

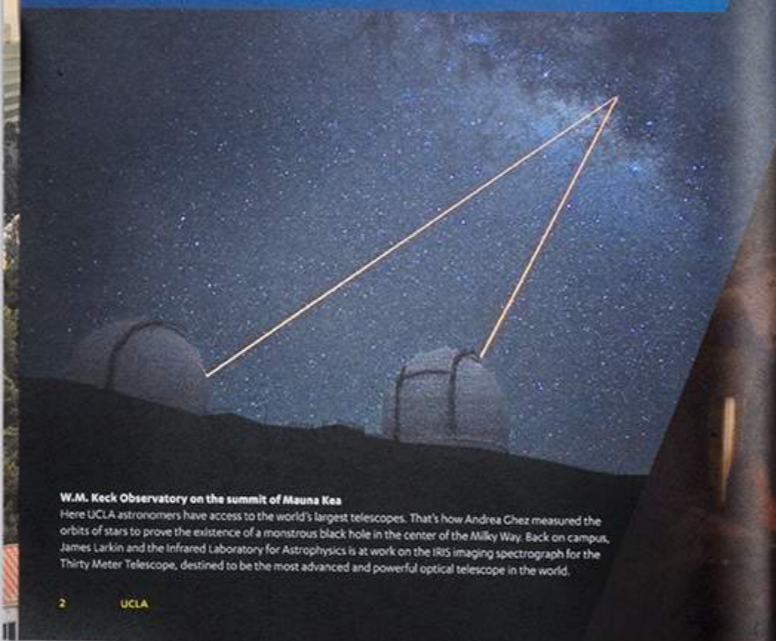
UCLA

LET THE RE BE...

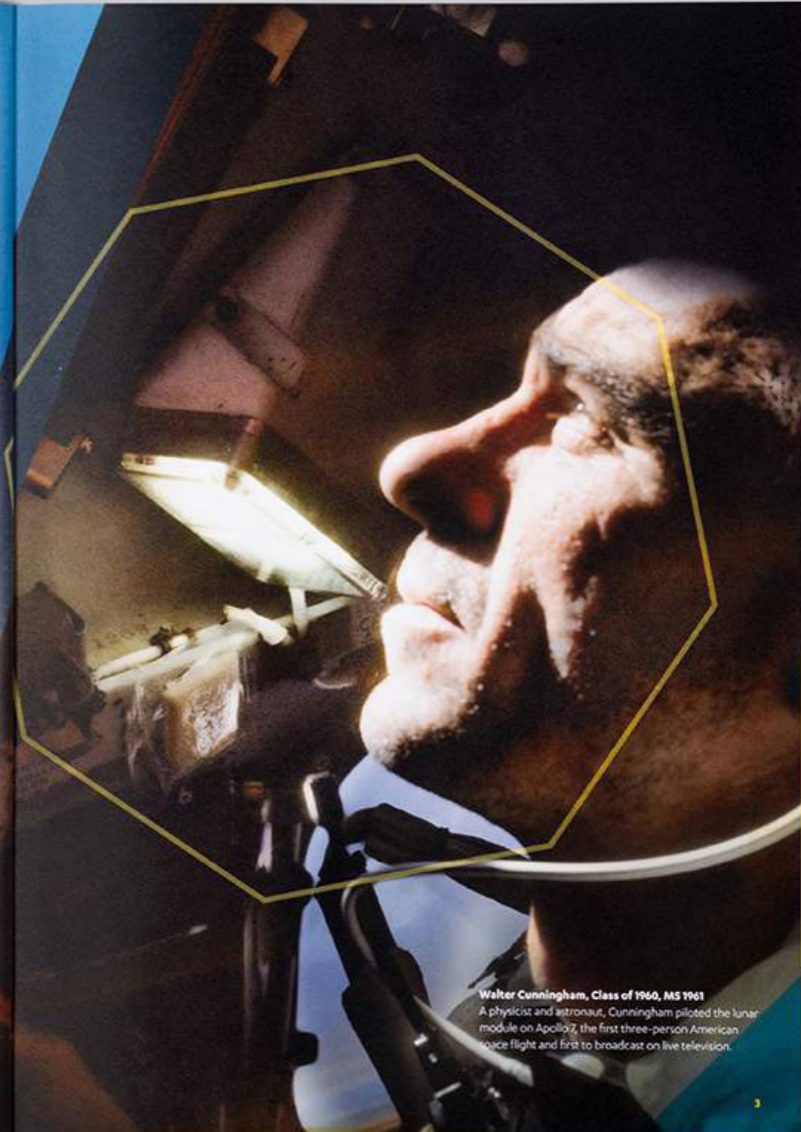
The CENTENNIAL Campaign for **UCLA**

*LET
THERE
BE* **BROKEN
BARRIERS**

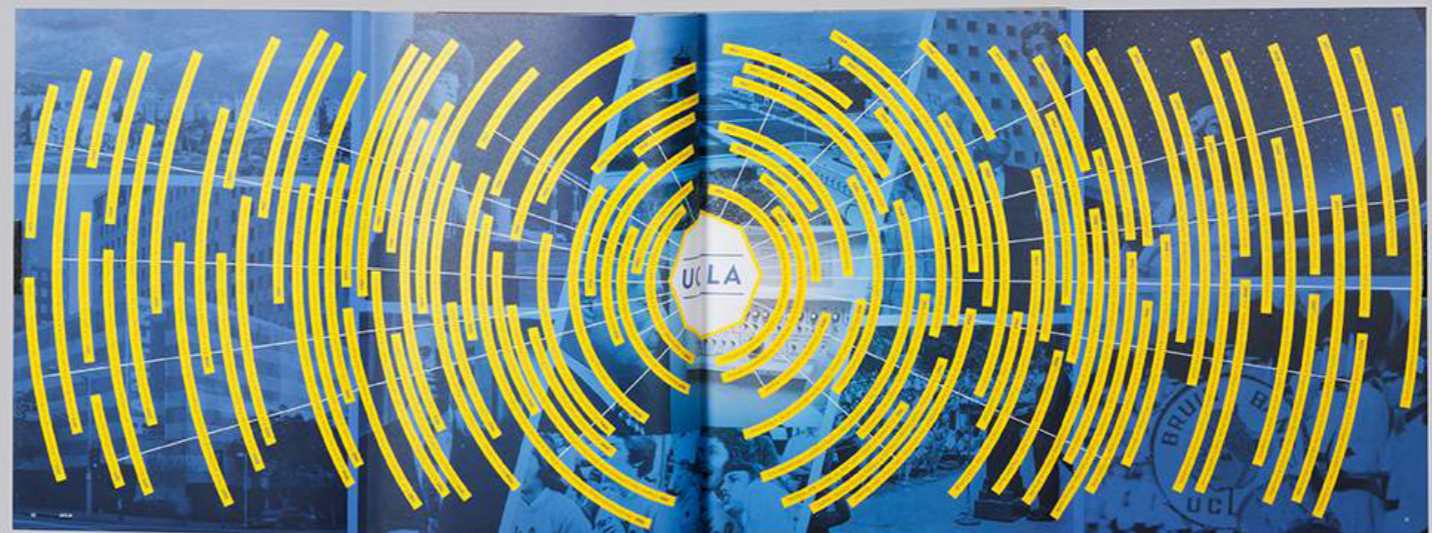
Let there be boundaries.
Let there be hurdles.
Let there be obstacles to overcome.
Where some see a barrier,
we see a new frontier.



W.M. Keck Observatory on the summit of Mauna Kea
Here UCLA astronomers have access to the world's largest telescopes. That's how Andrea Chez measured the orbits of stars to prove the existence of a monstrous black hole in the center of the Milky Way. Back on campus, James Larkin and the Infrared Laboratory for Astrophysics is at work on the IRIS imaging spectrograph for the Thirty Meter Telescope, destined to be the most advanced and powerful optical telescope in the world.



Walter Cunningham, Class of 1960, MS 1961
A physicist and astronaut, Cunningham piloted the lunar module on Apollo 17, the first three-person American space flight and first to broadcast on live television.





ANCER IS JUST A WORD.
NOT A SENTENCE.

ADVANCE

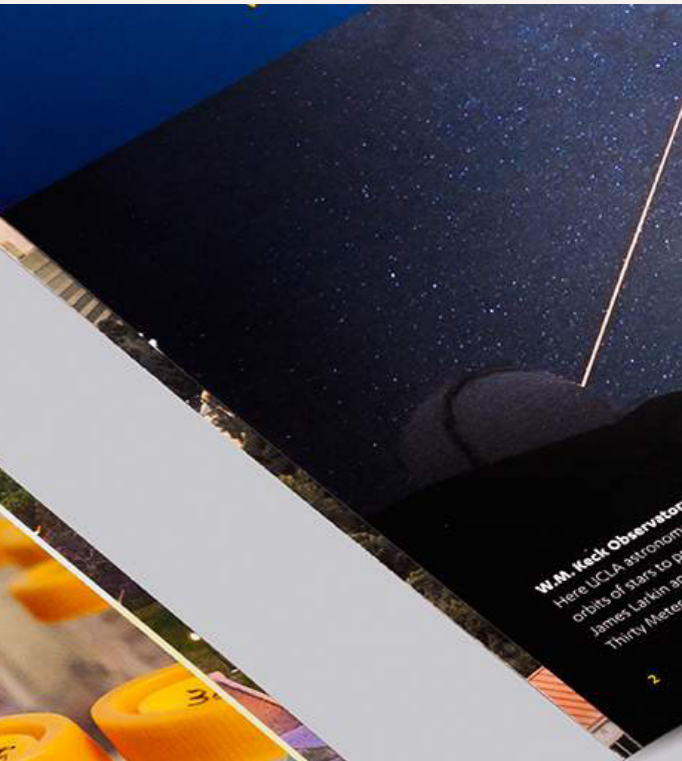


Owen Witte, M.D., Director, Broad Stem Cell Research Center
A member of President Obama's Council on Bioethics, Witte has done breakthrough research on human leukemia and organoids for stem cells. Under his leadership, researchers at the Broad Stem Cell Research Center are developing treatments that use the body's own cells to regenerate healthy tissue. Clinical trials are already underway.

The Eli & Edythe Broad Center of Regenerative Medicine & Stem Cell Research at UCLA is at the forefront in the field of cellular therapeutics—research approaches for tissue repair. It's more than just creating cells. It's creating the new building blocks of medicine.

Developing treatments like an immune response to melanoma—where the body actually seeks out and destroys malignant tumor cells—is just one of the clinical trials currently underway. From once-only tiny treatments to regenerating damaged cardiac tissue to the only active stem cell-based clinical trial for macular degeneration treatment, we are taking discoveries from the laboratory to the patient's bedside.

Stem cell research at UCLA is creating breakthroughs that translate to treatments that come from within our own bodies. So we can move away from invasive surgery or powerful drugs. It's medicine, personalized. It's life with a second chance.







LET THERE BE A NEW DAWN

We will look beyond the horizon.
We will illuminate ways forward never before seen.
We will envision, enable and enlighten.
Proving each new dawn....
now rises in the West.

<i>Centennial Campaign</i>	2
<i>Our History</i>	3
<i>Our Need</i>	10
<i>Our Vision</i>	12
<i>Our Plan</i>	14
<i>Transform</i>	16
<i>Empower</i>	20
<i>Advance</i>	20
<i>Centennial Campaign at a Glance</i>	26
<i>Your Legacy Begins Now</i>	28



*LET
THERE
BE* **A NEW BLUE &
GOLDEN ERA**

The Centennial Campaign for UCLA is bigger than a celebration of our past. It is an unprecedented opportunity to plan the second century of UCLA's work to strengthen education and information networks vital to today's economy and society. It is an invitation for new partnerships and endless possibilities.

- TOGETHER WE WILL...**
- TRANSFORM THE EDUCATIONAL EXPERIENCE.**
- EMPOWER NEW DISCOVERIES AND CREATIVITY.**
- ADVANCE HUMAN WELFARE AND THE PUBLIC GOOD.**

UCLA COMMUNITY SCHOOL
Pico Union, Los Angeles



Our Plan

***BEING ARCHITECTS OF
THE FUTURE STARTS
WITH STRONG PILLARS.***

While our vision for UCLA and the future is set, how we get there is open to us all. We have created three foundational pillars in areas where UCLA has a proven history of effecting real change. We will push further. Innovate more. And break new ground. But most importantly, The Centennial Campaign is an invitation to the community it is meant to serve.

Together we will ...

TRANSFORM
the educational experience.

EMPOWER
new discoveries and creativity.

ADVANCE
human welfare and the public good.

The Centennial Campaign for UCLA

SOLVE IT HERE AND SOLVE IT FOR THE WORLD.

California has always been a place for pioneers. From the very beginning, people have come west with the unshakeable notion that they could reinvent themselves and the world around them.

UCLA is the embodiment of this optimistic spirit. No other higher education institution has achieved, innovated or impacted the world more in its first 100 years. The headlines. The moments in history. The radical breakthroughs. As a world-class institution, UCLA has played a role in shaping the present world in every way.

Imagine what's possible in our next century.

Our relentless innovation and unequalled breadth of expertise is not contained by the boundaries of our campus. It belongs to the world—just as being a part of UCLA extends to each and every one of us.

Now is the time to redefine our great public research institution. By maintaining our excellence through greater self-reliance, UCLA can be more than a place. It becomes a beacon. A beacon where the only thing that is unthinkable is the idea of impossible.

Together, when the world calls, we can say ... **LET THERE BE**

Molecular Sciences Building, South Campus

Royce Hall

6 UCLA 7

TRANSFORM

LET THERE BE CLASSROOMS WITHOUT WALLS

UCLA WILL TRANSFORM THE EDUCATIONAL EXPERIENCE.

What are the futures of learning and teaching? At UCLA, we are breaking new ground. Our world-class faculty and graduates are challenging old assumptions, removing barriers to learning. Creating and testing new discoveries. And providing a guiding hand in blueprinting more inclusive, effective and innovative schools.

Examples span from programs at the forefront of teaching and learning like our Teacher Education Program—which recently had two of its alumni honored as Los Angeles County Teachers of the Year—to landmark research studies commissioned by strategic partners like actress Eva Longoria on how schools can help improve college-going rates for young Latinas.

If you walk into a classroom at Lincoln High School or UCLA Lab School, you might catch a glimpse of the future. Students are not only reading about physics principles like Newtonian force in motion, they are experiencing them firsthand—virtually, that is. Supported by a grant from the National Science Foundation, UCLA Education Associate Professor Noel Enyedy's research is redefining hands-on learning for the 21st century by allowing K-12 students to experience simulated environments via augmented reality and motion-tracking prototype technology.

Research projects and programs like these, with further support, can be replicated and expanded—locally, nationally, and around the world.



EVA LONGORIA
Partners with UCLA ED & IS to create brighter futures for Latinas in Los Angeles



As part of the Statewide Energy Partnership Program, UCLA will retrofit light fixtures with super high efficiency lighting and add over 25,000 solar panels around campus.

The update will reduce greenhouse emissions by **150,200** metric tons per year
 —THE EQUIVALENT OF REMOVING
50,000 CARS
 from the road a year.

It will also generate **\$4.3 MILLION** in energy savings and LADWP rebates.

That money will be redirected toward tuition relief and academic program development.

OVER **10 YEARS** it will have added **a quarter** to the operating budget of UCLA.

Tuition Relief from this initiative would open up a UCLA education to an estimated **150** top performing economically disadvantaged STUDENTS PER YEAR.

TOTAL ESTIMATED BUDGET
\$10,545,900

dialysis may keep patients alive, but are they really living?

THREE TO FIVE HOURS A DAY, THREE DAYS A WEEK—THAT'S the amount of time the average kidney-disease sufferer spends hooked up to a dialysis machine.

Enter Drs. David B.N. Lee and Martin Roberts, professors of clinical medicine at David Geffen School of Medicine at UCLA. Wanting to not only improve patients' health but their quality of life as well, they created an artificial wearable kidney. Worn as a belt underneath one's clothing, patients were now free from hospital beds, blood thinners and the general servitude of traditional treatment.

Who would have thought wearing your kidneys on your belt would help you follow your heart?

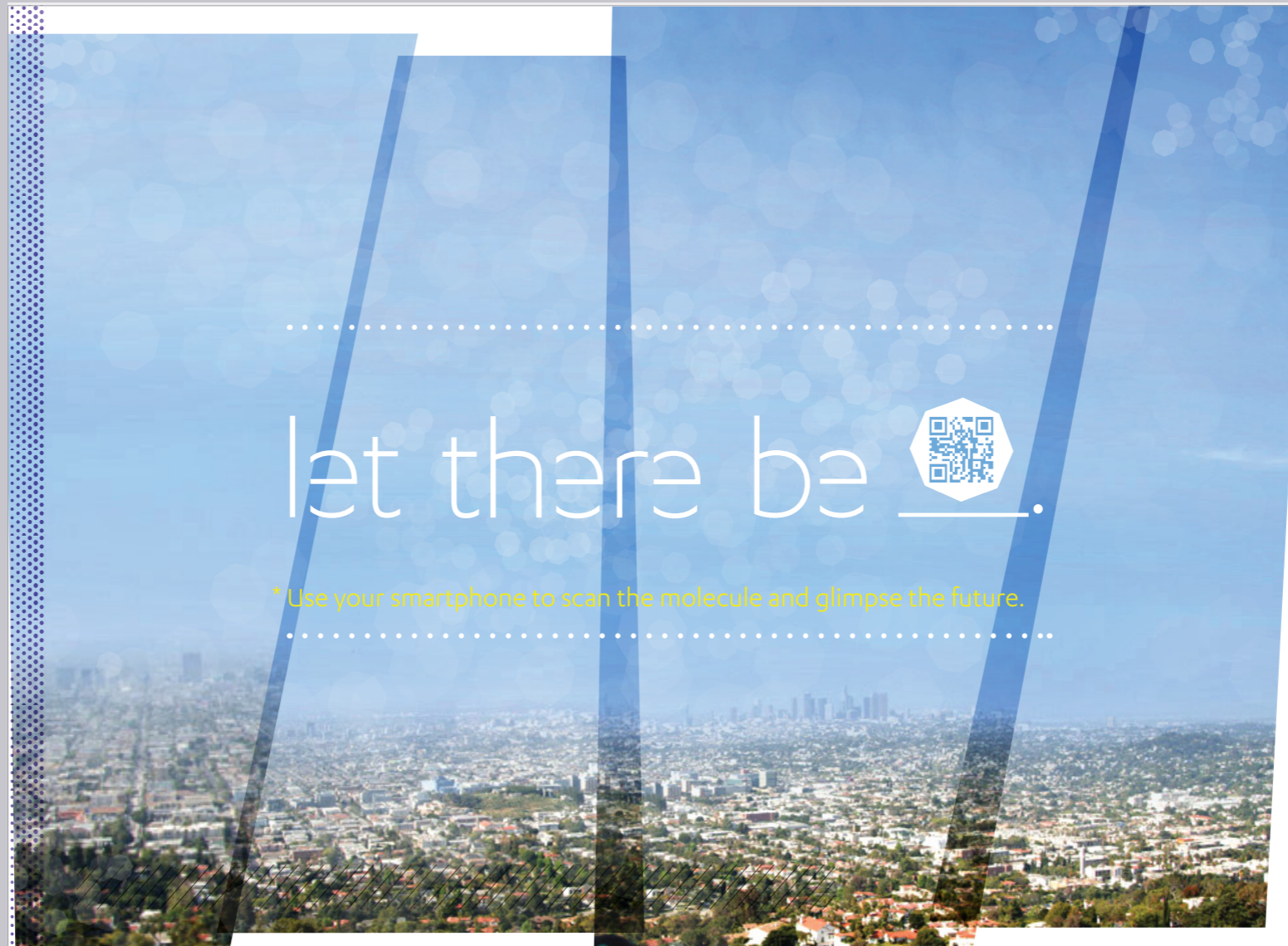


Ironically, Our Health Depends On You

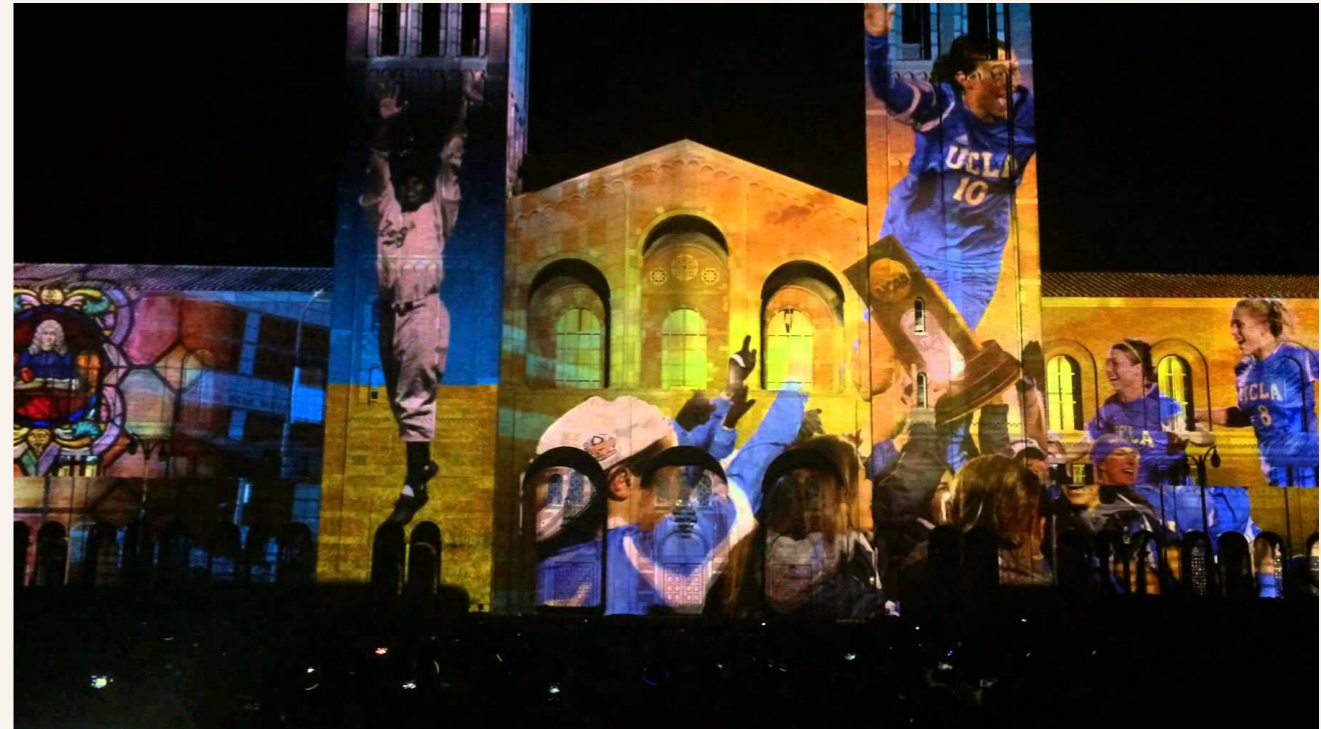


UCLA Health Systems strives to create a level of care that transcends the usual impediments that modern health providers face. We would never want to hinder innovation like the wearable kidney or the first device that delivers transplant organs warm and beating because of a lack of facilities. Or be unable to create a children's unit that set the standard for all others because of funding shortages. Or not take on the difficult cases like complicated surgeries, transplants or cancer protocols because we were unable to attract the best minds in the field.

The reason we are able to do what we do is because of you. Partnerships are a crucial part in building a healthcare system reflective of the city it serves. One that is always thinking ahead. Always pushing forward. Always a beacon for what's possible when we really care.







100 YEARS PAST **LIGHT YEARS AHEAD**



UCLA **100**

**OUR CENTENNIAL, A MOMENT
TO CELEBRATE 100 YEARS.**

100 years of persisting towards a greater future for all.
100 years of a radiant vision that makes the world a far
brighter place. One century of turning obstacles into
great leaps forward. And while we celebrate yesterday,
we advance tomorrow.



**LET THE CITY
BEFORE YOU
INSPIRE**

UCLA 100
CENTENNIAL CELEBRATION

**FROM HERE, YOU CAN SEE THE EXPANSE OF THIS
GREAT CITY OVER FOUR MILLION ANGELINOS CALL HOME.
UCLA WAS FOUNDED FOR THEM.
FOUNDED TO PUSH FARTHER, TURNING EVERY FAILURE
ALONG THE WAY INTO A SUCCESS SHARED BY ALL.**

UCLA.EDU/100