

UCLA

LET THE RE BE...

The CENTENNIAL Campaign for **UCLA**

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>	<i>2</i>
<i>Our History</i>	<i>3</i>
<i>Our Need</i>	<i>10</i>
<i>Our Vision</i>	<i>11</i>
<i>Our Plan</i>	<i>14</i>
<i>Transform</i>	<i>16</i>
<i>Empower</i>	<i>20</i>
<i>Advance</i>	<i>20</i>
<i>Centennial Campaign at a Glance</i>	<i>26</i>
<i>Your Legacy Begins Now</i>	<i>28</i>



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—cell-based 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.



W.M. Keck Observatory
Here UCLA astronomer James Larkin and Thirty Meter Telescope...



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.

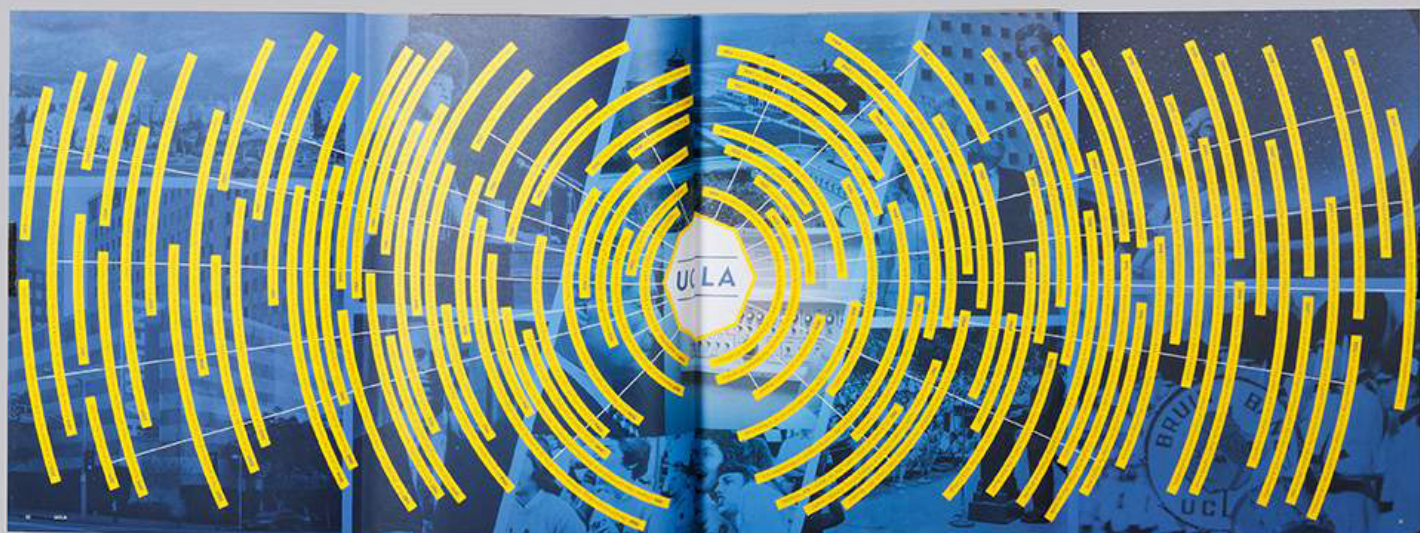
It will also generate **\$4.3 MILLION** in energy savings and LADWP rebates.

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

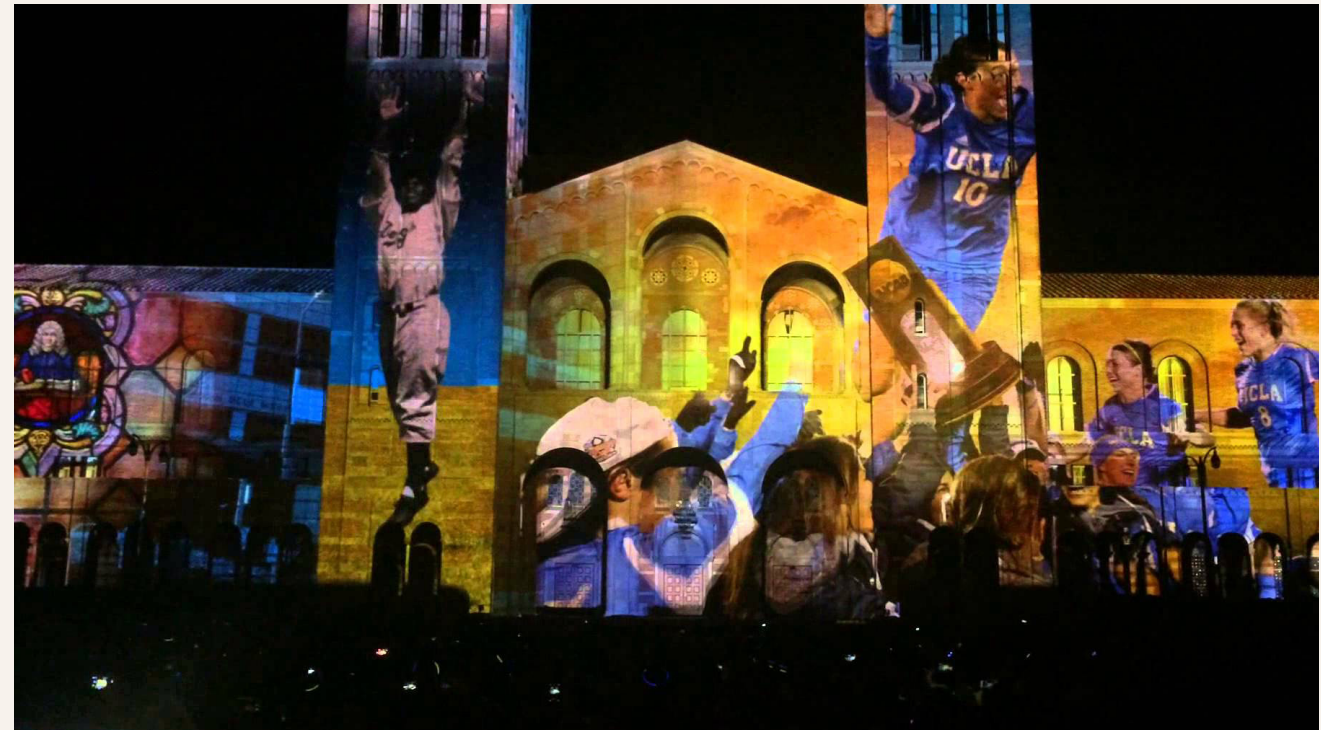
OVER **10 YEARS** it will have added **a quarter** to the operating budget of UCLA.

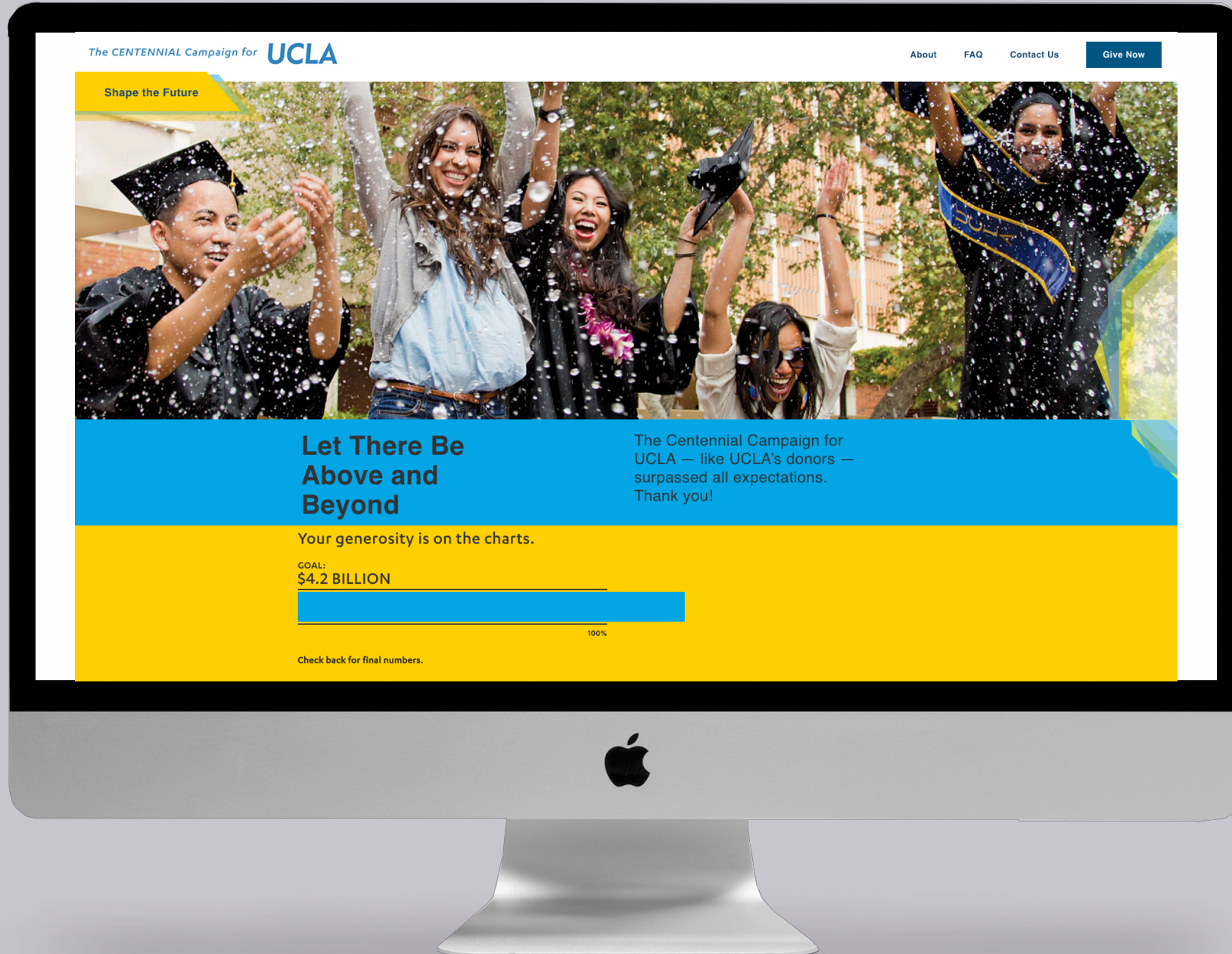
Tuition Relief from this initiative would open up a UCLA education to an estimated **150** top performing economically disadvantaged STUDENTS PER YEAR.

TOTAL ESTIMATED BUDGET
\$10,545,900









Shape the Future



Let There Be Above and Beyond

The Centennial Campaign for UCLA — like UCLA's donors — surpassed all expectations. Thank you!

Your generosity is on the charts.

GOAL:
\$4.2 BILLION



100%

Check back for final numbers.