Celebration honors diversity, leadership, and student support

Guests from across the state, around the nation, and as far away as Japan gathered for three days of special events that explored diversity in higher education, celebrated the investiture of Chancellor Denice D. Denton, and supported UC Santa Cruz students through the Scholarships Benefit Dinner. At the third annual dinner, which honored longtime UCSC supporter Jack Baskin with the first Fiat Lux Award, Denton announced that $2.7 million in student support had been raised in the past year.

The celebratory events began with “Achieving Excellence Through Diversity,” a public symposium on issues of diversity in higher education. Keynote speaker Dr. Shirley Ann Jackson, president of Rensselaer Polytechnic Institute and former chair of the U.S. Nuclear Regulatory Commission, posed the question of how institutions of higher education might navigate the “fine line between creating opportunities for disadvantaged students and excluding less qualified students.”

On the day following the symposium, the UCSC Music Center Recital Hall was filled to capacity for the investiture of Denton. UC President Robert C. Dynes called Denton to the podium and presented her with the UCSC Foundation Medal in recognition of her career achievements, which exemplify the ideals and vision of UCSC.

In her inaugural address, Denton challenged the campus to “lead at the edge” and outlined six priorities that will guide decisions and the distribution of resources (see the Chancellor’s letter, page 2).

Success and surprise characterized the Scholarships Benefit Dinner, the final event in the three-day celebration. Chancellor Denton announced the successful conclusion of the UCSC Cornerstone Campaign (see related article this page), and Tremain Jones (Kresge ’95), recipient of a Karl S. Pinter Leadership Opportunity Award scholarship, spoke about the impact of student support on his academic success. “I am proof of the life-changing power of giving,” said Jones, who completed a B.A. in anthropology and will travel to Borneo this winter to study orangutans in their natural environment.

Campus and community benefactor Jack Baskin received the Fiat Lux Award in recognition of his distinguished and sustained service in support of UCSC’s programs and goals. In a surprise announcement, Chancellor Denton revealed that Baskin’s family, friends, and colleagues at UCSC and the Jack Baskin School of Engineering had created and funded the Jack Baskin Engineering Scholarship. “They have taken this opportunity to honor your educational leadership and vision for our young engineers,” said Denton.

For more about these special events, see page 2.

Cornerstone Campaign surpasses goal

The first campuswide fundraising effort in UC Santa Cruz’s history is a resounding success. A total of $67.6 million was raised, surpassing the campaign’s goal by $17 million.

“Our supporters have joined us in taking UC Santa Cruz to the next level of achievement,” said Gordon Ringold (Crowns ’72), chair of the Cornerstone Campaign Council. “The tremendous success of this campaign is thanks to the demonstrated commitment and support of our faculty and staff and the greater UC Santa Cruz community of alumni, parents, and friends.”

Running from July 2003 to June 2005, the Cornerstone Campaign benefited virtually every area of the campus. Gifts large and small contributed to this achievement, and more than $5.2 million was raised for undergraduate and graduate student support, a focused effort within the campaign.

Support from the UCSC Alumni Association’s newly created “First-in-Family” Scholarship helped Melissa Salas enter UCSC as a junior transfer psychology major. “I never questioned whether I was going to come to UCSC, it was just a matter of when,” said the Watsonville, California, native, who received support enabling her to transfer right after completing her A.A. degree.

Ocean sciences graduate student Petra Dekens (Crowns ’98) is benefiting from a new Center for the Dynamics and Evolution of the Land-Sea Interface (CDELSI) Fellowship, generously created by an anonymous donor. “I’d have funding for my last year is really great,” said Dekens, “because I know I’ll be able to really focus on writing up the research I’ve done so far.”

$35.3 million—another record year

Private gift support for UC Santa Cruz reached $35.3 million in 2004–05—the second consecutive record year of fundraising. “Across the range of disciplines, from the social sciences, humanities, and physical and biological sciences to the arts and engineering, our donors are making a positive difference at UC Santa Cruz,” said Chancellor Denice D. Denton. “We depend on their generosity and support and are very grateful for it.”

This Annual Report tells the stories behind some of the gifts—and remarkable donors—that made this such a successful year.
From Chancellor Denice D. Denton

On behalf of the UC Santa Cruz community, it’s my great pleasure to thank you for your support and advocacy, which has brought us phenomenal success in our Cornerstone Campaign and taken us to a second consecutively record-breaking year in private gift support. These achievements have been accomplished through your generosity, without which many key advancements would be impossible. I also acknowledge and appreciate the leadership of previous administrations and the hard work of faculty and staff. As we work together toward the next level of distinction for our campus, I am pleased to share some of the priorities that will guide us.

- Expand educational opportunities for undergraduate and graduate students; emphasize the role of the colleges; establish professional schools.
- Build on the quality of existing academic disciplines to develop new programs, particularly those that are interdisciplinary.
- Bolster fundraising and organizational effectiveness by increasing productive partnerships among university units and with companies, educational institutions, and governments in Silicon Valley, the Monterey Bay region, and beyond.
- Renew the campus’s commitment to our local community, partnering with local governments on issues such as housing and transportation, while underscoring UCSC’s contributions to education, voluntarism, culture, and economic growth and stability.
- Showcase the excellence of students, staff, faculty, and alumni who are driving progress across a spectrum of disciplines and making a difference in our world.
- Develop new strategies to attract, recruit, and retain exceptional students, staff, and faculty from diverse backgrounds.

Again I thank you for your ongoing commitment and support of UC Santa Cruz.

Sincerely yours,

Denice D. Denton
Chancellor
UC Santa Cruz

Donors with dual roles support library and students

UCSC’s McHenry Library is undergoing a comprehensive expansion and renovation, creating a model 21st century facility that integrates the latest information technology with traditional resource excellence. Major gifts and valuable input from these supporters—who provide considerable volunteer service as well—are leading the way in this ambitious effort. UCSC Foundation trustee Kit Mura-smith (Merrill ’75) served on the advisory group that shaped plans for the library project. A retired technology industry executive, Mura-smith also made a $1 million planned gift to support the library expansion and to fund scholarships through Transfer and Re-Entry Students (STARS). “UCSC welcomed me and provided the support I needed to concentrate on my studies to complete my degree in one year,” said Mura-smith, who enrolled as a senior transfer through the same program her scholarship will support.

Mike Graydon (Cowell ’70), also a Foundation trustee, and his wife, Sally, a board member of the Friends of the UCSC Library (see related story page 5), have established the McHenry Library Expansion Learning & Outreach Center Fund, which will enrich a state-of-the-art instruction center. The fund will be vital in maintaining and updating the learning center, where students will develop lifelong skills in research and information literacy. “By supporting these programs, we’re helping new generations more than ever experience and better understand the browsing power of the human brain,” said Graydon.

For more information on supporting the University Library, contact Margaret Gordon, director of development, (831) 459-4211 or mgordon@ucsc.edu.

Coastal research and graduate students benefit

From meticulous coastal surveys to controlled greenhouse experiments, researchers and students in the physical and biological sciences benefited that year from generous support. The Gordon and Betty Moore Foundation and the David and Lucile Packard Foundation contributed a total of more than $1 million to the Partnership for Interdisciplinary Studies of Coastal Oceans (PISCO), a long-term collaborative research project that received UC Santa Cruz’s largest private contribution.

PISCO focuses on processes driving West Coast tidal ecosystems. Survey findings—so far covering nearly 100 sites, from Baja California to Alaska—reveal previously unrecognized geographic biodiversity patterns. “There have been a lot of surveys over the years in certain places, but what really amazes me is that the whole geographic range that we have been able to cover,” said Alison Kendall (College Eight ’91), one of five UCSC alumni who make up the survey team. Moving quickly at low tides, the team documents the abundance and diversity of invertebral and algal biomass.

Focusing on terrestrial ecology, Ekker Andersen is researching how genetic shifts affect oceanic plant invasions and the regeneration of two California vetch species. A Ph.D. student in ecology and evolutionary biology, Andersen received the first Jean H. Langenheim Graduate Fellowship in Plant Ecology and Evolution.

Langenheim, a professor emerita in ecology and evolutionary biology, and student in plant ecology, said the $200,000 gift had long been part of her estate plan. She created the fellowship now because state budget cuts and rising student fees make graduate support all the more important.

“I simply decided to support the field in which I am doing research for as long,” said Langenheim. “It actually surprised me to look back and realize that it has been 60 years since I took my first course in plant ecology.”

For more news on supporting physical and biological sciences programs and students, contact Lynn Street, director of development, (831) 459-4212 or lstreet@ucsc.edu.

“Today, we begin again. Our campus was born of a pioneering vision, which yet endures. Replete with stellar achievements, UC Santa Cruz is but a brilliant intimation of even more greatness to come. I look forward to joining you in the journey.

Shirley Ann Jackson
President, UC Santa Cruz Foundation

“UC Santa Cruz is developing a school that will meet the engineering challenges of the 21st century. I am delighted with the engineering school’s progress and consider it to be my greatest legacy.”

Jack Raisler
Philanthropist
Recipient of the first UC Santa Cruz Foundation Fiat Lux Award
November 5, 2005

“Diversity and discussions of it, can be turbulent and uncomfortable. But, it is also clarifying, illuminating, leading to a deeper understanding of one’s self and one’s world. Diversity advances innovation—diversity powers excellence.”

Shirley Ann Jackson
President, UC Santa Cruz Foundation

“Diversity is a forward-looking strategy, not just a mechanism to redress past injustices… Diversity makes for robustness, resilience, and stability.”

Amuradis Luther Matta
President, UC Santa Cruz Foundation

“UC Santa Cruz is thinking at the edge of the UC,” President Shirley Ann Jackson said at the symposium on “Achieving Excellence through Diversity.”

From Chancellor
Denise D. Denton
Chancellor, UC Santa Cruz
From her inaugural address, November 4, 2005

“UC Santa Cruz is a university of the edge. Our reputation stretches across the country but also world.”

Professor Emerita Jean Langenheim and ecology and evolutionary biology, Ph.D. student Ekker Andersen, recipient of the first Jean H. Langenheim Graduate Fellowship in Plant Ecology and Evolution.

Kumir Malavalli and the first Malavalli Chair in Storage Systems, Darrell Long

UC Santa Cruz Foundation trustee Mike Graydon (Cowell ’70) and his wife, Sally, who serves as a board member of the Friends of the UCSC Library.

For more information on supporting the UC Santa Cruz Library and students, contact Margaret Gordon, director of development, (831) 459-4211 or mgordon@ucsc.edu.

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UC SANTA CRUZ: Private Support Making a Difference

Individual and foundation gifts boost social sciences

A national resource for teacher training, the UC Santa Cruz New Teacher Center (NTC) has developed a mentoring program that dramatically reduces new-teacher turnover. Typically, nearly half of all new teachers leave the profession within five years, but we’re able to retain almost 90 percent,” said NTC director Ellen Moir.

In addition, a $725,000 grant from the Kresge Foundation supports a curriculum designed to help new teachers provide quality instruction. “We’ve taught our children that they must spend some of their time to make a difference in someone else’s life,” said Chatterjee. “This will make everyone feel better!”

Donor profile: David Kaan

The story of David Kaan’s life is written in his philanthropy: a passion for music; a commitment to education, teaching, and tutoring; and the sheer joy of giving back. “It’s wonderful fun,” he said about his experience as a donor. “I’ve helped some students, which is really a great pleasure. I’ve seen the value in all the support I’ve given.”

A devoted and generous donor since 1986, Kaan said, “I’m an economist by profession, but a philanthropist by temperament.” Kaan’s major UCSB gifts include two music scholarships for a University Library music endowment; a composer蹲位 sponsor for Shakespeare Santa Cruz; and underwriting the Arts & Lectures classical music program for 15 years.

When Kaan attended the first season of the UCSB Pacific Rim Music Festival, he was so impressed he became a lifelong supporter. UCSB associate professor of music and fixtures artist Hiroyuki Kim surprised Kaan by inviting him to perform a piece composed in his honor at the next festival. “It was phenomenal,” said Kaan, adding, “I was inspired by the music.”

Donor profile: Betsy Wootten

Betsy Wootten surprised her with a college trip when she retired after 34 years at the College’s facility services coordinator. “It was thrilled,” said Wootten, “and pleased to receive such a wonderful and unexpected honor after so many years of work.” The purchase of Wootten’s ride helps Betsy Wootten, who has spent most of her 40-year UC career, Wootten continues to love up to 2011 UCSC Alumni Association Outstanding Staff Award. Opting for partial retirement, she now works part-time in the former Student Deans Department. The College Tiles Program has raised more than $100,000, enabling professors to support, instigate and expand programs that enrich the UC Santa Cruz college experience. The tiles will be permanently displayed on the college of the donor’s choice, and are a unique way to commemorate graduates, reunions, family achievements, and other occasions.

For more information on supporting humanities programs and students, contact Nancy Schiffer, director of development, (831) 459-4715 or nancy@ucsc.edu.

Students also benefit from commemorative tile program

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For more information on supporting humanities programs and students, contact Nancy Schiffer, director of development, (831) 459-4715 or nancy@ucsc.edu.

Volunteers make the difference

Volunteers have been a vital part of the campus community since they first helped bring the University of California to Santa Cruz. The group of local community members who labored to establish UC Santa Cruz evolved into the UCSF Affiliates, the first of the campus support groups whose members provide a crucial foundation for many campus programs and activities (see sidebar).

Joys Chatterjee, president of the Friends of the UCSF Library, is both a family affair and a family tradition. Her parents gave time and books to establish libraries for the poor in Calcutta, India, and her husband, Bijay, serves on the Jack Baskin School of Engineering’s tabular Round Board and as an advisor to the Electrical Engineering Department. Their son also volunteer genuinely for their favorite projects. “We’ve taught our children that they must spend some of their time to make a difference in someone else’s life,” said Chatterjee. “This will make everyone feel better!”

Volunteering is self-filling. When you give, you see the growth. You see the difference that you make. And it’s exhilarating, to say the least!”

Good news about your gift and 2005 federal deductions

Thanks to the Katrina Emergency Tax Relief Act of 2005, Congress will assist donors and their favorite charities—including tax-exempt organizations like UC Santa Cruz—by providing federal tax breaks. To qualify for both tax breaks, your gift must be: (1) to an educational tax-exempt organization; (2) in cash, check, electronic transfer, or credit card; and (3) before August 28, 2005, and before January 1, 2006 (and 3) to any public charity, so you too receive federal tax breaks (gifts to donor-advised funds or private foundations do not qualify).

Normally, taxpayers lose a percentage of their itemized deductions when their adjusted gross income (AGI) exceeds $145,950 (if you’re married) or $95,975 (for single). For this tax year only, the bill waives the phasing out of contributions if they meet the three rules noted above, and you can deduct 100 percent of your itemized gifts to qualified charitable organizations.

In addition, the Katrina Emergency Tax Relief Act raises the maximum deduction for charitable contributions made from Individual Retirement Accounts (IRAs), Generally, the amount withdrawn from an IRA is subject to income tax. In 2005 only, Congress has raised the AGI threshold to 100 percent, which gives anyone an opportunity to donate their IRA, in whole or in part, to charity, without incurring a little or no tax liability.

Please see your tax consultant for more information.

Scholarship profile: Melissa Salas

Melissa Salas is a trail-blazer. The initial recipient of the UCSF Alumni Association’s “From-Our-Family” Scholarship, Salas knows there is more than her future riding on her educational success. “It’s a responsibility,” said Salas, as she completes her first quarter as a psychology major. “It’s definitely something that my family genera- tions from now, will look back on and see that I made this first step for them.”

For more information about supporting the UCSF Alumni Association’s “From-Our-Family” scholarship program, contact Jennifer Wood, director of development, Annual Fund and Gifts, (831) 426-2905 or jennifer@ucsc.edu. You can read Melissa Salas’s complete profile at photos.ucsc.edu/ features/support/family.html.

Opportunities abound at UC Santa Cruz for volunteering and having fun with all of the following campus-affiliated groups. We welcome your involvement.

UCSF Affiliates

Establish campus and community connections through various volunteer opportunities, including funding scholarship and selecting the recipients of support.

Contact Liz Drewinko at (831) 459-1325 or lzdrwinko@ucsc.edu

Arborfront Associates

Promote and support the Arborfront through memberships, gifts, and individual and group volunteer work.

Contact Ted Sherley at (415) 427-2928 or mstfolley@msn.com

Friends of the Dickens Project

Provide support for general public programs presented in the Dickens Project, including performances, lectures, and afternoon teas.

Contact Jamie Forbes at (831) 459-2337 or jf@ukscrib.net

Friends of the Farm & Garden

Raise funds to support the Center for Agroecology & Sustainable Food Systems and promote environmentally sound organic gardening and farming through education and outreach.

Contact Martha Brown at (831) 459-3375 or esteroon@ucsc.edu

Friends of the UCSF Library

Sponsor events and raise funds to enrich the University Library’s collections.

Contact Margaret Grant at (831) 459-4211 or egbradley@ucsc.edu

Lifelong Learners

Participate in lectures, discussion groups, and other learning activities and support scholarship funds for re-entry students.

Contact Celeste Miller at (831) 459-4504 or cmmiller@ucsc.edu

Friends of the Lionel Justi LGBTI Resource Center

Help support the center’s comprehensive range of educational, informational, and advocacy services.

Contact Del Atkinson at (831) 459-4345 or sabby@ucsc.edu

Friends of Long Marine Laboratory

Support educational programs at the Seymour Marine Discovery Center as volunteers and donors.

Contact Lin Rose at (831) 459-2304 or lr@energy.ucsc.edu

Shakespeare Santa Cruz Board of Directors

Raise funds for the plays and education and outreach programs of the Shakespeare Santa Cruz Festival.

Contact Marcus Cole at (831) 459-2401 or jen@shakespearesummer.org

Friends of Shakespeare Santa Cruz

Provide volunteer support throughout the Shakespeare Santa Cruz Festival and Holiday Shore events.

Contact Jin Chauhan at (415) 452-0251 or jchauhan@ucsc.edu

UCSC Women’s Club

Funding the annual fund adds women’s club students and sponsors, lecture and college of the donor’s choice, and are a unique way to commemorate graduates, reunions, family achievements, and other occasions.

Contact Liz Drewinko at (831) 459-1325 or lzdrwinko@ucsc.edu
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 that are not met by state funds.

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Donna L. Deshler
Larry L. Duck
Karen Goinick
Mary D. Doyle
Suzie Porter
Suzie Porter
Shirley K. Pang
Suzie Porter


drama. After all, what is the point of saving the
money of UCSC through your advocacy, time, energy, and donations. There are an amazing array of programs and activities here, and I encourage you to find one that speaks to you. It might be related to human

other programs of special interest to them, such as a college, academic department, scholarship fund, or specific area of research.

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.

Honor Roll and Individual Contributions
University Benefactors (gifts $1,000,000 or more)
- Association of Alumni and Parents: 2004–05
- Alumni, Parents, and Friends: 2004–05
- Entire University: 2004–05

University Benefactors (pages 7–8) are indi

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

University Benefactors (gifts $1,000,000 or more) are listed following contributing alumni. Their listing is followed by an *.

May we extend our thanks and appreciation to the following benefactors whose gifts contribute to the robustness of the University and to its ability to remain a pre-eminent educational institution.

David E. Ackerman
Diane B. Aldrich
Charles A. Allen
Eliza Anderson
Eliza Anderson

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Shirley K. Pang
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The way of giving are as diverse as the opportuni

ties to join the campus in its mission of teaching, research, and service. UC Santa Cruz Foundation welcomes outright gifts of cash, securities, and property.

Gifts may also be pledged with payment extended over time. There are also deferred giving options, including charitable remainder trusts, life insurance gifts, and bequests. Unrestricted gifts allow the campus to determine resources where they are needed most. Other vehicles for giving include annual endowment, gift funds, special campaigns, and honorary and memorial giving.

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Gifts to the University Library, Arboretum, and Student Support: 2004–05

In order to foster an appreciation of the University’s contributions to the local community, we have included a section recognizing the generosity of those individuals and organizations that support the many causes of UC Santa Cruz.

Gifts are publicly acknowledged in the annual financial report.
“It was very easy for me to go to college, so I could probably appreciate how hard it is for an re-entry student.”

Lee Gilhool, who left Stanford to run his own business, has created a planned giving endowment for scholarship for re-entry students.
It’s the creative environment at UC Santa Cruz that motivated me to succeed in this career.

UC Santa Cruz (Cowell 1979), a multiple Emmy award-winning Golden Globe-nominated television producer and director of the art program.
It’s very practical, it’s a way of showing that more people should think about this.

Kirk Murai-marshall (M ‘75), p. 73, as a benefit of planned giving.
I simply did my best to support the field in which I work.

Jean Langhorne, prolific creator of catalog and evolutionary biology, who created a graduate fellowship in plant ecology and evolution.
Alumni Contributions

Gold Society (Gifts of $100 to $249)

Gift Total: $42,248
Participation: 43%

Silver Chancellor’s Associates

Gifts of $2,500 to $4,999

Gift Total: $4,035
Participation: 42%

Silver Chancellor’s Associates

Gifts of $1,000 to $2,499

Gift Total: $8,732
Participation: 53%

Silver Chancellor’s Associates

Gifts of $500 to $999

Gift Total: $10,907
Participation: 54%

Silver Chancellor’s Associates

Gifts of $250 to $499

Gift Total: $16,030
Participation: 54%

Silver Chancellor’s Associates

Gifts of $100 to $249

Gift Total: $42,248
Participation: 43%

Silver Chancellor’s Associates

Gifts of $5,000 to $9,999

Gift Total: $16,863
Participation: 50%

Silver Chancellor’s Associates

Gifts of $25,000 and above

Gift Total: $100
Participation: 1%

Silver Chancellor’s Associates

Gifts of $250 to $499

Gift Total: $16,030
Participation: 54%

Silver Chancellor’s Associates

Gifts of $500 to $999

Gift Total: $10,907
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Participation: 54%

Silver Chancellor’s Associates

Gifts of $500 to $999

Gift Total: $10,907
Participation: 54%
I really appreciate the scholarship donors’ dedication to providing opportunities for women in engineering.
The scholarships is a way for Ed's vision and values to be carried forward.
For the Perlinos, the chicken came first. After years of raising chickens, the Perlinos, through a bequest, left a sizable nest egg benefiting students at UC Santa Cruz. At the same time, they bypassed capital gains and estate taxes. Discover how making a planned gift may unlock financial opportunities for you, too. Contact Adam Davidow, Gift Planning Analyst, at (831) 459-3775 or davidow@ucsc.edu.

Visit us on the web at:
http://give.ucsc.edu/planned_giving.asp