



## Shared Aspirations

When we launched the *Making History* campaign, we were fueled by what we wanted the School of Arts and Sciences to look like in the future. We articulated our most pressing needs and our highest aspirations. Today, the School of Arts and Sciences has indeed accomplished something historic. Thanks to you—our alumni, parents, and friends—we surpassed our *Making History* fundraising goal and are well along the path to realizing these aspirations.

Throughout the campaign, everyone at the School has felt buoyed by your support. We knew that every gift meant that another person was investing in Penn Arts and Sciences. What a powerful community of supporters—more than 8,000 strong!

And I can confidently say that the School is now stronger than ever. Together, we raised \$528,671,038. That means more than 300 new scholarships, enabling the talented students of the College to graduate without burdensome debt. It means 39 new faculty positions—enabling us to recruit and retain academic stars. It means exciting new programs for our undergraduates—both inside and outside the classroom. And it means vibrant new spaces for teaching and research, like the Neural and Behavioral Sciences Building.

In the pages of this issue, you'll read about some of these exciting campaign projects, and you'll hear from some of our supporters about why they share the School's highest aspirations.

Thank you for your generosity and for helping SAS make history. Your support has been extraordinary and will enable us to continue to build an extraordinary future for SAS.

Jean-Marie Kneeley  
*Vice Dean for Advancement*



Photo by Lisa Godfrey

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To view a list of alumni, parents, and friends who generously supported the School of Arts and Sciences *Making History* campaign, please visit: [www.sas.upenn.edu/supporting](http://www.sas.upenn.edu/supporting).

**Transforming Lives: Thanks to many gifts, more than 300 new scholarships were created during the Making History campaign.**

Photo by Lisa Godfrey

A close-up photograph of a black graduation cap with a blue tassel. The cap has "I DID IT!" written on it in white, outlined letters. In the background, other graduates in caps and gowns are visible, though slightly out of focus.

# A CAMPAIGN MADE BY MANY, BENEFITING MANY MORE

More than 8,000 alumni, parents, and friends made gifts to the School of Arts and Sciences *Making History* campaign. The remarkable generosity of our donors—who gave a total of \$528.7 million—is having tremendous positive impact every day throughout the School.



Photo by Jim Graham

**Fostering Faculty Excellence:** Friends of the School of Arts and Sciences endowed 39 faculty positions—enabling the School to recruit and retain academic stars like Thomas Sugrue, the David Boies Professor of History and Sociology and Director of the School's new Social Science and Policy Forum.

**Experiments in Education:** Launched with a seed fund generously provided by Roxanne Bok, C'81, and Scott Bok, C'81, W'81, L'84, the Integrated Studies Program brings together the humanities, social sciences, and natural sciences in a coordinated set of explorations around the great ideas that drive our understanding of the world.

## Scholarships

During the *Making History* campaign, SAS donors endowed an additional 318 scholarships. More than \$130 million was raised for undergraduate financial aid—the most money raised for this purpose in the history of the School. During the course of the campaign, the School's endowment for financial aid more than tripled. As a result, we are meeting the financial need of our students with loan-free aid packages, and they are able to graduate without daunting debt.

## Faculty

Generous SAS donors funded 39 faculty positions—enabling the School to recruit and retain the academic stars who are the heart of SAS. These top scholars are experts and innovators in their fields, as well as devoted teachers dedicated to providing the best education to undergraduate and graduate students.

## Facilities

More than \$100 million was raised for buildings—the physical spaces that house discovery, learning, and academic interaction. With this extraordinary support, we can continue to transform

our campus, providing vibrant, sophisticated spaces for teaching and research, including the forthcoming Neural and Behavioral Sciences Building and the Ronald O. Perelman Center for Political Science and Economics, and the renovated Music Building and Chemistry Laboratories.

## Innovative Undergraduate Programs

Donors to the SAS *Making History* campaign have helped transform the undergraduate educational experience by creating new programs, including:

**The Integrated Studies Program,** now in its second year, is building a powerful foundation of core liberal arts for incoming College freshmen accepted as Benjamin Franklin Scholars. As part of the program, three professors from the School—one from humanities, one from the social sciences, and one from the natural sciences—teach a single course examining one theme from different perspectives. Recent themes included “Knowing” and “Thinking.”

**The Vagelos Integrated Program in Energy Research (VIPER)** leads to a dual degree: Bachelor of Arts and

Bachelor of Science in Engineering. Launched in 2012, the program attracts talented students who focus on a critically important area of study for our country and the world—alternative and efficient energy sources.

**The Roy and Diana Vagelos Program in Life Sciences and Management** enrolls 25 exceptional students each year and offers them the opportunity to pursue an interdisciplinary curriculum combining bioscience and business, leading to the completion of two degrees: a Bachelor of Arts in a life sciences major, as well as a Bachelor of Science in Economics.

## Internships

Because practical, real-world knowledge greatly augments undergraduates' classroom education and strengthens their professional preparation, the School of Arts and Sciences worked with our donors to create 36 new internships during the *Making History* campaign. Today, College undergraduates gain powerful internship experiences through the Biological Basis of Behavior program, the Center for Advanced Study of India, the Vagelos Program in Life Sciences Management, and the Robert A. Fox Leadership Program, among others.

## A Vital Hub for the Life Sciences

Inspired by School of Arts and Sciences Dean Rebecca Bushnell's vision for the future, members of the SAS Board of Overseers and other generous donors banded together to make the School's Neural and Behavioral Sciences Building a reality. Situated next to James G. Kaskey Memorial Park, the NBS Building will connect the Carolyn Lynch and Leidy Laboratories, creating a life sciences corridor for SAS. When it opens in 2016, the NBS Building will also promote collaboration across undergraduate programs by serving as the new home for Biology, Psychology, Biological Basis of Behavior, and the Vagelos Program in Life Sciences and Management.

## SCHOOL OF ARTS AND SCIENCES BY THE NUMBERS

**8,287  
DONORS**

**\$528.7M  
RAISED**

**Vibrant New Spaces:** The state-of-the-art design of the Neural and Behavioral Sciences Building has already been honored twice by the American Institute of Architects.



# DEAN BUSHNELL HONORED WITH PROFESSORSHIP

Though her literary specialty is tragedy, Rebecca Bushnell's tenure as Dean of the School of Arts and Sciences has been anything but, as she oversaw a transformative time for the School and the most successful campaign in its history. In recognition of her success, the SAS Overseers have created an academic chair in her honor, which she will hold after she steps down as Dean. And when she eventually leaves the chair upon her retirement, it will be renamed the Rebecca W. Bushnell Professorship.

"She's done an exceptional job," says **Sarah Fuller, CW'71**, the seed donor to create the new chair in Bushnell's honor. "And it's one of the harder positions. It's not a command-and-control structure—you do it by persuasion."

Fuller should know. She's spent her career in business, creating and running her own start-up, selling it three times, and starting up another. She is a University Trustee and SAS Overseer, and sits on several Penn advisory boards. Her two sons also graduated from the College: One now flies F-16s; the other is an animator. It gives her a unique viewpoint for judging the usefulness of an education in the arts and sciences, and the success of a dean.

"Rebecca is very special," she says. "She brought subtlety and wisdom to things that were not always easy to handle." The eight years of Bushnell's deanship included both the *Making History* campaign and the Great Recession that caused the School to rethink some of the priorities identified in its strategic plan. "That's a very hard message to deliver, and I think she did it with equanimity and a real sense of mission."

"She's done a remarkable job doing very innovative things, like cluster hires across departments," to maximize faculty recruitment, says Fuller. She also cites Bushnell's fostering of other interdisciplinary programs, including the Vagelos Program in Life Sciences and Management and the Vagelos Integrated Program in Energy Research (VIPER).

Regarding the Dean's "other" job as professor of English, Fuller says, "I think every faculty gets nervous when somebody comes in as dean who's on the other side of the fence, but she's been extraordinarily balanced in her leadership." She points out Bushnell's advocacy for the Neural and Behavioral Sciences building and the Singh Center for Nanotechnology, shared with Engineering, as well as the renovated Music Building.



Photo by Lisa Godfrey

**Dean Rebecca Bushnell (left) with University Trustee and SAS Overseer Sarah Fuller, CW'71.**

The *Making History* campaign, during which the School raised more than its goal, is another testament to how well Bushnell and her team presented a very clear message and mission. Fuller says, "Rebecca's been all over the world, I don't know how many times. She's an excellent spokesperson. She has the gravitas of the academic side, and she's remarkably eloquent ... which of course you'd expect of an English professor." Beyond all that, "She's just fun."

The chair will recognize Bushnell's important contribution to the institution, and the project received an outpouring of support from past and current overseers. "We exceeded our goal for the chair," says Fuller. "That's an excellent indication of how the overseers value her contribution. And I think she'll be touched that it goes in her name."

The chair has one more twist that seems a perfect fit for, and tribute to, Bushnell. When she retires, the chair will become the Rebecca W. Bushnell Professorship in the Sciences, which will give the chair itself a history of crossing academic lines. It seems like an ideal tribute to such an effective and balanced dean, and a passionate and inspiring professor.

# DINNER AND A MISSION

Overseer Gillian Minter, C'90, shares her passion for scholarship giving.

"I wanted to reconnect," says **Gillian Meltzer Minter, C'90**, about how she first turned back to her alma mater. She had taught English and traveled in Europe for two years after graduation, then returned to the U.S. and was working as an analyst on Wall Street. Looking for a connection, she found a calling: For more than a decade, she has sponsored a series of dinners with **George Weiss, W'65**, that has raised millions for financial aid.

**Q: How did you get involved in scholarship aid?**

**Minter:** I wanted to do something very meaningful to me, so I did some exploring and found the financial aid committee and met George Weiss. I was very inspired by George and his story. He had come to Penn on financial aid from a modest background, and he became a great success, and his main focus is helping other people. I fell in love with the idea of raising money for financial aid. It became my passion because I really felt that you could change somebody's life.

**Q: How did you think of hosting dinners to raise money for scholarships?**

**Minter:** I came up with the idea of cultivating people who were ready to do something more than just sending a check but weren't sure how. I thought this would be a way to engage them, so I asked George if he would help and speak, and he and I have hosted dinners since then. We would have a round table and go around and introduce ourselves and all talk about our experience at Penn, and then George would talk about what was going on now. That was important—we all wanted to know what was happening on campus. Then we discussed financial aid as a way to give back. And the dinners have been incredibly successful.

**Q: What's your experience with your own scholarship recipients?**

**Minter:** My scholars have always been minority women from New York, and each one is nicer than the next. But for me, I don't see it so much as being about one student rather than the big picture and how many other people I can get to donate to scholarships. I just think that there are so many kids that need an opportunity—and I think it enriches everyone.

One of the stories I tell at my dinners is about the first time I went to the scholarship celebration at Penn. I didn't really know what to expect, and my own student was coming later because of a class. And students just kept coming up to me and saying thank you. One after another, these kids that were not my kids came up to me to say thank you and to tell me their story and tell me how much they loved Penn and what they were studying and how inspired they were by their classes and their professors.

**Q: Was there one that you especially remember?**

**Minter:** I was most touched by an African-American woman from Chicago, from the projects. A guidance counselor had approached her and said, "You're doing very well. I really think you should go to college." She went home and asked, "They tell me I should go to college. Where should I go?" And nobody knew colleges. Nobody had gone to college. So they bought a *U.S. News & World Report*, and got a list of the colleges, and she applied to several. She wound up deciding between Penn State and the University of Pennsylvania, not knowing the difference. Penn offered her the most money, so she came here and did incredibly well. She ended up becoming a Goldman Sachs Scholar.



SAS Overseer Gillian Meltzer Minter, C'90

But she said that when she went home, all of these kids that she grew up with suddenly realized that college was an option. Now many of them were striving to go to college, and many did. That was what really struck me. You change one life, for sure. But you often change many others that you don't even know about. It gave a whole group of people hope and something to strive for that they never even thought about before.

**Q: What response do you get from your dinner invitees?**

**Minter:** It's rare that people don't send me an email saying how inspired they were, and they very often stay in touch with me. They say, "Just want you to know I'm so happy, and I'm meeting my scholar." So for me it's been a nice experience with the donors, as well. Because when you give something like that, you also receive.



The Jaffe family (left to right): Elliot, W'49; Byron; David, C'81, W'81; Alexandra, C'14; Elise; Helen; Laurel; Spencer, C'16; Roslyn; Richard, C'79, G'79 (seated); Russell; Lynette

# GIVING ACROSS GENERATIONS

From a member of the Class of '49 to students right here on campus, a proud Penn family shows that when it comes to scholarships, generosity spans generations.

The Jaffe family has a long history of making transformational gifts in response to the School of Arts and Sciences' greatest needs—from facilities to faculty positions to their latest extraordinary commitment: scholarship support. This loyal Penn family, which recently endowed a Men and Women of Pennsylvania scholarship for College students, includes former Overseer **Elliot Jaffe**, W'49, and his wife **Roslyn**; their sons **David**, C'81, W'81, and **Richard**, C'79, G'79; their daughters-in-law **Helen** and **Lynette**; and grandchildren **Alexandra**, C'14, and **Spencer**, C'16. Longtime supporters of the School, they have also made generous gifts to fund the Elliot and Roslyn Jaffe History of Art Building and the Elliot and Roslyn Jaffe Professorship in Film Studies.

"Now we thought, 'Let's make it possible for more people to attend Penn,'" Elliot Jaffe says. For him, the motivation to establish a scholarship dates back to the 1940s, when he came to the University on the G.I. Bill. Wanting to make up for lost

time after his Army service, he says he rushed through his requirements without taking humanities courses. Today, he wants to give students the liberal arts education he missed.

But he wasn't alone in wanting to make a gift to Penn. His entire family was involved in the discussion, and it was his grandchildren who helped steer them toward scholarship support. Alexandra and Spencer had seen how many students have to juggle part-time jobs along with courses and extracurricular activities, and they hoped their family could help change that for someone. Their father David, a member of Wharton's Jay H. Baker Retailing Industry Advisory Board, also wanted to relieve that burden. "This is a way to help them focus on their academics so they don't have to take a job or don't have to walk out of college in debt," he says. Elliot Jaffe echoes this. "We want to be the bridge over economic problems," he says.

- Tracey Quinlan Dougherty

# PERELMAN GIFT CREATES CENTER FOR POLITICAL SCIENCE AND ECONOMICS

A gift of \$25 million from **Ronald O. Perelman, W'64, WG'66**, will create the Ronald O. Perelman Center for Political Science and Economics, providing a new home for the Departments of Political Science and Economics in the School of Arts and Sciences. The Center will be located in the West Philadelphia Trust Building at 36th and Walnut Streets in the heart of Penn's campus.

"Ron Perelman's extraordinary generosity will enable us to create an outstanding center for political science and economics, two of Penn's most popular undergraduate majors," Penn President Amy Gutmann says. "The Ronald O. Perelman Center for Political Science and Economics will transform the existing space into a magnificent new building that will combine two key academic departments in one central location."

"I am proud to continue my support of this extraordinary institution that means so much to me and my family," says Perelman. "This gift underscores my deeply held belief that our next generation must be given the tools to not only understand but positively impact government and the increasingly complex global economy."

Perelman is the son of Raymond G. and the late Ruth Perelman, who in 2011 made a \$225 million gift to Penn's School of Medicine, now the Raymond and Ruth Perelman School of Medicine at the University of Pennsylvania. The gift was the largest single gift in the University's history.

A member of Penn's Board of Trustees, Ronald O. Perelman holds both graduate and undergraduate degrees from Penn's Wharton School. A frequent donor to the University, his previous gifts include \$20 million to create Perelman Quadrangle, making it possible for the University to restore the buildings at the historic core of its campus: Houston Hall; Irvine Auditorium; Cohen Hall, named for Perelman's former wife, the late **Claudia Cohen, CW'72**, the first woman editor of *The Daily Pennsylvanian*; College Hall; and Williams Hall. At that time, it was the largest single gift for campus life in Penn's history. Perelman has also supported undergraduate financial aid, The Wharton School, athletics, and medicine.

"With this gift, Mr. Perelman has single-handedly assured the vitality of the social sciences at Penn by providing for a home for our truly outstanding political science and economics faculty," says Rebecca Bushnell, Dean of the



Ronald O. Perelman, W'64, WG'66

School of Arts and Sciences. "I know that the impact of this gift will be felt across the School for years to come."

Perelman is chairman and chief executive officer of MacAndrews & Forbes Holdings Inc., a diversified holding company with interests in consumer products, defense, entertainment, financial services, education, biotechnology, and gaming.

An active philanthropist, he is the founder of the Revlon/UCLA Women's Cancer Research Program and has established the Department of Dermatology in his name at NYU Medical Center, The Ronald O. Perelman Heart Institute at New York Presbyterian Hospital, and The Ronald O. Perelman and Claudia Cohen Center for Reproductive Medicine at Weill Cornell. Committed to women's health, the arts, and education, Perelman was president of the Guggenheim Museum and serves on the boards of Carnegie Hall, the New York Presbyterian/Weill Cornell Medical Center, and the NYU Medical Center, among others.



Photo by Lisa Godfrey

# LEVIN COLLEGE DEANSHIP HONORS FAMILY'S HISTORY

A family's history with Penn—and of support for the liberal arts—will be honored with the naming of the Stephen A. Levin Dean of the College. Three generations of the Levin family have attended Penn: **Stephen Levin, C'67**; his father **Leonard C. Levin, W'41**; and his sons **Eric, C'92**, and **Andrew, C'14**. A \$5 million gift from Stephen and **Petra Levin** will support the activities of the College dean—currently Dennis DeTurck, Robert A. Fox Leadership Professor and Professor of Mathematics—and may also be used to support programs, departments, and new initiatives in the College.

"This gift represents the Levin family's history at Penn and its enthusiasm and advocacy for the School of Arts and Sciences," says SAS Dean Rebecca Bushnell. "It will enable us to further

support the great work of Dennis DeTurck as dean of the College, benefiting students for years to come."

A previous gift from Stephen Levin, in honor of his son Eric, endowed the Levin Family Dean's Forum. Since 1984 this celebration of the liberal arts has brought leading intellectual figures to campus to speak to students and the community. The annual Forum is also the occasion to recognize the graduate and undergraduate Dean's Scholars for their outstanding academic achievement and intellectual promise. In addition, Levin has named the Leonard Levin Library in the Lauder Career Center in honor of his father, and a classroom in Fisher-Bennett Hall.

"The leadership role of the College dean in undergraduate education is a

perfect match for Stephen and Petra Levin's steadfast support of the School of Arts and Sciences," says Bushnell.

Stephen Levin is chairman of Gold Coast Beverage Distributors in Doral, Florida, and he and Petra serve on the boards of numerous charities. Eric T. Levin is president of Gold Coast Beverage Distributors and a scholarship donor, while Andrew G. Levin is a member of the Class of 2014. The late Leonard Levin was president of the Reading, Pennsylvania Coca-Cola Bottling Company.

# MARKS CHAIR WILL COVER ECONOMIC HISTORY

Edmund Burke's axiom "Those who don't know history are destined to repeat it" is as true for economists as anyone else—something **Howard S. Marks, W'67**, knows well. To assure that Penn undergraduates do not fall victim to this phenomenon, Marks, a University trustee, and his wife Nancy have established the Howard Marks Professorship in Economic History with a \$3 million gift to the School of Arts and Sciences.

"We are delighted that Howard and Nancy Marks have decided to endow a chair in economic history," says Dean Rebecca Bushnell. "The subject has never been more important, in both scholarship and public policy, and it is especially important at Penn, with its strong emphasis on international and global politics and economics."

Marks is the founder and chairman of Oaktree Capital Management, LLC. As chair of the University Trustee's Investment Board from 2000 to 2010—a decade bookended by major financial crises—he avoided the market's excesses and grew the endowment from \$3.2 to 5.9 billion, receiving national recognition for his management. He is also a writer whose memos are eagerly anticipated across the financial world for their wisdom, charm, and crisp clarity. Many of these, along with commentary, are gathered in *The Most Important Thing Illuminated: Uncommon Sense for the Thoughtful Investor*, published in January.

"Howard understands the value of the liberal arts," says Bushnell. "His generous support of the Marks Family Writing Center makes it possible for Penn students to receive the kind of individual attention and feedback that he credits for his own development as a writer."

Along with the Writing Center, Howard and Nancy Marks are long-time supporters of renewable term scholarships for students in all four undergraduate schools. They also recently endowed the Howard Marks University Professorship in behavioral finance and the Howard Marks Investor Speaker Series at Wharton.



Howard S. Marks, W'67

Courtesy of Howard S. Marks



# EXPANDING ENERGY EXPLORATION

A \$2 million gift from **David Elliman**, C'73, WG'77, and **Dr. Andrea Branch** through the BAWD Foundation will enable SAS to jumpstart its effort to attract three new faculty members to Penn. The funds will provide startup support for faculty specializing in ways to bring renewable energy sources to market. Over the next three years, SAS basic science departments, including Chemistry, Physics and Astronomy, and Biology, will join together to conduct multi-disciplinary searches centered on this theme, which will help solidify Penn's role as a leader in energy research.

"Few areas of scholarship are as crucial to our global future as energy research," says Dean Rebecca Bushnell. "The scholars recruited with the help of the Elliman Fund will bolster our

promising energy initiatives with the School of Engineering and Applied Sciences, like the Penn Center for Energy Innovation (Pennergy) and the new Vagelos Integrated Program in Energy Research (VIPER), increasing our momentum in this vital area of study."

Elliman's own interest in energy innovation and appreciation for scientific research led to this incredible gift. "After meeting with current Penn faculty engaged in energy research and teaching I came away convinced that this 'cluster hire' approach will allow the School to build on existing strengths by attracting new faculty who are doing cutting-edge energy research," he says.

Elliman earned a B.A. in Biology from the College, then received an M.S.

in cell biology from the University of California at Irvine and an M.B.A. from Wharton. He is founding principal of the Elmrock Group of companies. He serves as a member of the board at The New York State Energy Research and Development Authority (NYSERDA), and is a trustee of The Jackson Laboratory and a director of Great Western Oil and Gas Company. He served as an Overseer for the School from 1998 to 2007 and is currently a member of the Advisory Board for the Vagelos Program in Life Sciences and Management. Andrea D. Branch, Ph.D., is Professor of Medicine and Associate Professor of Surgery at Icahn School of Medicine at Mount Sinai in New York City, where she specializes in diseases of the liver. They are the parents of Dascher Branch-Elliman, C'12.

## IRA Charitable Rollover Extended

The American Taxpayer Relief Act of 2012 has reintroduced the popular IRA Charitable Rollover provision. This incentive allows individuals age 70 1/2 and over to transfer (or “roll over”) up to \$100,000 from their IRA account directly to the University of Pennsylvania School of Arts and Sciences without having to recognize the transfer as income.

### You should consider an IRA Charitable Rollover if:

- You do not itemize deductions but make charitable gifts, OR
- You are subject to the limitation on itemized deductions, OR
- You are required to take a distribution from your IRA that you don't need, OR
- Your charitable gifts already equal 50% of your adjusted gross income.

### How do I execute an IRA rollover?

You must request an IRA Charitable Rollover directly from your IRA administrator.

For more about the IRA Charitable Rollover, including a sample letter to your plan provider, visit: [www.makinghistory.upenn.edu/giftplanning/charitable-gifts-ira](http://www.makinghistory.upenn.edu/giftplanning/charitable-gifts-ira).

For more information, contact Lynn Ierardi, J.D., at the Office of Gift Planning, 800-223-8236 or 215-898-6171, or [lierardi@dev.upenn.edu](mailto:lierardi@dev.upenn.edu).

# PENN STARTS HERE.

**The School of Arts and Sciences is the heart of Penn—providing a liberal arts education to all undergraduates, supporting interdisciplinary collaboration University-wide, and engaging with the world. Through our faculty, students, and programs, we provide the foundation for excellence across Penn.**

The Arts and Sciences Annual Fund is the most direct way to support Penn Arts and Sciences. Gifts to the Fund deliver unrestricted dollars for the School to use immediately on its top priorities.

Together, we can impact every field of inquiry and open the world to our students. Please show your ongoing support by giving to the Arts and Sciences Annual Fund every year.

### Support the Arts and Sciences Annual Fund.

For more information, contact Robbie Brennan Hain, C'79, GEd'79 at [mhain@sas.upenn.edu](mailto:mhain@sas.upenn.edu) or **215-746-8208**, or visit: [www.sas.upenn.edu/gifts/annual](http://www.sas.upenn.edu/gifts/annual)