Alumni, parents, and friends shaping the future of Cal

Chancellor Birgeneau reaches out

High tech creates interactive lectures

Real-world research fights malaria
Dear friends,

On the morning of October 3, 1899, the University's eighth president, Benjamin Ide Wheeler, stepped up on a small platform erected not far from the current site of the Campanile to make his first address.

"We are a family," he declared.

Today more than a century later, President Wheeler would be pleased to know that the Cal family he envisioned is stronger than ever.

This fall, we were honored to welcome Berkeley's ninth chancellor, physicist Robert J. Birgeneau. This new publication pays tribute to our Chancellor and celebrates the community that supports this great university, with a focus on alumni, parents, and friends.

We hope you will enjoy reading this magazine and future issues; they will illustrate many ways that the Cal family works together to ensure that Berkeley remains the greatest public teaching and research university in the world.

Donald A. McQuade
Vice Chancellor — University Relations

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London calling:
Cal No. 2

In a new ranking of universities worldwide by London's Times Higher Educational Supplement, UC Berkeley came in second overall in the top 200, behind only Harvard. The Times also ranked Berkeley the No. 1 engineering and information technology university in the world.

Birgeneau inauguration
April 15

Robert J. Birgeneau will be sworn in as UC Berkeley's ninth chancellor on Friday, April 15, 2005, at 2 p.m. in Zellerbach Auditorium. Related events include Cal Day and the California Alumni Association's Charter Banquet on April 16. More information is available at inauguration.berkeley.edu.

New home for tech research

UC Berkeley recently kicked off construction of headquarters for the Center for Information Technology Research in the Interest of Society, the campus's newest classroom and research facility. Students and faculty will conduct research to solve some of society's most pressing challenges, ranging from energy to national security and from health care to the environment.

Cancer vaccine shows promise

Drawing on the work of UC Berkeley microbiologist Dan Portnoy, local biotech firm Cerus Corporation has developed a promising cancer vaccine using disabled listeria bacteria. The vaccine prevented the establishment of new cancers in the lungs of mice.

Give to Cal:
Online success

Alumni, parents, and friends have pushed Cal to the top in online giving among public universities. Contributions to the University's secure online donation site — givetocal.berkeley.edu — have reached more than $2 million online since 2001.

For the latest campus news, link to the NewsCenter or subscribe to Berkeley Online at cal.berkeley.edu.
Robert J. Birgeneau, an internationally distinguished physicist and former president of the University of Toronto, took office on September 22 as Berkeley’s ninth chancellor. Birgeneau replaced Robert M. Berdahl, who stepped down after seven years as chancellor.

Since 2000, Birgeneau, 62, served as president of the University of Toronto, where he improved financial support for students, helped to build a more diverse and inclusive campus community, and led the university’s successful $1 billion fundraising campaign — the largest in Canadian history. He was previously the dean of the School of Science at the Massachusetts Institute of Technology, where he spent 25 years on the faculty.

He and his wife, Mary Catherine, have four grown children. The following interview focuses on one of Birgeneau’s top priorities — financing the future of UC Berkeley.

How will Berkeley uphold its promise of excellence and opportunity to future generations?

UC Berkeley is simply the best public teaching and research university in the world. As Chancellor, I will continue to enhance our goals and expectations to ensure that our remarkable campus plays an even greater leadership role in the future of higher education.

Fulfilling our mission of educational leadership will require a dynamic yet stable financial foundation for the University — a foundation of support as robust as our academic program.

First, we must ensure that the state restores some of its funding, which has been severely reduced over the past two decades and now represents only one third of Berkeley's budget. To do this, I will look for every opportunity to demonstrate to the people of California the value of Berkeley to their future health and well-being. Second, it will be an honor and a privilege for me to go to our alumni, parents, and friends to ask them to become partners in supporting the future of Cal.

Although I am deeply committed to our University’s public mandate, Cal must create stronger and more effective public-private partnerships if it is to remain a world leader. The stakes have never been higher.

How has your personal life helped to shape your ideas about the financing of public education?

When I was growing up, my family’s financial circumstances worked against academic achievement. With financial help and the encouragement of others, I became the first person in my family to graduate from high school. My high school graduation was such a remarkable family event that my mother threw a huge party to celebrate. Later, I would not have been able to enjoy a university education without the support of significant scholarships.

Cal has made the dream of a first-class college education an attainable reality for thousands and thousands of students. In fact, many of our alumni faced some of the same financial obstacles that I did growing up. We know firsthand the importance of ensuring that future generations will receive the help they need to realize their ambitions.

Every child in California should have equal access to the excellence of a Berkeley education — an opportunity that is based on their ability to achieve rather than on their ability to pay.

What is your view of the importance of private funding at a public institution?

London’s Times Higher Education Supplement recently ranked Harvard as the world’s top university. Berkeley placed a close second. Based on peer academic review, Berkeley was ranked the number one university in the world. When you consider the discretionary financial resources
New Chancellor sets the course for Berkeley’s future

at Harvard’s disposal, namely the income from a $23 billion endowment, Cal’s academic success is hard-earned and nothing short of extraordinary.

Although Berkeley’s endowment almost tripled in the past three years and now stands at $2 billion, Cal will, in all likelihood, never have an endowment that competes with those of the elite private universities. However, we can be as aggressive as private institutions in solidifying a community of supporters who are committed to preserving and enhancing Cal’s excellence.

I intend to engage our alumni, parents, and friends actively in the intellectual life of the campus and present meaningful opportunities for them to help advance the education of our students and the teaching and research of our faculty.

Academically we are unquestionably at the top. Just consider how much more we will be able to accomplish and contribute if we can enhance our capacity to raise private funding.

Based on your experience, can you talk about raising funds for a public university?

The campaign at Toronto was the most successful fundraising effort in Canadian history. We raised $1 billion in support of the university’s academic programs and created a new culture of philanthropy for public higher education in Canada.

The campaign was a team effort, attracting contributors as diverse as the areas to which they gave. More than 46 percent of the donors gave to the university for the first time.

Cal already has a proven record of success in fundraising and is privileged to have many generous alumni, parents, and friends. We have the potential to do a lot more to engage our alumni body of over 400,000 in the life and future of the campus. I hope that our current donors will continue to be as generous as they have been in the past and that we can inspire new donors to join us in making philanthropy an enduring pillar of support for our University.

People should support the University not out of a sense of obligation but out of the knowledge that their involvement will enrich their lives and the lives of future generations. Berkeley’s success depends on those who care about Cal doing their part as advocates, as volunteers, and as donors.

What do you consider to be some of the priorities for fundraising at Cal?

Our priorities for fundraising must focus on helping our faculty and students achieve their full potential.

With 72 percent of our undergraduate students on financial aid and student fees climbing due to state budget cuts, increased private support for our students — through needs-based scholarships, research funding, and the financing of student programs — is imperative.

Private support can also help to enhance Berkeley’s innovative and interdisciplinary research. Berkeley has the incredible advantage of being able to tackle some of society’s most pressing issues from the perspective of many different disciplines. With 35 of its graduate programs ranked in the country’s top 10 — more than any other university — Berkeley is ideally positioned to solve the challenges facing the world in the decades ahead.

Right now, Berkeley’s faculty earn up to 27 percent less than faculty at our private peer universities. Every year, universities such as Harvard, Princeton, MIT, and Stanford court our faculty with the promise of higher salaries and better research facilities. Private funding can provide a stable source of support for our faculty.

If we give Cal’s students and faculty the tools they need to be successful, everyone stands to benefit, including the people of California.

What are your thoughts as you begin your tenure as Berkeley’s ninth chancellor?

Being the chancellor at Berkeley is an awe-inspiring responsibility. I want to reach out to all members of the Cal family so that we can move forward together to shape Berkeley’s global leadership in teaching, research, and public service in the 21st century.

The support of the entire Cal community means a great deal to me and to my wife, Mary Catherine, and we both look forward to the opportunities for engagement with members of the Cal family.

Go Bears!

“People should support the University not out of a sense of obligation but out of the knowledge that their involvement will enrich their lives and the lives of future generations.”

Robert J. Birgeneau
Professor Jay Keasling's dream is to see his laboratory's breakthrough technology producing inexpensive drugs for the developing world.

Thanks to a $42.6 million Bill and Melinda Gates Foundation grant to the Institute for OneWorld Health announced in December, the Cal chemical engineer's dream is a key step closer to reality. OneWorld Health will work in partnership with UC Berkeley's California Institute for Quantitative Biomedical Research (QB3), of which Keasling is a faculty affiliate, and Amyris Biotechnologies.

The goal is to create a powerful new approach to developing a more affordable, accessible cure for malaria, a parasitic disease that kills more than a million children a year.

The partnership will conduct research to perfect a microbial factory for the compound artemisinin, currently the most effective treatment for malaria. The project plans to use a high-technology solution to bring the cost of malaria treatment down to well under a dollar per course of treatment, a price more affordable for patients in developing countries.

In his laboratory, Keasling is creating bacterial chemical factories to generate not only artemisinin inexpensively but also a variety of other drugs — and with less environmental damage. He plans to make the anticancer drug taxol, a product of the Pacific yew tree, for example, by tweaking the bacterial factory he already has. And he plans to produce prostratin, the promising anti-AIDS drug first isolated from the native mamala tree in Samoa.

“In particular, I’m attracted to research that addresses Developing World problems...if you find the solutions, you can really make a difference.”

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Jay Keasling

In August 2004, Keasling traveled to Samoa with ethnobotanist Paul Alan Cox to sign an agreement with the Samoan people guaranteeing them a share of any profits from his planned production of the drug.

“I'm particularly attracted to research that addresses Developing World problems,” said Keasling. “There is so much research funding focused on diseases of the Developed World and so little funding for diseases that impact the rest of the world, particularly the poor. Because of the lack of funding, very few researchers are working on these diseases; there is not much competition, and if you find the solutions, you can really make a difference.”

The work of the Keasling lab also epitomizes the mission of QB3. Formed four years ago as a state, private, and federally funded research center involving UC Berkeley, UC San Francisco, and UC Santa Cruz, QB3 aims to apply the tools of the physical sciences and modern biotechnology to outstanding problems in biomedical research.

The artemisinin project “is a great example of QB3 in action,” Keasling said. “We’re taking a natural product in short supply, using biotechnology to produce it and to produce it very inexpensively in the developing world. It is a real motivation for graduate students and postdocs working at the bench with day-to-day details, knowing that their research will be applied to saving millions of lives.”

Jay Keasling watches student researchers use a fermenter to grow genetically-engineered cells.
Number of Graduate Programs in the Top10

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<td>1</td>
<td>BERKELEY</td>
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<td>2</td>
<td>STANFORD</td>
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Top Universities

The National Research Council has ranked more of Berkeley's graduate departments higher than those of any other institution. With 35 of its 36 Ph.D. programs rated in the top 10 in their fields, Berkeley attracts the best faculty and graduate students, who in turn create excellence in undergraduate education.

Robert Tjian is a world-class professor who can't imagine working anywhere else in the world but Berkeley.

"I get great colleagues, and I get great students," says Tjian, an acclaimed professor of biochemistry and molecular biology whose research is elucidating the intricate molecular machinery that turns genes on and off. Tjian earned his undergraduate degree from Berkeley in 1971, obtained a doctorate from Harvard, and returned to Cal as a faculty member 25 years ago. "There's some magic here," raves Tjian, whose pioneering work is certainly contributing to that academic aura.

Attracting and retaining brilliant faculty members like Tjian remains a top priority at UC Berkeley, with far-reaching intellectual and economic consequences. It's also a priority that presents an ever-growing challenge as the state-funded University faces yearly and deepening budget cuts.

Although the best faculty want to come and stay at Berkeley, professors here have historically earned less than their counterparts at private peer institutions, and that gap is widening.

Faculty salaries at Berkeley are lagging up to 27 percent behind those of our private peer institutions.

The discrepancy stems largely from the different funding models at private colleges and a public institution like Cal. Private schools typically support their faculty through large endowments. At Berkeley, faculty salaries are paid through ever-tightening state funds.

Compounding the campus's financial disadvantage is the exceptionally high cost of living in the Bay Area, which further stretches the paychecks of faculty members who want to come to Berkeley or stay here.

"There's some magic here."

Robert Tjian

Helping faculty say "NO" when Harvard comes calling ➤
Preserving the quality of Berkeley’s faculty is not only crucial to the University’s continuing excellence but also to California’s vitality. Berkeley professors educate future generations of scientists, policy makers, business leaders, and others. They also fuel intellectual and economic progress by innovating new technology, founding companies, and making discoveries in fields ranging from cancer research and telecommunications to global commerce and human relations.

Berkeley professors are at the heart of the University’s reputation as one of the world’s premier institutions of higher learning. UC Berkeley has more top-ranked doctoral programs than any other university in the nation, with 35 of its 36 Ph.D. programs rated in the top 10 in their fields, according to the latest National Research Council findings (see chart on page 8).

Faced with financial cutbacks, University officials regularly make difficult decisions to preserve the stellar quality of the teaching staff and core academic program. In addition, the campus has successfully managed to keep many highly recruited faculty members and attract top new professors by matching the offers of competing institutions in a high-stakes academic market. But those strategies come at a high and ultimately unsustainable cost.

New approaches are needed, and one promising strategy calls for the campus to turn increasingly to private philanthropy for faculty support.”As we recognize the ongoing changes in the University of California’s financial model, our ability to fund the excellence of Berkeley’s faculty will require a growing partnership with private supporters who are committed to Berkeley’s academic preeminence,” said Donald A. McQuade, vice chancellor for university relations.

For example, the University is currently exploring ways to increase both the number and magnitude of endowed faculty positions through private giving.

For Tjian, part of the considerable allure of teaching and working at Berkeley is its existence as a public university.”We get students who are the first in their family to go to a university, who are the first in their family to be an American citizen,” he notes. “That’s part of the attraction to me.”

Measures of Berkeley Faculty Excellence

Berkeley has some of the most distinguished faculty in the nation. Recruiting faculty of similar distinction and retaining current faculty are two of Cal’s greatest challenges.

Our ability to fund the excellence of Berkeley’s faculty will require a growing partnership with private supporters.”

Donald A. McQuade

In the battle for the best, money isn’t everything... but it sure helps

In the battle for the best, money isn’t everything... but it sure helps

Gap in Faculty Salaries: Berkeley to Peers

Berkeley faces its fiercest competition for faculty from the nation’s elite private institutions. Since 2000, Harvard has tried to recruit more of our faculty than any other private institution and has been the most successful in luring our faculty away. In spite of the widening gap in average salaries, Berkeley has had a 75 percent success rate in recruiting new faculty during the past 10 years. However, this success has only been achieved through extraordinary and costly measures that Berkeley cannot sustain over the long term.

Faculty salaries at peer private institutions are on average 10 to 27.6% higher than Berkeley can offer.

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<td>HARVARD</td>
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<td>MIT</td>
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Nobel Laureates

18

National Academy of Sciences

125

National Medal of Science

16

American Academy of Arts and Sciences

222

National Academy of Engineering
“We’re growing our technology at a rate that keeps pace with, or is ahead of, what students are used to,” Kubinec said. “These students are technologically savvy when they come to Berkeley. They get into Chem 1A and they say, ‘Hey, this is what a class should be like.’”

ETS’s pioneering technology resulted in the 2004 Center of Excellence Award from the New Media Consortium. The award — the highest honor the organization bestows — recognizes outstanding achievement in the application of technology to learning or creative expression.

Supported by gifts from The Cal Fund and The Parents Fund, ETS offers a variety of services and minigrants to faculty and graduate student instructors to encourage experimentation with the new tools. In addition to licensing and, in some cases, developing software for use in the classroom, ETS is working to upgrade lecture halls and other facilities with advanced multimedia capabilities.

One professor who has benefited from the support of ETS is Greg Levine, assistant professor of art history. Levine’s students used to gather in Moffitt Library’s subbasement to view and discuss the dozens of art photos used for a class. That culture, said Levine, has become “retrograde and unfamiliar.”

To keep pace with today’s students, Levine now makes images available to students using gallery software from ETS. In addition to viewing photos on demand, students can download images and create personal study cards. Levine said this increases visual familiarity with the artwork and capitalizes on the visual habits of students who grew up in the Internet age. He hopes to transform these online viewing habits into “deep looking” at the artwork.

All across campus, from the sciences to the humanities, technology is transforming the learning experience for both students and faculty. “It really doesn’t make sense to talk to them with chalk and paper anymore,” said Kubinec. With these new teaching tools, he says, the University can begin “speaking the language of the modern student.”
Mel Levine '64 could not have predicted the outcome of his class's 40th anniversary campaign when he signed on as committee chair. Although many of his classmates were loyal supporters of Cal, they had never made a reunion gift as a class.

But Levine had four things going for him: classmates Bob Haas '64, Ted Kruttschnitt '64, Bruce Meyer '64, and Steve Silberstein '64. Haas and Meyer made generous $100,000 gifts at the start of the campaign, and Haas suggested they use the money to challenge other classmates to give more to Cal. Kruttschnitt and Silberstein quickly followed suit with similar gifts.

“It would have been easy for us to send in token amounts and say, ‘We’ve done our part,’” said Haas. “But that doesn’t meet the University’s needs, and it isn’t very satisfying. A challenge grant gives people another reason to think hard about their gift and the relationship they’ve had to the University.”

The team pledged to match two to one any gift of $500 or more and to match gifts below $500 dollar for dollar. Before the year ended, the class had exceeded its $650,000 goal by nearly $10,000, making this the largest 40th anniversary gift in the University’s history.

Raising the money from classmates has been easy, said Levine. “There is a deep reservoir of gratitude and affection for the experience we all had at Cal.”
Young philanthropists unite for Cal

For its 20th reunion, UC Berkeley’s Class of 1984 raised more than $500,000 — five times its original goal and nearly five times the amount ever raised for a 20th reunion gift campaign at Cal. The class will use the money to support up to 12 high-achieving, socioeconomically disadvantaged Cal Opportunities Scholarship Program scholars through their four years at Cal. It plans to use its 25th reunion campaign to reinvest in the program.

“We wanted to make a real and immediate impact on students’ lives in the short term because fees had increased so substantially — and so rapidly,” said campaign cochair Greg Rosston ’84. “We wanted to ensure students continue to have access to the same Cal education we had the privilege to enjoy.”

Rosston, along with cochair Doug Galen ’84, assembled a committee of 25 classmates to help with the drive. Ten of those classmates, including Mike Halper ’84 (see page 21), led the way by making leadership gifts from $25,000 to $50,000 each.

This early rush of enthusiasm inspired other class members to give — and give more than they normally would have. “Members of the Class of ’84 were waiting to be touched by something that moved us,” said Galen, “and they responded in a very real and significant way when they were asked.”
The relevance of pioneering research is not always readily apparent to most of us. Not so with the work of Dr. Paola Timiras, professor emerita in the Department of Molecular and Cell Biology, founder and head of the campus’s Center for Research and Education in Aging (CREA), and a leading authority in the growing field of the physiology of human aging. As she says with characteristic directness, “This is a subject that concerns all of us. Everyone gets old.”

Dr. Timiras is passionate about her work because she believes that understanding the biology of aging is one of the most promising avenues toward mitigating aging’s detrimental effects. To cite just one example: numerous studies at the physiological and molecular levels indicate that people who continue to learn throughout their lives are helping to keep the brain “young.” Study ancient Greek, read about honey bees, or take up tap dancing — it’s all good for you!

With her busy schedule of teaching, research, professional conferences, student mentoring, and CREA responsibilities — and more knowledge at her fingertips than can fit into the most recent edition (2003) of her textbook, The Physiological Basis of Aging and Geriatrics — the 81-year-old Dr. Timiras seems herself to exemplify the rejuvenating power of learning. In 2002, she received a five-year Leadership Award from the National Institutes of Health and the National Institute on Aging to promote the study of aging at UC Berkeley, and in 2004, she published her latest book, Stress, Adaptation, Longevity.

Dr. Timiras’s reasons for making two planned gifts that will eventually fund student scholarships: “I believe in higher education,” she explains, “and I believe Berkeley students are very good. I want to support them when I can.”

Ed Chien ’86 grew up believing in public education. “My parents were educated in Taiwan, where the best schools are public ones,” says the 29-year-old software engineer for Cisco Systems. It was natural that he and his brothers would later attend public schools in California.

Proud of the education he received, Chien is sobered by today’s challenges to the quality of California schools. “I don’t have children yet, but I see my family and friends paying top dollar to send their kids to private schools for the kind of education that should be available in public schools,” he says.

This year — with his student loans recently repaid — Chien is able to give charitably for the first time. “I feel that I have more than enough for myself,” he explains, “and it’s the right thing to do to give something away.” Motivated by his belief in public education, he’s decided to contribute to Cal as well as to several public schools in Silicon Valley.

“I loved Berkeley,” he exclaims. “You meet people from all walks of life. Anybody with ability can go there, regardless of background, without being intimidated.” Grateful for the excellent training he received in his major, he’s earmarked half of his donation — which is in the form of Cisco stock — to the Department of Mechanical Engineering.

For Chien, to be able to give philanthropically is a new and gratifying experience. “My goal is to continue to donate shares I receive from Cisco.”
Gary and Allison Beckman were thrilled when their son Alex decided to attend UC Berkeley. “We love both the idea and the experience of Berkeley,” says Gary, president and CEO of FCE Benefit Administrators, Inc. in Burlingame. So does Alex, now a junior majoring in film. Gary maintains that Cal’s cosmopolitan, intellectual atmosphere has been stimulating for Alex, who attended a small, parochial high school on the Peninsula. “The explosion of numbers and diversity has created endless opportunities for him to grow and learn,” emphasizes Gary.

The Beckmans joined The Parents Fund board shortly after Alex started as a freshman. “We realized that Alex’s education was going to cost a fraction of what we were prepared to spend at a private university, and we wanted to gift the savings to the school,” explains Gary. University of California alumni themselves, the couple has enjoyed meeting and cooperating with other parents. “The warmth and generosity of the other families has caused us to be even more generous than we had initially anticipated,” says Allison. Gary believes that Cal parents play a pivotal role in addressing the funding issues faced by the University: “We cannot allow Berkeley, either in concept or function, to slip below its status as the number one public university in America.”

Philanthropy is one way the Beckmans can help ensure the quality of their son’s education and support an institution in which they believe. But charitable giving has also become an important life experience for them. “I was raised with faith, love, and generosity of spirit,” says Gary. “When I give, my reward is in the eyes and hearts of the recipients.” That would be reward enough for the couple, but they have been surprised by another positive effect. “It’s been my experience that the more we share our good fortune with others who are in need, the more we seem to receive, as well,” Gary contends. “It’s a wonderful cycle of giving and receiving.”

Mike Halper ’84 was looking for a reason to give to Cal. He found the perfect opportunity in his 20th anniversary class campaign. His first contribution after joining the campaign committee was to encourage several other classmates to join with him. He and his best friend, Ron Zeff ’84, then made leadership-level gifts of $50,000 each — much more than either had ever given to Cal — and hosted a reception for local classmates.

“What I tried to do in this campaign is raise expectations about the level we should be giving at,” says Halper. “Everyone knows about the recent budget cuts. The University needs a rainy day bucket for times like these, and it has to be funded by private donations.”

Asking for big gifts from classmates didn’t intimidate Halper. “A lot of people gave much more than they ever would have given normally, primarily because they were contacted by someone who had also made a gift to the campaign. I’m sure that for some of them, it was the first big gift they had given to Cal.”

Halper, who owns a Bay Area commercial real estate company, was recently awarded the UC Berkeley Foundation’s Trustees’ Citation for his outstanding service to Cal throughout the campaign. “For me, it has been really important to give back to Cal because Cal has given so much to me. I was happy and proud to do it,” he said.
Edward Peterson '58 offers a toast to the new Builders of Berkeley on behalf of the UC Berkeley Foundation. The ceremony on the steps of Doe Library honored donors to the campus whose generosity reached this leadership level in 2003–04. Fifteen listings were added to the granite Builders of Berkeley wall, which pays tribute to the University’s leading philanthropists since its founding in 1868. The wall was originally dedicated in the fall of 2003. New qualifying donors will be added every year.

The Bank of America gave the Haas School of Business an additional $1 million in support of faculty recruitment and retention last fall. Dean Tom Campbell receives a gift from Bank of America executive and Haas Advisory Board member Barbara Desoer, M.B.A. '77, and bank representative Juliet Don.

Family members of the late Chancellor Chang-Lin Tien and more than 200 donors attended a site dedication ceremony for the Chang-Lin Tien Center for East Asian Studies/C.V. Starr East Asian Library. Approximately 1,200 donors contributed a total of $42 million to finance the new center across from Doe Library. Construction is scheduled to begin this year and be completed in 2007.

A residential complex for graduate students was recently renamed in honor of Ida Louise Jackson, BA ’22, M.B.A. ’23, one of the first African American woman teachers in California. Jackson donated funds for graduate fellowships for black students. She died in 1996 at the age of 93. Mary Ann Mason, dean of the Graduate Division (left), announced the naming with Inez Dones, a longtime friend of Jackson.
UC Berkeley raised $174.2 million in private support in fiscal year 2003–04 and reported the largest number of donors in a single year, with 56,178 Cal alumni, parents, students, and friends participating. The number of donors bests the record of 51,693 from the previous year.

Annual gifts play a key role in sustaining Berkeley’s excellence in teaching, research, and public service. Alumni celebrating reunions in 2004 raised more than $2.9 million for class gifts — including record-setting campaigns for the classes of 1964 and 1984 — and gave a total of more than $7.5 million campuswide.

The Class of 2004, with 1,432 donors, raised a senior class gift of $48,000 for The Cal Fund. The 4,522 Cal parent donors gave $938,000 to The Parents Fund, which supports vital student programs.

The University also received one of the largest bequests in its history from William V. Power ‘30. Although he was an active alumnus, Power began to make substantial gifts only at his 50th reunion. His first gift to Cal was $25; his latest is expected to exceed $50 million when the estate is fully settled and will be used to create life-changing opportunities for students in the years to come.
join cal
your online alumni community
Use the identification number above your address and sign in at cal.berkeley.edu

The Promise of Berkeley