Annual benefit dinner raises $1 million

_SUCCESS and celebration_characterized the 2004 Scholarships Benefit Dinner as more than 300 guests gathered to raise funds, honor former Chancellor M.R.C. Greenwood, and officially launch the UC Santa Cruz Cornerstone Campaign (see story at right).

“We’ve raised one million dollars for student support,” exulted Acting Chancellor Martin M. Chemers, who announced the sum along with his cohosts for the event, UC Santa Cruz Foundation President Kenneth Feingold (Cowell ’71) and UCSC Alumni Association President Ken Feingold, president of the UCSC Foundation; and Acting Chancellor Martin M. Chemers announce the $1 million raised through the Scholarships Benefit Dinner and related activities.

Ken Doctor, president of the UCSC Alumni Association Council; Ken Feingold, president of the UCSC Foundation; and Acting Chancellor Martin M. Chemers announce the $1 million raised through the Scholarships Benefit Dinner and related activities.

The dinner culminated a two-day celebration that included the dedication of the Engineering 2 Building and the Jack Baskin Engineering Auditorium, and the presentation of the UC Santa Cruz Foundation Forum by speaker Lee Ting. At the former event, Engineering Dean Steve Kang announced a $1 million gift to establish the Kumar Malavalli Endowed Chair in Storage Systems Research and a $575,000 gift from Storage Systems Research Malavalli Endowed Chair in Storage Systems Research.

Cornerstone Campaign launched, emphasizing student support

UC Santa Cruz leaders have announced the Cornerstone Campaign, the first campuswide fundraising effort in UCSC’s history. “We challenged ourselves with a goal of raising $50 million over a two-year period, and thanks to several examples of outstanding philanthropy, I am delighted to announce that we already have received $45 million,” said Gordon Ringold (Crown ’72), chair of the Cornerstone Campaign Council, as he and Ronald P. Suduiko, University Relations vice chancellor, announced the campaign at the sold-out Scholarship Benefit Dinner.

Santucho, University Relations Vice Chancellor Ronald P. Suduiko, at (831) 459-4750, or rsuduiko@ucsc.edu, or Associate Vice Chancellor for Development Paul J. Priskin, at (831) 459-5718 or ppriskin@ucsc.edu, or give online at http://giveto.ucsc.edu/.

To make a gift to the Cornerstone Campaign, contact University Relations Vice Chancellor Ronald P. Suduiko, at (831) 459-4750 or rsuduiko@ucsc.edu, or Associate Vice Chancellor for Development Paul J. Priskin, at (831) 459-5718 or ppriskin@ucsc.edu, or give online at http://giveto.ucsc.edu/.

Your generosity really does make a difference. Thank you.

—MARIEL TARANGO, undergraduate preparing for a career in health sciences

The dinner raised over $10,000. Besides cohosts Feingold and Doctor, volunteer leadership for the dinner included Foundation trustees Hauvert Deck, Susan Hammer, Anne Neufeld Levin, and Patricia Rebele.

Dinner guests rose in a standing ovation as UC Provost and Senior Vice President M.R.C. Greenwood received the UC Santa Cruz Foundation medal. (see photo, page 2). The medal is the highest nonacademic honor given by UC Santa Cruz.

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To make a gift for student support, contact Ronaldo Ramirez at (831) 459-3801 or Jennifer Wood at (800) 933-SLUG. Or may also be made online at http://giveto.ucsc.edu/.

Examples of the contributions comprising the $32.2 million are included throughout this publication.

Cornerstone Campaign launched, emphasizing student support

UC Santa Cruz began its 40th anniversary year with a record of $32.2 million raised in private support. “This landmark level of giving underscores the world-class excellence of UCSC’s faculty,” said University Relations Vice Chancellor Ronald P. Suduiko. “This success also was fueled by the energy and leadership of Chancellor Greenwood, Acting Chancellor Chemers, and our deans. Now, we will build on that success,” he promised. Examples of the contributions comprising the $32.2 million are included throughout this publication.

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$1 million gift for engineering scholarships

Women studying engineering are the beneficiaries of a $1 million contribution from the estate of Barbara Snader to the Amy Beth Snader Memorial Scholarship Fund. The gift is UCSC’s third largest ever for scholarships and the second largest gift from an estate.

“We have a strong interest in supporting women in engineering, and these scholarships will help us recruit and retain the best students,” said Engineering Dean Steve Kang. Snader Scholarships are awarded to women in engineering on the basis of merit, and Kang noted that the recognition they provide to the recipients can be as important as the financial support. Currently, about 15 percent of undergraduates in the School of Engineering are women, which is on par with the national average. “This award allowed me to finally buy a laptop for school,” said Skye Lena Vendt-Pearce, an electrical engineering major. “More scholarships like these help boost the number of women engineers.”

The scholarship fund was established by Barbara Snader in memory of her daughters, Amy, a UCSC alumna who earned a B.S. in computer science (Merrill ‘83) and went on to a successful career as a software engineer at Santa Cruz Operation, a computer software company cofounded by UCSC alumna Doug Michels (Porter ‘76). For more information on supporting engineering scholarships and programs, contact Stephen Bourdow, Director of Development, Baskin School of Engineering, (831) 459-4713 or sbourdow@ucsc.edu.

Extending impact of women’s studies

A seminal course by a UC Santa Cruz scholar of national reputation will soon be available to universities and high schools throughout the country, thanks to an initiative and generosity of individual donors.

Thousands of students have taken Bettina Aptheker’s Introduction to Feminism course since the professor of women’s studies and history first offered the class in 1980. “I saw the tremendous positive effect Professor Aptheker’s classes had on her students, and wished she could reach an even broader audience,” said Eric Zamost (Kresge ’89), who took the class in 1989. With Aptheker’s agreement, Zamost began the process of producing and distributing a broadcast-quality DVD of the course.

Many donors support this project, including women’s studies research associate Peggy Downes Baskin, whose gift helped cover filming costs, and women’s studies alumna D’vora Tirschwell (Kresge ’89). All the Introduction to Feminism lectures have now been filmed and are being edited. The goal is to have the DVDs ready for distribution in 2005, the 30th anniversary of the Women’s Studies Department.

“This is the first time an entire UC Santa Cruz course has been recorded at this quality level,” said Zamost. “The progress we’ve made so far wouldn’t have been possible without these many donations.”

For more information on supporting this project and other programs in the Humanities Division, contact Donna Saffren, Director of Development, (831) 459-4713 or saffren@ucsc.edu.

UCSC professor Emeritus Joseph Bunnert

“One of the most significant gifts in return for a life-income plan is that you can gain tax benefits and create income streams for life. A member of the UC Santa Cruz campus since 1986, Bunnert and his wife, Sara, have established a charitable remainder unitrust that will benefit Crown College. A charitable remainder unitrust is one of the three most common life-income plans, all of which allow donors to make significant gifts in return for a lifetime stream of income to their designated beneficiary.

University Librarian Emeritus Allan J. Dyson, and his wife, Susan Cooper, chose a pooled life-income plan as opposed to a charitable gift annuity. A pooled life-income plan allows donors to contribute to an existing pool of assets rather than creating a new one. This type of plan is especially popular among donors who want to make a large gift but do not want to create a new pool of assets.

For more information on supporting UCSC’s legacy of excellence, contact Stephen Bourdow, Director of Development, Baskin School of Engineering, (831) 459-4713 or sbourdow@ucsc.edu.
Individual donors boost social sciences programs

Undergraduate students in the social sciences benefitted from the generosity of many individual donors last year, including some with firsthand experience of the value of a UC Santa Cruz education. Alumnus Mark Headley (Stevenson ‘81) found his UC Santa Cruz education perfect preparation for his career as president and portfolio manager of Mathews International Capital Management LLC. “The work I was doing at UC Santa Cruz, comparing the economic development of countries, is exactly what I’m doing today,” said Headley, who invests portfolios across the Asian market that range from diversified, to regional, to country- and sector-specific.

Headley supports a UC Santa Cruz program that reflects both his studies and his professional interests: the Global Information Internship Program (GIIP). GIIP is a student-run internship program that trains undergraduates in the latest tools of information technology, which they in turn use to advance the causes of global justice, peace, and gender equity. The program’s director is Paul Headley, a sociology professor and one of Headley’s mentor faculty.

“I know Paul places these internships with families and in situations where he’s been,” said Headley. “He can see his social and professional network to allow students to experience something that is almost off the charts for an American college student. I think that is much of what Santa Cruz is all about—trying to do things that are really different—and that make a difference.”

For more information on supporting social sciences programs, contact John Leopold, Director of Development, Social Sciences, (831) 459-3689 or jleopold@ucsc.edu.

The sky is not a limit

The gordon and betty Moor Foundation awarded $17.5 million to the University of California for collaboration on a visionary project intended to build the world’s most powerful telescope. UC’s efforts on the project are based at UC Observatories/Lick Observatory, which is headquartered at UC Santa Cruz. The University of California and Caltech will work in constant collaboration to achieve the design’s effort’s goals,” said Joseph Miller, director of UC Observatories/Lick Observatory. Coupled with a matching award from the Moore Foundation to Caltech, a total of $35 million is available for this project, known as the Thirty-Meter Telescope. The David and Lucile Packard Foundation renewed funding with a supplemental grant of $1.3 million to UCSC for continuing participation in the Partnership for Interdisciplinary Studies of Coastal Oceans (PISCO). Began in 1999 with a five-year, $20 million grant from the Packard Foundation, PISCO is a consortium of marine scientists from UC Santa Cruz and three other major universities in California and Oregon who are conducting coordinated studies of coastal ecosystems. The unprecedented program includes research and monitoring of the intertidal zone, nearshore rocky reefs, and kelp beds along more than 1,200 miles of coastline in California and Oregon.

For more information on supporting students, departments, and research in the Physical and Biological Sciences Division, contact Lynne Stoops, Director of Development, (831) 459-2192 or lstoops@ucsc.edu.

The UC Santa Cruz archive of renowned science fiction writer Robert Heinlein grew with a trio of gifts last year: materials and cash from the estate of Heinlein’s late wife, Virginia, and a grant from the Robert A. and Virginia Heinlein Prize Trust to establish the position of a Heinlein Scholar for the archive. The total value of these gifts is more than $340,000.

“When funding accompanies an archive, we are able to preserve and organize the material and more effectively provide access to unique resources,” said Christine Bunting, head of Special Collections and Archives. Funding is used for special storage, scanning documents in permanent digital format, and creating online finding aids among other enhancements.

William H. Patterson Jr., the first Heinlein Scholar, is editor and publisher of the Heinlein Journal, a scholarly publication of Heinlein studies. Virginia Heinlein chose him to be her husband’s biographer. “Integrating the bequest with the archive’s principal holdings is an almost overwhelming but very rewarding job,” Patterson said. The archive contains rare, interesting manuscripts, curiosities, and realia of interest to scholarly disciplines from American literature, to popular culture studies, to modern history. “The Heinlein Prize Trust award allows a full-time scholar and resident expert to comb through the archive intensely,” said Bunting. In addition to his identification of archival material, Bill is an invaluable resource for library visitors interested in Robert Heinlein.

The Robert Heinlein Archive was established at UCSC in 1987. It contains a priceless collection of the author’s original manuscripts, correspondence, and personal effects. The latest acquisition, which essentially doubled the volume of archival material, includes Heinlein’s honors and tributes, artwork and other memorabilia, and his working and personal libraries. For more information on supporting the Robert Heinlein Archive, contact Peter Raimondi, professor of ecology and evolutionary biology and principal investiga-

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or for more information on planned giving at UC Santa Cruz, contact Paul J. Prikap, Associate Vice Chancellor, Development, (831) 459-5718 or sjprikap@ucsc.edu.

Student support transforms lives

UC Santa Cruz offers many ways to support students with excellent academic records and demonstrated financial need. The Undergraduate Scholarship Fund, supported by annual gifts and other contributions, provides a primary source of support for exemplary students with financial need.

Some donors choose to establish funds that meet particular needs, such as the new Chirsty Ash-Thinh-Malarney Student Prize, which will honor an exceptional UCSC senior with a commitment to increasing understanding or improving the welfare of people of Vietnamese heritage. The award was created to honor Thinh-Malarney (Merrill ’90), who died in 2003. “We wanted to do something that showed how much the campus means to Chirsty,” said her husband Shaun Malarney, about how he, his parents, and Chirsty’s family created the award. “We hope that the recipients will show in their lives the same spirit and commitment that Chirsty did in hers.”

For more information on supporting students through scholarships and awards, contact Ronasto Ramirez, Director of Development, Student Affairs, (831) 459-2801 or affirm@ucsc.edu.
This past year has seen great achievement for our campus. Under the leadership of Acting Chancellor Martin M. Chemers and the foundation created by former Chancellor M.R.C. Greenwood, we reached a record $22.2 million in private gift support for fiscal year 2004. A new component of the Foundation’s success is the inaugural and second annual Scholarships Benefit Dinner, which in its first two years has raised more than $1.5 million for student support, benefiting both undergraduate and graduate students.

We have worked to keep a UC Santa Cruz education accessible to all of the state’s top students; however, the need for additional student support at public four-year colleges and universities consumed 25 percent, on average, of the income for low-income families. Our Financial Aid Office expects an additional 6 percent increase in financial aid requests for 2004–05. To continue to meet the need for student support, we have launched the Cornerstone Campaign (see story, page 1). We are committed to maintaining the UC Santa Cruz dedication to excellence in education and to making the opportunity for excellence available for every student admitted to UC Santa Cruz.

All who work on behalf of UC Santa Cruz are dedicated to making the Cornerstone Campaign a success. I want to especially recognize and thank Gordon Ringold (Crowell ’72) for chairing the Campaign Council, and Kenneth Doctor (Merrill ’77), president of the UCSC Alumni Association Council, for their work on behalf on this campaign.

A little more than a year ago, my wife, Moira (Crowell ’72), and I attended the dedication of College Nine and College Ten. There was so much enthusiasm from the students at the “pioneer class” of these two colleges that Moira and I realized the dream we experienced in the early days of the campus is still very much alive for today’s students. I hope you’ll join us—and other alumni, parents, faculty, staff, and friends of UC Santa Cruz, in supporting the Cornerstone Campaign and keeping that dream alive for the next generations of alumni.


cellphone

From the President of the Board

The UC Santa Cruz Foundation is a nonprofit, all-volunteer organization formed in 1974 to support the University of California, Santa Cruz. In close partnership with UCSC’s chancellor, faculty, and staff, the Foundation encourages and accepts private gifts to address critical campus needs not met by state funds.

The UC Santa Cruz Foundation Board of Trustees

Robert C. Miller Jr.

Vice Chancellor, Research, and Dean, Graduate Studies

Cathy A. Sandeen

Vice Provost and Dean, University Extension/ Summer Session

Robert L. Steinheimer

Chancellor Emeritus, Biology, UCSC and UCSB; Chancellor Emeritus

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Officers

Ronald P. Sudzuki

Executive Secretary, Vice Chancellor, University Relations

Thomas M. Vani

Treasurer; Vice Chancellor, Business and Administrative Services

William L. Jump

Foundation Controller, University Relations

The arts need a lot of help from their friends. Shakespeare Santa Cruz is fortunate to have a group of exceptional friends in its board of directors—volunteers who generously give their time, energy, and financial support. A stellar example is long-time board member and event maven Carolyn Hyatt. As fundraiser extraordinaire, Carolyn organizes imaginative art auctions, parties like the “wedding reception” for the gala opening of The Taming of the Shrew, and personally sponsors a show each year. She supports the festival because “it is the most exciting local theater we have here on the Monterey Bay.” Local child star Gracie Winston indelibly brought her father Jon Winston onto the stage of the Shakespeare Santa Cruz board. Her performances in festival productions were, according to Jon, “life changing.” He added, “Gracie’s experience was magical.” Already a festival supporter, Jon was on the board only briefly when he became a show sponsor; “Jill and I strongly support the arts, and we have a long affinity for the festival. Being a board member, I wanted to step up to a higher level of support.” Carolyn and Jon plan to continue their commitment. As Carolyn said, “I will support Shakespeare Santa Cruz in perpetuity.” Who could ask for better friends?

For more information on supporting Shakespeare Santa Cruz and other Arts Division programs, contact Ami McCrow, Director of Development, (831) 459-2439 or amimccrow@ucsc.edu.

The Winston family (Gracie is second from left)
This report honors the many UC Santa Cruz contributors who have invested in the achievements and future of this outstanding university. Many direct their gifts to one or more programs of special interest to them, such as a college, academic department, scholarship fund, or specific area of research. The UC Santa Cruz Foundation oversees over $145 million in endowed funds. These contributions provide support for new faculty positions, research, performing arts programs, recreation and transportation facilities, and student financial aid. The vast majority of the University’s budget (approximately 75%) is generated through the Student Support Fund, which is provided by the Financial Aid and Scholarship Office.

The following table presents the top 25 contributors to the Student Support Fund, ranked by gift amount. These donors are either alumni or have made annual contributions totaling $100,000 or more over the last 10 years. The contributions made by these individuals have supported a wide range of University programs and initiatives, including academic scholarships, research grants, and the enhancement of campus facilities.

The UC Santa Cruz Foundation is committed to ensuring that every student has the opportunity to achieve their academic goals and dreams. We gratefully acknowledge the generosity of these supporters and are dedicated to stewarding their contributions in a manner that maximizes their impact on the University.

University Benefactors (pages 5–6) are individuals, foundations, businesses, and other organizations that have made cumulative contributions of $100,000 or more over the history of the campus. Through the 21st Century Club (page 6), we acknowledge those who have made deferred gifts to UCSF or informed us that they are remembering the campus in their wills.

Contributors have made gifts or pledges totaling $100 or more to UC Santa Cruz between July 1, 2003, and June 30, 2004. Individual Contributors (pages 6–10) and Parent Contributors (pages 11–15) are recognized by giving club. Alumni Contributors (those who attended UCSC for three or more quarters, pages 13–19) are listed following contributors.

We deeply appreciate the many individuals and organizations that support UC Santa Cruz, and are pleased to acknowledge their generous contributions.

Honor Roll

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This is a way of having your lands. They set a good example of doing things they thought would make the world a better place.

—Economist professor Carl Walch, who with his wife, Judy (Swan 73), established the Walch Family Scholarship to further Social Science majors in honor of Eugene and Rosalie Welch.
Giving for 2003–04

**Annual Fund Tops $2.6 Million**

**Thanks to the dedication and support of alumni, parents, and friends, the Annual Fund achieved its highest level in more than 15 years with a $2.6 million contribution, distributed in the following categories:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount (in $)</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Chancellor's Office</td>
<td>500,445</td>
<td>18.1%</td>
</tr>
<tr>
<td>Division of the Arts:</td>
<td>163,804</td>
<td>5.9%</td>
</tr>
<tr>
<td>Division of the Humanities:</td>
<td>369,390</td>
<td>13.6%</td>
</tr>
<tr>
<td>Division of the Social Sciences:</td>
<td>66,939</td>
<td>2.5%</td>
</tr>
<tr>
<td>Division of the Sciences:</td>
<td>500,445</td>
<td>18.1%</td>
</tr>
<tr>
<td>Division of the University Library</td>
<td>66,939</td>
<td>2.5%</td>
</tr>
<tr>
<td>Division of Business and Economics:</td>
<td>66,939</td>
<td>2.5%</td>
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<tr>
<td>Department of Chemistry</td>
<td>66,939</td>
<td>2.5%</td>
</tr>
<tr>
<td>College of Engineering</td>
<td>669,390</td>
<td>24.2%</td>
</tr>
<tr>
<td>Other Individual Programs</td>
<td>13,254</td>
<td>0.5%</td>
</tr>
<tr>
<td>Total Annual Fund</td>
<td>2,630,789</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Campus and Operating Expenses: $2,705,890 (103.7%)**

**Endowment: $120,900 (4.6%)**

Despite a challenging economy, the Annual Fund achieved its highest level in more than 15 years, thanks to the dedication and support of alumni, parents, and friends. The $2.6 million contribution benefits the University Library, Division of the University Library, Division of the Social Sciences, Division of the Sciences, Division of the Arts, Chancellor's Office, and many other areas of the campus and Colleges. Many donors gave more. All areas of the campus and Colleges benefitted from our Annual Fund donors this year.

More information on how you can support UCSC through the Annual Fund can be found at [giveto.ucsc.edu](http://giveto.ucsc.edu). Gifts can also be made online at [giveto.ucsc.edu](http://giveto.ucsc.edu).
“I can’t be satisfied with myself if I’m not using this wonderful life I’ve been given to contribute to improved education.”

—Marcia Wendle, Oakes college senior, who received a private foundant gift to build a student garden in California.
People who have a stake in UC Santa Cruz need to step up and make that concrete. One way to do that is to give your money. I'm able to do both, and I'm grateful for the opportunity.
“*I think students from Santa Cruz and placing them into some of the most economically and sociologically challenged places on the planet—and doing that safely and responsibly—is an amazing accomplishment.”

—Mark Heyd (Stevenson ’83), who supports the Global Information Internship Program at UCSC

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—Abraham Liberals (Cowell ’72), UCSB Alumni Association

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“...when the student callers contact me and they are asking for donations, and you can compare what they are going through now and compare it to what you were offered, your heart just goes up to them...”

-Lisa Gunnell (Conrey, ’77), donor
It's a win-win situation. To my way of thinking, it's a win-win situation.
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We think therefore we help halt a plague.

When a mysterious virus infected thousands of people around the world, scientists worked urgently to identify the cause. In only 24 hours, Joe DeRisi and his UCSF lab identified and helped contain the virulent SARS virus. As a method for rapidly identifying new pathogens, DeRisi’s innovations—a DNA chip and related software—can detect a wide range of viruses, providing frontline defense against emerging diseases, as well as known killers like malaria.

Upon becoming a 2004 MacArthur Fellow, DeRisi credited UC Santa Cruz with fostering his interest in science. “The tradition of bringing undergraduates into the lab and giving hands-on training gives Santa Cruz students a head start.”

Ken Doctor

Alumni Council initiates College Funds

The new Alumni College Funds offer an opportunity for future students to continue to benefit from UCSC’s unique learning/community cultures. The UC Santa Cruz Alumni Association Council established the fund to support programs such as scholarships and academic awards; research, internship, and service learning opportunities; and other activities.

Gifts of $1,000 or more will be recognized by a personalized 6” by 6” tile displayed prominently at the donor’s chosen college. Those contributing $5,000 or more will be able to personalize a 12” by 12” tile. Gifts of less than $1,000 are also encouraged, as are donations to the All-Colleges Fund. The tiles will be permanently displayed in a highly visible area within each college. They may be inscribed in a variety of meaningful ways, such as to honor an influential professor or commemorate a special event.

For more information on purchasing a tile or supporting the colleges through the Alumni College Funds, contact Jennifer Wood, Director, Alumni Fund and Colleges, (831) 459-2489 or jwood@ucsc.edu.