
- At Homecoming 2008, *Quakerfest on the Green* celebrated the first year of the public phase of the *Making History* campaign.

www.makinghistory.upenn.edu