

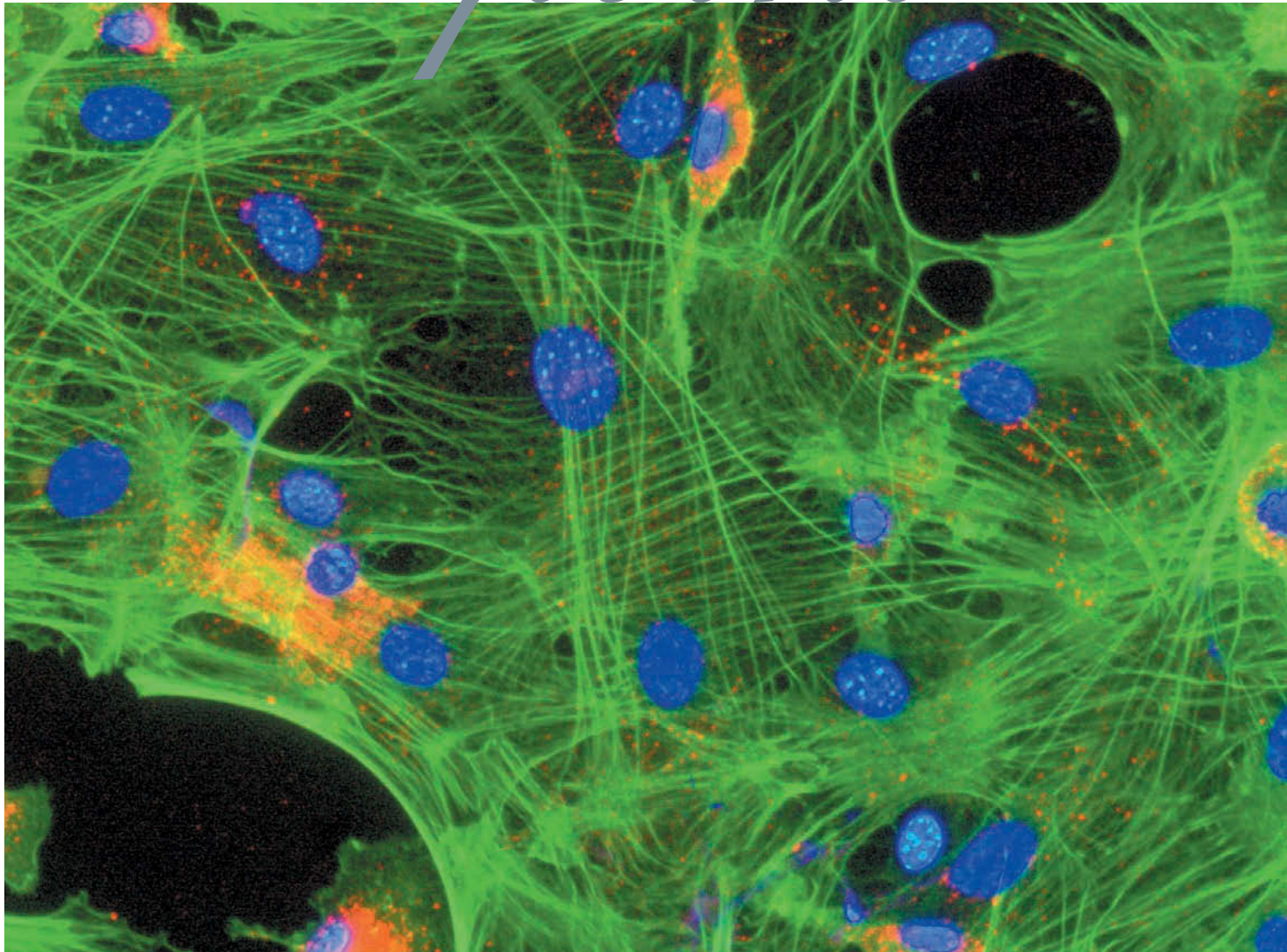
Turning *point*

PROGRESS AND PARTNERSHIPS
AT CASE WESTERN RESERVE UNIVERSITY

Issue 3
Spring 2009

How Foundation Support Fuels Research

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to give in
challenging times



CASE WESTERN RESERVE
UNIVERSITY EST. 1826

Fowlers Donate \$7.5 MILLION

“The Weatherhead School is positioned perfectly to serve as a catalyst in bringing business and business schools together to improve lives and reduce poverty.”

~ Chuck Fowler (MGT '90)



| Chuck and Char Fowler



TO SOCIAL ENTREPRENEURSHIP AND SUSTAINABLE BUSINESS

This February, Case Western Reserve University received a \$7.5 million commitment from Chuck Fowler (MGT '90), a graduate of the Weatherhead Executive MBA Program and member of the university's Board of Trustees, and his wife, Char. The Fowlers' generous gift will support sustainable enterprise initiatives at the Weatherhead School of Management, specifically the establishment of a chaired professorship in sustainable enterprise, support for research, creation of teaching materials, and operation of the Fowler Center for Sustainable Value, formerly the Center for Business as an Agent of World Benefit.

"We are deeply grateful to Char and Chuck Fowler for this gift," Case Western Reserve President Barbara R. Snyder says. "It will make a measurable impact on Weatherhead's ability to advance knowledge and understanding regarding these ideas, which in turn will positively influence practices around the world."

Fowler—president and CEO of Ohio-based Fairmount Minerals Ltd., the third-largest industrial sand producer in the United States—has long championed the importance of sustainable initiatives in his professional activities. In 2007 he delivered the Weatherhead commencement address, where he focused on the capability of businesses "doing well by doing good."

The American Chamber of Commerce has recognized Fairmount Minerals as a leader of corporate social responsibility. "Every business decision is made with the three P's in mind," Fowler says. "People, planet, and prosperity."

In addition to the Fowlers' personal commitments, Fairmount Minerals has played a major role in advancing sustainable enterprise initiatives at the Weatherhead School of Management.

In 2006, the company's generous \$2 million gift established the Fairmount Minerals Chair in Social Entrepreneurship, currently held by Professor David Cooperrider, creator of Appreciative Inquiry.

Cooperrider, who has already helped Case Western Reserve become an international leader in pioneering social entrepreneurship, corporate responsibility, and sustainable business practices, is responsible for teaching and promoting the ideals of sustainability upon which Fairmount Minerals was built.

The company also established the Fairmount Minerals Seed Fund to support programs in the areas of social responsibility and sustainable business, enhancing the goals and programs of the Fowler Center and supporting its global forum.

a Foundation of Support

COLLABORATING FOR THE FUTURE

Foundation grants are critical to Case Western Reserve University's ability to foster pioneering research and sustain its academic excellence. The groundbreaking progress the university makes in collaboration with foundations, both in the community and across the country, is equally beneficial to the university, its partners, and society as a whole.

From family and neighborhood organizations to national advocacy groups, foundations play a key role in keeping Case Western Reserve on the cutting edge of research. When these groups combine in support of university programs, they help make history.

The Blanchette Hooker Rockefeller Fund's 10-year, \$2.3 million legacy of support for Alzheimer's disease research exemplifies the power of foundation-university partnerships. Recent estimates show that as many as 4.5 million Americans suffer from Alzheimer's, an irreversible and—thus far—incurable condition. Moreover, because the risk of developing Alzheimer's disease increases with age, the number of affected individuals is expected to increase significantly as the population grows older.

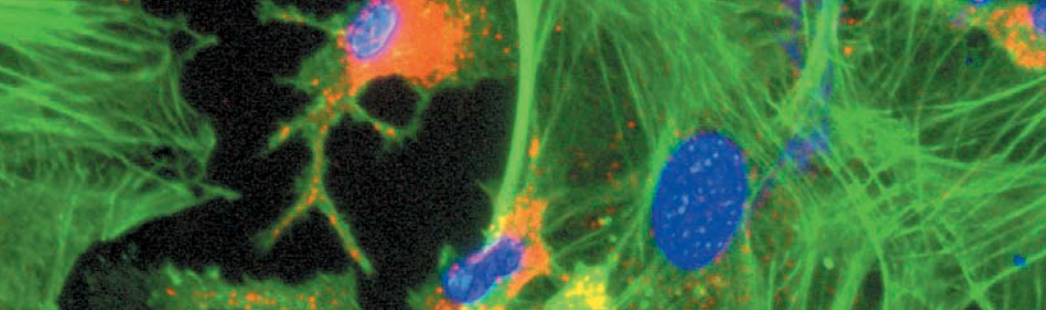
Through his work as director of the Alzheimer's Research Laboratory at Case Western Reserve, Gary Landreth, Ph.D., is investigating ways to keep this prediction from becoming a reality. Landreth and his team are conducting laboratory

tests on two new classes of Alzheimer's drugs, one of which is already being studied in several large, ongoing clinical trials by GlaxoSmithKline.

In addition to leadership support from the Blanchette Hooker Rockefeller Fund, Landreth's study has attracted funding from GlaxoSmithKline; the National Institutes of Health; the American Health Assistance Foundation and the Coins for Alzheimer's Research Trust (CART), an initiative of the Rotary Club.

“The generous support of the Blanchette Hooker Rockefeller Fund over the past 10 years has been absolutely essential to our success. It has particularly allowed us to take on high-risk projects that would have otherwise been impossible.”

~ Gary Landreth, Ph.D.



Understanding Alzheimer's disease has become increasingly important as the population ages. Gary Landreth, Ph.D., and a team of students are looking for a treatment for the disease in the School of Medicine's state-of-the-art research lab.

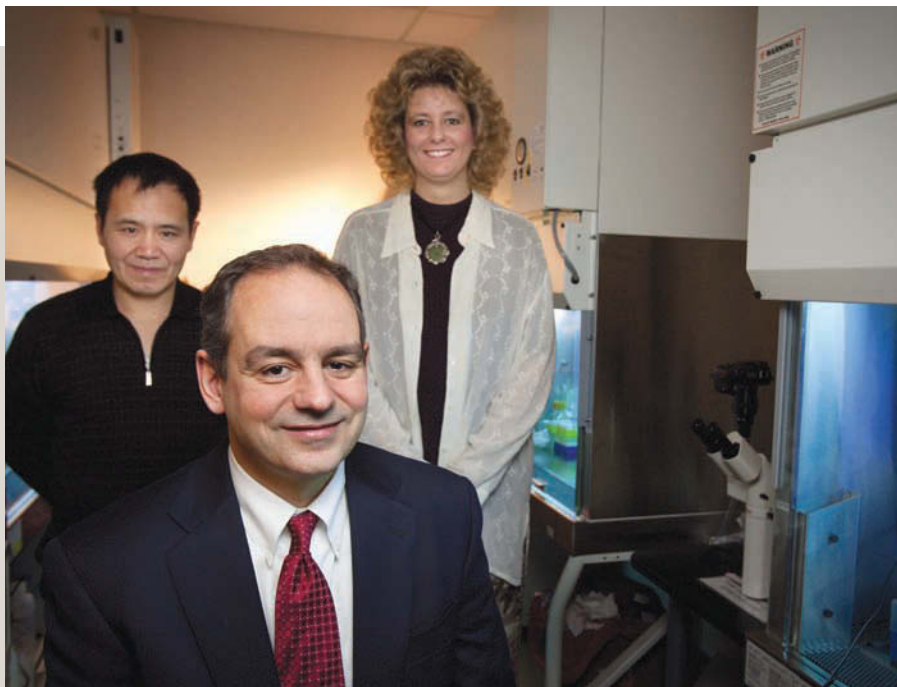
For more than 30 years, the Case Western Reserve University Center on Aging and Health (UCAH) has been an interdisciplinary point of excellence in gerontological and geriatric research, education, and practice. The center is supported by foundations in the Cleveland community and across the nation and is a strong example of how collaborative foundation support builds and maintains successful university programs.

The John A. Hartford Foundation, for instance, has helped fund geriatric medicine at the university for nearly 40 years. Most recently, it has supported the Frances Payne Bolton School of Nursing's efforts to promote careers in geriatric advanced practice nursing by granting scholarships to qualified Case Western Reserve students who are interested in the field.

The McGregor Foundation, a Cleveland organization dedicated to meeting the needs of the economically disadvantaged and elderly, is also a steadfast supporter of aging research at Case Western Reserve. The foundation recently provided a grant to the President's Strategic Initiatives Fund that President Barbara R. Snyder supplemented with other discretionary dollars. The full combined total, \$200,000, was given to the center to foster interdisciplinary geriatric research.



Translating Research INTO REALITY



The NFCR team (above from front to back)

James P. Basilion, Ph.D., director of the NFCR Center for Molecular Imaging, and NFCR fellows Jihua Hao, Ph.D., and Ann-Marie Broome, Ph.D., are developing the next generation of molecular imaging technology for cancer detection, diagnosis, and treatment.

“NFCR funding allows a certain freedom of thought to form and investigate revolutionary — rather than evolutionary — ideas.”

~ James P. Basilion, Ph.D.

Case Western Reserve University is committed to training the next generation of investigators and encouraging them to stay not only on the leading edge of research, but also to commercialize their findings for industry and clinical applications. Just as with basic research, support from philanthropic foundations plays a critical role in helping the university fulfill this mission.

Since 2006, the National Foundation for Cancer Research (NFCR), for example, has awarded \$500,000 to allow the NFCR Center for Molecular Imaging at Case Western Reserve University to develop biomedical technologies and approaches that can ultimately improve patients' lives.

As the center's team – led by James P. Basilion, Ph.D. – developed NFCR-funded projects, they discovered unmet clinical needs that potentially could be met with additional funding.

The NFCR funding allowed Basilion and his team to develop research findings that they used to attract additional direct and indirect funding of nearly \$5.8 million from the National Institutes of Health, the Wallace H. Coulter Translational Partners Grant Program, the Mary Kay Ash Foundation, the Department of Defense, and the State of Ohio. The Clinical and Translational Science Collaborative at Case Western Reserve has also awarded the team pilot funding.

Profile: ROBERT WOOD JOHNSON FOUNDATION

For almost four decades, the Robert Wood Johnson Foundation—the nation’s largest philanthropic organization devoted exclusively to health and health care—has teamed up with Case Western Reserve University to address community health needs.

The foundation has been an essential partner in several initiatives within the schools of medicine and dental medicine, helping prepare undergraduates as they enter medical and dental school, training graduate students for the health field and encouraging professional development.

Its support of the expansion of the **Healthy Smiles Dental Sealant Program** exemplifies how funding from a national partner can be crucial to supporting projects initially developed with grants from a local foundation. The Saint Luke’s Foundation of Cleveland provided the initial resources needed to launch the program and continues to offer funding today. This program gives dental school students the opportunity to develop clinical skills starting in their first semester of graduate school. Through this valuable program, dental school students provide free dental services to children in the Cleveland Metropolitan School District.

Supporting university faculty has also been a priority for the Robert Wood Johnson Foundation. The foundation’s **Harold Amos Medical Faculty Development Program** encourages the development of faculty from historically disadvantaged backgrounds. Most recently, the program has supported Esa M. Davis, M.D., Ph.D., assistant professor of family medicine, and her work in understanding the relationship among race, socioeconomic status, and obesity.

In addition to supporting research, the Robert Wood Johnson Foundation also encourages professional development in policymaking. Since its inception, the foundation’s prestigious **Health Policy Fellowship** has funded six School of Medicine faculty members to work on the formation of health policies and programs alongside congressional staffs in Washington, D.C.



The Summer Medical and Dental Education Program (above) offers a free medical and dental school preparatory course to students who are socioeconomically disadvantaged, giving undergraduates who are interested in going to medical or dental school a head start.

Weatherhead Foundations

Support

MANAGEMENT AND MEDICINE



Albert J. Weatherhead III and his wife, Celia, (above) recently celebrated with Dean Mohan Reddy (on right) at the grand opening of the Weatherhead School of Management gathering place. The redesigned space—featuring a café and lounge—incorporates familiar architectural aspects of the building, including wood accents, white walls, a vaulted ceiling, and modern décor.

“This is an extraordinary example of how supporters of the university can make a lasting impact, not just on the schools and programs they support, but also on the university and our region as a whole.”

~ President Barbara R. Snyder
Case Western Reserve University

The Weatherhead Foundation and the Albert J. Weatherhead III Foundation, both headed by Albert J. Weatherhead III, emeritus trustee and friend of Case Western Reserve University, recently donated \$2 million to the university to further fund respective endowments at the Weatherhead School of Management and the School of Medicine.

The Weatherhead School received \$1.5 million to support the school’s initiatives. The remainder of the gift supports the existing Dorothy Jones Weatherhead Professorship in Medicine, currently held by George Kikano, M.D.

“It was 29 years ago when I first lent my support to the Weatherhead School of Management,” Weatherhead says. “Throughout this time, I have seen the school evolve into a preeminent leader in business education both nationally and internationally. This progress, along with Dr. Kikano’s continued good work and President Snyder’s forward-looking approach, has motivated me to make these commitments.”

In 1980, Case Western Reserve named the School of Management in honor of four generations of Weatherhead family members to recognize their leadership in business and industry.

The Weatherhead Foundation also endows professorships in the schools of management and law and ranks among the nation’s most generous, according to *The Chronicle of Philanthropy*.



George Kikano, M.D., chair of the Department of Family Medicine, currently holds the Dorothy Jones Weatherhead Professorship in Medicine, an endowed professorship named in memory of Weatherhead’s mother.

NEH Challenge Grant Empowers THE BAKER- NORD CENTER

The National Endowment for the Humanities (NEH) awarded a \$650,000 challenge grant to Case Western Reserve University's Baker-Nord Center for the Humanities to support research and programs that advance the humanities across campus and around the world. As a 4-to-1 challenge grant, Case Western Reserve must raise an additional \$2.6 million in gifts to the Baker-Nord Center endowment by July 31, 2013.

"The humanities have a proud history at Case Western Reserve University," says Barbara R. Snyder, president of Case Western Reserve. "This grant is an outstanding example of the kind of philanthropic support our humanities scholars have inspired. Cyrus Taylor, dean of the College of Arts and Sciences, and I will do everything in our power to persuade our friends and donors of the value of this initiative."

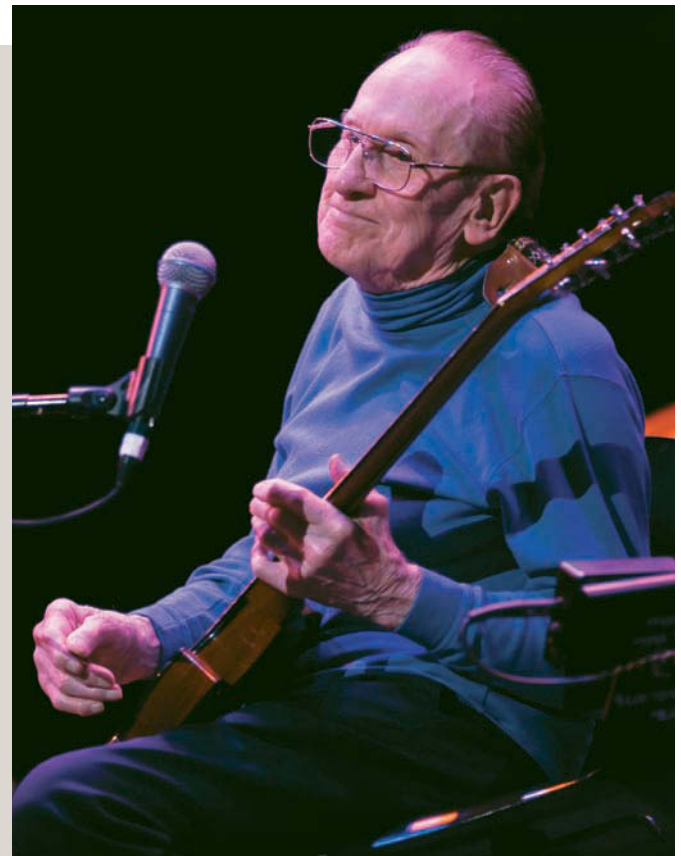
Founded in 1996 with a generous gift from Eric T. Nord (CIT '39, HON '98) and Jane Baker Nord (GRS '76), the center sponsors a rich slate of humanities-oriented public programs. With the support of the NEH grant, the center will build on the university's expertise and infrastructure for networked global communication and collaboration; support faculty research utilizing new technologies; create an upper-level course in the humanities; and continue its commitment to public programming, designing activities in collaboration with local arts and culture institutions.

To learn more about the Friends of Baker-Nord and the center's public programs, please visit www.bakernord.org.

In November, the center collaborated with the Rock and Roll Hall of Fame and Museum and the Cuyahoga County Public Library to bring Les Paul (right), the legendary inventor of the electric guitar, to campus for its American Music Masters Series.



Cyrus Taylor, dean of the College of Arts and Sciences (back left), University Provost W. A. "Bud" Baeslack III, Baker-Nord Associate Director Mary E. Davis (left), and Director Anne Helmreich, with this year's Humanities Week keynote speaker, Adam Gopnik (front center).



Parents Fund

Enriches Student Experience



During the course of an academic year, 1,200 Case Western Reserve University students make appointments at the Career Center; they participate in community service projects at more than 100 local agencies; take part in 133 student organizations; spend 33,000 hours in the university's athletic facilities; and sign in to supplemental instruction sessions 10,834 times.

Thanks to generous contributions to the Parents Fund, students are able to partake in these activities to build leadership skills, engage in civic service, and learn good sportsmanship.

While parent giving has long been a component of Case Western Reserve fundraising, the Parents Fund has gained new momentum in the past year as a discrete program of the university's Annual Fund. Most recently, the initiative has received a boost from two leadership gifts.

Nicholas Zeppos, chancellor of Vanderbilt University, and his wife, Lydia — parents of Case Western Reserve first-year student Nick — believe in fostering a community that emphasizes engaged citizenship because it is important to their son's overall education. "Students benefit immeasurably from a complete community that focuses on educating the whole person," Nicholas Zeppos says. "As parents, once we have nurtured our children with love, guidance, and the basic necessities, one of the most vital ways to support them as young men and women is by providing the resources and reserves that higher education allows."

As the parents of five college-educated children, Robert and Vivian Manekin of Baltimore are equally aware of the importance of a complete educational experience. "We operate pursuant to the philosophy, 'Don't let schooling interfere with your education,'" says Robert Manekin, whose son Benjamin is a sophomore English major. "We believe that life outside the classroom is an integral part of the educational process and the Case Western Reserve experience. That is why non-classroom activities receiving support from the Parents Fund are so important to us."

With leadership gifts from the Zeppos and Manekin families, along with the gifts of many other parents, the Parents Fund is poised to help enhance learning and campus life—transforming a Case Western Reserve education into a world-class experience.

To learn more about the Parents Fund, please visit case.edu/giving.



10 Years of Partners in Progress

Case Western Reserve University School of Dental Medicine has a long and proud tradition of providing high-quality dental education and is consistently among the most sought-after programs in the country.

Even during these uncertain economic times, a base of devoted alumni, faculty, and friends remain dedicated to advancing the school's reputation of excellence in dental education, committing to three-year pledges to benefit the school's Annual Fund. They are the School of Dental Medicine's Partners in Progress—or PIPs.

Currently in its 10th year, the PIP program has been a proven success, and last fiscal year the program raised more than one-quarter of the gifts made to the School of Dental Medicine.

Thanks to donors' generous support of the PIP program, the School of Dental Medicine—known for its advanced technology, small class sizes, and innovative, hands-on curriculum—is poised to continue to offer the outstanding education and research that students expect.

“The PIP program is a vital part of the success of the School of Dental Medicine,” says the school's dean, Jerold S. Goldberg, D.D.S. (DEN '70). “Commitment to the program proves that, even in tough times, alumni and friends respect Case Western Reserve as a sound investment that guarantees the vitality of the school and the university.”



“The PIP program gives me the opportunity to give back to the school that has given so much to me. Students for generations to come can utilize the state-of-the-art equipment and facilities that PIPs helped provide through their generous donations.”

~ R. Malcolm Taylor Jr., D.D.S (DEN '92),
 president of the Alumni Association Board of Directors
 at the School of Dental Medicine

Serving the University



Ward J. "Tim" Timken, Jr.

Chairman of the Timken Company Ward J. "Tim" Timken, Jr., devoted an afternoon in January to connecting with students in engineering, business, and entrepreneurship in small group meetings. He also shared his insights with the Case Western Reserve University community during a free public lecture on business ethics and leadership at the Inamori International Center for Ethics and Excellence.

"The Timken Company has built its business on the defining principles of honesty, fairness, loyalty, and responsibility," says Case Western Reserve President Barbara R. Snyder. "We were pleased that Mr. Timken shared his thoughts on ethical business practices and values with our community."

Headquartered in Canton, Ohio, and with operations in 27 countries, the Timken Company has a long history of partnership with Case Western Reserve, including generous leadership support for the founding of The Institute for Management and Engineering, endowment of its Timken Fellowship program, and the creation of the Joseph F. Toot, Jr., Engineering Professorship.



Joseph M. Mandato

In February, Case Western Reserve University Trustee Joseph M. Mandato (EDM '04) presented "Getting to Yes: What Does a Thoughtful MedTech Investor Really Care About?" to students and faculty interested in understanding the relationship between biomedical research and entrepreneurship. Mandato is a general partner and managing director of California-based De Novo Ventures. "This was a wonderful opportunity for me to share my experience in moving innovative ideas from the bench to the bedside with the students and faculty of Case Western Reserve University. It was terrific to see the curiosity and entrepreneurial spirit resident here at Case Western Reserve, as the institution is such a well-respected source of creative medical research and innovation," Mandato says.

The program was part of the Coulter-Case Translational Research Partnership between the Wallace H. Coulter Foundation and the Department of Biomedical Engineering.

Why I Give



“I try to make it plain to our grandkids that making money is fine, but our lifetime goal is the preservation of our good name—without that, you’re broke.”

~ Fred Weisman (ADL '48, LAW '51), who has given nearly every year since graduation.

When Fred Weisman (ADL '48, LAW '51) founded Weisman, Goldberg & Weisman, LPA—now Weisman, Kennedy & Berris Co., LPA—in 1963, the graduate of Case Western Reserve University School of Law vowed that his firm would “show compassion for those who need help.”

He has demonstrated this dedication in the courtroom, in his philanthropic efforts, and in his daily life. It is a belief that was undoubtedly inspired by his modest upbringing during the Great Depression.

“Nobody had money,” Weisman says. “We certainly had values, but they weren’t greenbacks. They were helping each other out...bringing your neighbor chicken soup when they were sick, singing a little harmony, encouraging each other.”

When he was 17, Weisman enlisted in the U.S. Navy during World War II. The G.I. Bill paid for his undergraduate education at Adelbert College. Determined to be a lawyer since the age of 10, Weisman then enrolled at the School of Law, where he was granted the John Rufus Ranney Scholarship. The scholarship, supplemented by his campus dry cleaning route, paid for his final year and a half of law school, enabling him to be admitted to the Bar of the State of Ohio.

In appreciation for the financial assistance he received, Weisman, a personal injury trial lawyer, and his wife, Lois, have made it a point to give to the university almost every year since he graduated—even while he was earning \$1,800 per year in the early 1950s. In 1988 the Weismans established the Fred Weisman Endowment Fund, which grants scholarships to third-year law students who demonstrate financial need and a special interest in litigation.

At 82 years young, Weisman continues his practice of law. He laughingly explains, “I’m still practicing because I never got it right.” Beneath this self-effacing exterior, however, is a former president of both the Cuyahoga County Bar Association and the Cleveland Academy of Trial Attorneys. He is also a fellow in the International Academy of Trial Lawyers who has been listed in every edition of *The Best Lawyers in America* since 1987.

What Weisman has also “gotten right” are his commitment to education, his dedication to his alma mater, and his steadfast belief in “helping out the little guy.”

Financial Spotlight:

GIVING IN CHALLENGING TIMES



Richard H. Wolcott (CLE '50) is many things: a veteran of the U.S. Navy, a retiree from a 40-year career at the Kellogg Company, and a passionate devotee of the theater.

It is this love of theater that has inspired his long philanthropic relationship with Case Western Reserve University. In addition to sustained leadership giving to the College of Arts and Sciences Annual Fund, yearly contributions to the Friends of Eldred Theater, and costume donations, Wolcott has partnered with the university to make a series of creative gifts through planned giving vehicles.

He created a charitable remainder annuity trust that generates income each year to supplement his retirement and has established a substantial will commitment to benefit the Department of Theater and Dance well into the future.

Though these commitments have provided many tax, retirement, and estate-planning benefits to Wolcott, it is his love for the stage that inspires his philanthropy.

“ Maybe I can help in the development of the next Ethel Merman. ”

~ Richard H. Wolcott (CLE '50)

Creative Giving

HOW DOES IT WORK?

Bequests and charitable remainder annuity trusts are just two of the many ways that alumni and friends of Case Western Reserve can make a substantial philanthropic commitment and feel comfortable with the decision—even in a challenging economic climate.

In volatile investment times, gifts that produce an income stream for the donor are a creative way to support the university and secure future cash flow for the donor or a loved one. Charitable gift annuities, deferred-payment gift annuities, and charitable remainder trusts are each designed to help supplement income, lower taxes, and benefit the university.

Decreasing one's tax liability is another way to combat a slow economy. While nearly all giving vehicles carry some degree of tax benefit, IRA rollovers, gifts of real estate, and gifts of other property are particularly beneficial to donors looking to lower their current or future taxes. A gift of life insurance, for example, allows a donor to protect his or her family and, in many cases, leave a larger legacy to Case Western Reserve than otherwise possible.

Beyond these personal benefits, a gift to Case Western Reserve is a sound investment in otherwise uncertain times. A strong and stable institution since 1826, Case Western Reserve educates nearly 10,000 students each year, is the third-largest university employer in Ohio, and is the only Ohio institution recognized among the top 50 national universities by *U.S. News & World Report*.



To learn more about making a gift to Case Western Reserve, please contact John F. Shelley, executive director of planned giving, at 216.368.4460 or giftplan@cwru.edu.



ABOUT Turning Point

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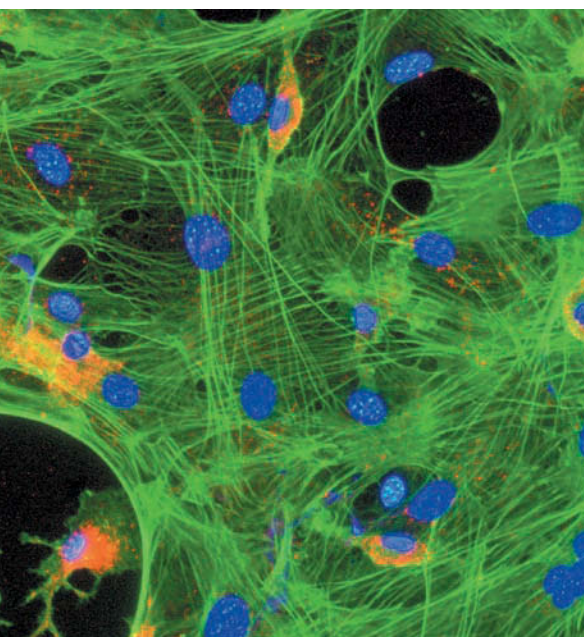
To learn more about supporting Case Western Reserve University, please call 216.368.4352 or email turningpointnewsletter@case.edu.

To read more about these and related success stories, please visit www.case.edu/giving

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Editor's Correction: In the Winter 2009 issue of *Turning Point*, which included the 2007-08 Honor Roll of Donors, Thalia Dorwick, Ph.D., (FMS '66, GRS '73) was incorrectly listed as deceased.

In this issue of



Turning *point*

This issue of *Turning Point* showcases the long-standing role of foundation support in keeping Case Western Reserve University on the vanguard of new research—and in helping translate those discoveries into real-world applications.

Funding from private, community-based, and national foundations has left an indelible mark on the university, and often provides a network of funding that gives immediate support and helps the institution leverage additional support from government and corporate sources or other foundations.

We hope you enjoy reading stories of these successful partnerships.

On the cover: Orange areas indicate Alzheimer's disease in an affected brain cell.

Photo courtesy of the Alzheimer's Research Laboratory at Case Western Reserve University.