Brandes establishes new annual fundraising mark

Despite an uncertain economy and ongoing turmoil in the financial markets, Brandeis recently concluded its best fundraising year ever.

In the fiscal year that ended on June 30, Brandeis established new standards for both cash received ($90.4 million, breaking last year's record of $89.4 million) and new pledges ($72.8 million, topping the 2006 mark of $65.3 million). Gifts from alumni totaled more than $25 million, exceeding the 2006 record of $19.7 million.

Brandes has set new cash records in each of the last three years, and now raises more than four times the amount it did in 1994, when Jehuda Reinharz, PhD '72 became president and charted a new era of philanthropy at the University.

“We are gratified that our donors—both longtime supporters and those making their first gift—recognize Brandes’s special place in American higher education,” Reinharz said. “We are a nonsectarian, Jewish-sponsored University with the intellectual might of a world-class research institution but the feel of a small, liberal arts college.”

Trustees set Campaign goal of $1.22 billion

The Board of Trustees voted to extend the Campaign for Brandeis for another five years and increase the goal to $1.22 billion, making Brandeis the youngest private university or college in the United States to launch a billion-dollar fundraising effort.

Prompted by the overwhelming success of the Campaign, which reached its target of $770 million in cash and pledges 14 months ahead of schedule, the trustees decided in May to boost the goal by $450 million.

“…to launch a billion-dollar campaign at such an early date in Brandeis’s history is a remarkable achievement that reflects the University’s commitment to excellence,” said Brandes President Jehuda Reinharz, PhD ’72. “It is also a testament to the generous support the University receives from alumni, friends, parents, trustees, and members of the Brandeis National Committee. We are positioned to boldly move forward as Brandes enters its seventh decade.”

According to figures compiled by the Chronicle of Philanthropy, Brandeis, which was founded in 1948, is the youngest private U.S. university or college to embark on a billion-dollar campaign. The youngest had been the 83-year-old University of Miami, which launched a billion-dollar campaign...
Small gifts make a big difference

Let’s be honest: It’s a refrain that I hear frequently from Brandeis alumni and friends: “I just read that Brandeis received another million-dollar commitment, so why do you need me to make a gift of $100 to the Annual Fund?”

The answer: Smaller gifts add up and make a real difference in the lives of Brandeis students.

In the just-completed fiscal year, gifts of $100 or less to the Annual Fund from alumni, parents, friends, and members of the Brandeis National Committee played a crucial role in helping Brandeis establish a new annual fundraising record. Added together, gifts of between $1 and $100 totaled nearly a half-million dollars in fiscal year 2008.

Gifts from alumni—regardless of size—are an important measure of the health of the University. U.S. News & World Report and other publications that rank colleges and universities factor in the percentage of Brandeis alumni who make gifts in determining how we measure up. Additionally, corporations and foundations consider alumni giving when awarding grants.

These smaller gifts are generally unrestricted, meaning that the funds can be used for the University’s highest priorities—student scholarships and fellowships, academic programming, and capital improvements.

The hallmark of a successful fundraising enterprise is not only the size of the larger gifts, but the number of smaller gifts. It is important that Brandeis supporters make gifts commensurate with their capacity. If alumni and friends keep supporting the University based on their ability to do so, Brandeis will continue to thrive in the future.

Thank you for your support.

Sincerely,

Nancy Winship, P’10, P’12
Senior Vice President
of Institutional Advancement

IBS Dean Bruce Magid, the Martin and Ahuva Gross Professor of Financial Markets and Institutions

Ten years from now, when people think of the country’s top globally focused business schools, Bruce Magid expects the Brandeis International Business School to be on the short list of elite institutions. Since his appointment as dean of IBS last year, the Martin and Ahuva Gross Professor of Financial Markets and Institutions has been busy “friend-raising”—his term for reaching out to supporters, business leaders, recruiters, alumni, and students—in an effort to help reach his ambitious goal. His work seems to be paying off: Last year, just five years after its establishment, IBS was accredited by the Association to Advance Collegiate Schools of Business. The school also jumped 27 places, to No. 60, in The Economist’s latest ranking of the world’s top MBA programs (IBS was 34th among U.S. schools). Magid recently sat down with Campaign Connections to discuss the school’s special niche, his role at IBS, and a new initiative designed to strengthen the MBA program.

Q: What distinguishes the Brandeis International Business School from other business schools with a global focus?
A: Since its founding, the curriculum, teaching, and research at the Brandeis International Business School has focused on the globalization of business and its many ramifications for corporations and the communities in which they operate. In the 20 years since the original Lemberg Business School was established at Brandeis as the first global business school at a major university, a lot of institutions have jumped on the global bandwagon. Other schools add a course, a faculty member, or a program and say, “We’re global!” At IBS, every faculty member, every student, and every course is chosen with the global theme in mind. Global is in our DNA—and it has been for 20 years.

Also, like Brandeis University itself, IBS values the personal interaction between faculty, staff, and students. I met for lunch with a group of our Fulbright Scholarship students from South America and said, “OK, let’s introduce ourselves. Mi nombre es Bruce Magid, y vives trabajando en Venezuela” (My name is Bruce Magid, and I lived and worked in Venezuela).” Students come here for our personal touch. IBS is not a degree factory.

Q: Who is the “typical” IBS student?
A: The beauty of IBS is that there is no “prototype” student. Two-thirds of our students come from overseas, which differentiates IBS from other schools. Our students have a wide array of backgrounds and aspirations—from working on Wall Street to leading a nonprofit or NGO (non-government organization) to founding a business in their home country that works as a tool to improve the lives of people. It’s amazing how quickly students from diverse countries and cultures bond and begin to communicate and collaborate in a collegial team environment.

Q: How does IBS prepare its students to be responsible, ethical business leaders?
A: We want our students to be thoroughly competent professionals, but also to be conscientious global citizens committed to community service. At IBS, students not only acquire the skills to be successful in business, but come away with the understanding that you have an obligation to society.

Q: As dean, what do you see as your function?
A: Traditionally, deans serve as in-house administrators. Instead, I try to be out and involved with the community, establishing relationships with the donors who support our students and the companies that hire our students, and introducing myself to our alumni and students. I want to meet with as many friends of Brandeis and the Brandeis International Business School as I can. When recruiters come to campus, I meet with them. One said to me, “I have never had a dean take the time to have lunch with me.” I want to understand what skills companies are looking for to ensure that we adequately prepare our students and best match companies and students.

Q: How will the new Perlmutter Institute for Global Business Leadership enhance the educational experience for IBS students?
A: Thanks to a generous gift from Trustee Louis ’56 and Barbara Perlmutter that established the Institute, MBA students will receive a world-class education in global business leadership. While other schools teach about leadership within a business, global business leadership is much more. To understand today’s business world, leaders need an understanding of the global environment—social, political, cultural, and regulatory. Leading a global team comprised of people from all over the world requires a special set of skills that can only be acquired through a combination of academic rigor and practical experience.

More Brandeis supporters choosing to make their gifts online

Increasing numbers of Brandeis supporters have discovered that making an online gift is the most convenient way to support the University.

Using the enhanced online giving page (visit giving.brandeis.edu and click on Give Now), Brandeis donors can make a tribute gift, check their giving history, or determine the status of a pledge—all in a matter of minutes.

In fiscal year 2008, which ended on June 30, Brandeis raised $479,460 through online gifts—almost double the figure for the previous fiscal year. Nearly 1,700 donors made an average gift of almost $280, both substantial increases from the previous 12-month period.

The new online giving page allows registered users of B Connect (formerly Louie-Net) to review their giving history (including amount and designation) and check open pledges.

For both registered and non-registered users, the new page is easier to navigate, offers additional giving options such as tribute gifts, and permits the use of international credit cards. American Express, MasterCard, and Visa are accepted. Alumni Association membership gifts can also be made online.

“We are pleased that our efforts to make the giving process easier for Brandeis alumni and friends have been met with such a positive response,” said Mark Ahlken, assistant vice president of development.
Perlmutter Institute focuses on global business leadership

Trustee Louis ‘56 and Barbara Perlmutter have made a $5 million gift to the Brandeis International Business School to establish the Perlmutter Institute for Global Business Leadership.

The mission of the Institute is to prepare students for leadership positions in the global corporation of the future. The Institute will enable students to sharpen their analytical decision-making skills through interaction with seasoned global business and policy leaders on real-life issues. Students will have a unique opportunity to gain a deeper understanding of the interaction between legal, economic and political forces, and market conditions on organizational behavior and policy.

“Louis and Barbara Perlmutter’s generous gift is a significant contribution to our University, strengthening the position IBS enjoys among the best international business schools,” said Brandeis President Jehuda Reinharz, PhD ’72.

“This is a wonderful investment on behalf of our students, our faculty, and the global companies that will reap the benefits of hiring our well-prepared IBS graduates.”

The Perlmutter have strong ties to Brandeis. Louis, a Boston native, is a 1956 graduate of Brandeis, a member of the Board of Trustees, and is the only alumnus to serve as board chair. He received an honorary degree from the University. Barbara is a member of the IBS board, a fellow of the University, and a founding member and past chair of the national board of the Women’s and Gender Studies Program.

“Barbara and I share a deep commitment to preparing our business leaders of tomorrow for what they will face in the real world,” Louis said.

“It is our vision that the Institute act as a bridge between the theoretical and technical knowledge that the student masters in the classroom, and the pragmatic skills needed for success in the rapidly changing world of business and finance. The only way to accomplish that is through exposure to real-world difficulties and interaction with seasoned practitioners who have lived and solved some of those problems.”

“The Perlmutter’s generous gift reflects their deep commitment to ensuring that Brandeis continues to be a leader in preparing business students to thrive and lead in the global business environment,” said Bruce Magid, dean of IBS and the Martin and Ahuva Gross Professor of Financial Markets and Institutions; Reuben Mark, chair of the board of Colgate-Palmolive; and Brandeis President Jehuda Reinharz, PhD ’72, at the inaugural symposium.

An overflow crowd attended the inaugural Perlmutter Institute event, a symposium entitled “Leading in the New Global Economy,” which was held in the Silver Auditorium at the Sachar International Center. Reuben Mark, chair of the board of directors for the global Colgate-Palmolive Company, whose products are sold in more than 200 countries, delivered the keynote address.

Construction will begin early next year on the Mandel Center for the Humanities (shown above in an architectural rendering), thanks to a $22.5 million gift from the Mandel Foundation and Morton and Barbara Mandel, F ’73 (left). Construction will begin early next year on the Mandel Center for the Humanities (shown above in an architectural rendering), thanks to a $22.5 million gift from the Mandel Foundation and Morton and Barbara Mandel, F ’73 (left).

New Mandel building a center of attention continued from page 1

located within the campus’s humanities area. Construction is set to begin in spring 2009.

“This gift is precedent-setting,” Brandeis President Jehuda Reinharz, PhD ’72 told the overflow crowd, which included students, faculty, staff, and members of the Mandel Foundation. “Today we are imagining the future together. It is not just the amount of the gift that is important, but the symbolic investment in the humanities.”

The Mandel Center is designed to restore prestige to the humanities and provide a model for other colleges and universities. The gift, one of the largest commitments to the humanities by a foundation in recent years, underscores the cultural and intellectual importance of a liberal arts education and the fields of literature, language, and philosophy.

“I care about people being familiar with the great ideas,” said Mandel Foundation chair and CEO Morton Mandel, who revealed he was a college English major. “We felt an investment in the humanities and liberal arts would enhance the likelihood that people going through Brandeis would understand what the word ‘humanity’ means.”

The family’s commitment to the Mandel Center is based on the belief that society must support the liberal arts tradition, and that for an education to be truly complete, it should be broadly constructed on a solid humanities foundation.

“We’re outsourcing this project to Brandeis to construct a building and fill it with fine, clever minds who will examine the issues of the day,” he said. “We are sharing our resources with Brandeis because Brandeis is a very special place in our view—(it has) character, soul, passion. I don’t think that describes every university.”

Both through its mission and its architecture, the Mandel Center and Mandel Quadrangle will encourage the free flow of students, faculty, research, and ideas. The Mandel Center will foster original, interdisciplinary undergraduate courses, and offer increased opportunities for students to participate in research that incorporates multifaceted subject matter. Additionally, the Mandel Center will organize special local, national, and international conferences and events.

“On behalf of the faculty and students, I want to thank you for this amazing and marvelous gift that will transform humanities and interdisciplinary studies at Brandeis,” said Adam Jaffe, the dean of the College of Arts and Sciences and the Fred C. Hecht Professor of Economics.

Ramie Targoff, a professor in the Department of English and American Literature, presented the Mandels with several books written recently by humanities faculty. “We are so grateful to you for your gift,” she said. “We hope very much that your generosity will inspire us to write books to fill the reading room (at the Mandel Center).”

Over the years, the Mandel family has generously supported Brandeis through the establishment of the Mandel Center for Studies in Jewish Education, the Mandel Chair in Jewish Education, the Barbara and Morton Mandel Endowed Graduate Fellowship in the Humanities, and the Barbara and Morton Mandel Endowed Graduate Fellowship in English and American Literature.
Golf and Tennis Outing

The fourth annual Brandeis Golf and Tennis Outing, held at Old Oaks Country Club in Purchase, N.Y., turned out to be the best ever. Nearly 120 people from as far away as California came together to enjoy a day of competition and camaraderie—and raise a record $112,000 for student scholarships. Alpine Capital Bank sponsored the event.

Brandeis Night in Boston

Trustee Jonathan ’75 and Margot Davis, MA ’05, PhD ’08 hosted Brandeis Night in Boston. Award-winning TV producer Gary David Goldberg ’66, the author of Sit, Ubu, Sit: How I Went from Brooklyn to Hollywood with the Same Woman, the Same Dog, and a Lot Less Hair, was the featured speaker. Invitees included area members of the Justice Brandeis Society.

Brandeis Night in New Jersey

More than 100 alumni, parents, and friends attended Brandeis Night in New Jersey, which was held at the home of Susan (Lewtan) ’82 and Glenn Langberg ’82. The featured speaker was Brandeis President Jehuda Reinharz, PhD ’72. Local members of the Justice Brandeis Society attended the event.
Commencement Dinner

The Brandeis family—alumni, trustees, friends, faculty, and members of the Class of 1958 who were on campus to celebrate their 50th Reunion—gathered for the annual Commencement Dinner. Also in attendance were the five honorary-degree recipients—CNN senior political analyst William Schneider ’66, writer James Carroll, CARE USA president Dr. Helene Gayle, former Trustee chair Stephen Kay, and mathematician Karen Uhlenbeck, MA ’67, PhD ’68.

Sachar Legacy Society Luncheon

S. Ilan Troen ’63, the Karl, Harry, and Helen Stoll Family Professor of Israel Studies and the director of the Schusterman Center for Israel Studies, delivered the keynote address at the annual luncheon of the Sachar Legacy Society. Nearly 150 people attended the event. The Sachar Legacy Society is an honorary organization comprised of individuals who have included Brandeis in their estate plans.

Fineberg Gallery Dedication

Honorary-degree recipient William Schneider ’66 with Veda and Arthur Goldstein

Sandra (center) and Fellow Gerald Fineberg, (right), with President Jehuda Reinharz, PhD ’72 at the dedication for the new Gerald S. and Sandra Fineberg Gallery at The Rose Art Museum. The Finebergs have been generous supporters of the museum for many years, and Gerald recently completed a term as chair of the Rose’s Board of Overseers.

Brandeis Class of 2024?

Lila Sherman, the daughter of Robin Sherman ’93 and granddaughter of Fellow Barbara ’54 and Malcolm Sherman, the chair of the Board of Trustees, made her loyalty to Brandeis clear during a recent apple-picking trip.
Brandeis mourns death of Henry Foster

Henry Foster, P'75, a former chair of the Brandeis Board of Trustees whose generous support of the University stretches back four decades, died on Oct. 14 at his home.

Foster and his wife, Lois, a Fellow of the University, established the Lois and Henry L. Foster Research Center, funded construction of the Lois Foster Wing at The Rose Art Museum, and endowed the Rose director’s position. Additionally, they made gifts for student scholarships and fellowships.

“Brandeis today mourns one of the great men in the history of this University,” said President Jehuda Reinharz, PhD ’72. “Hank’s commitment and dedication to Brandeis were instrumental in helping Brandeis reach the top tier of American universities. I will miss his friendship and wise counsel.”

Foster, the founder and CEO of Charles River Laboratories, joined the Board of Trustees in 1973. He served as chair from 1979 through 1985, and continued as a board member until his death. Foster’s connection to the Brandeis campus actually predated the establishment of the University; he received his doctorate from the former Middlesex Veterinary College, which had been located where Brandeis now sits.

In addition to his wife, Foster is survived by three sons, John ’75, James, and Neal, and five grandchildren.

Establishing additional endowed scholarships will benefit Brandeis students.

Creating more endowed scholarships a priority of Campaign for Brandeis

Because the need to provide financial aid for students has never been more acute, raising money to support additional scholarships is one of the priorities of the extended Campaign for Brandeis.

More than one-third of the $450 million to be raised during the extended Campaign is designated for undergraduate scholarships and graduate fellowships. The Board of Trustees recently voted to increase the overall Campaign goal to $1.22 billion in cash and pledges after the target of $770 million was reached in April, more than 14 months ahead of schedule.

“For the nearly seventy percent of our students who receive financial aid, scholarships are the key that unlocks the door to the unique Brandeis educational experience,” said Nancy Winship, P’10, P’12, senior vice president of institutional advancement. “It is imperative that we increase the amount of aid money available to our students.”

Particularly in this time of economic uncertainty and the decreased availability of federally backed student loans, scholarships are vital if Brandeis hopes to continue its foundational commitment to admitting students based on their merit, rather than their ability to pay.

Scholarships also allow Brandeis to compete effectively with other elite institutions for the very best students.

“As college costs rise and the availability of student loans decreases, financial aid has consumed an increasingly larger portion of Brandeis’s operating budget. By establishing additional endowed scholarships, Brandeis will be able to provide consistent, ongoing support for students without the need to use operating funds.”

Campaign goal increased to $1.22 billion continued from page 1

fundraising effort in 2003. The focus of the extended Campaign is the establishment of additional endowed scholarships to support students, ensuring that Brandeis will be able to maintain its foundational commitment to admitting students based on merit rather than ability to pay.

“To remain competitive with others universities and colleges in the quest for the most talented students, we must increase the amount of scholarship money we are able to offer,” said Nancy Winship, P’10, P’12, senior vice president of institutional advancement. “Endowed scholarships provide predictable, ongoing support for our students.”

Other focus areas of the extended Campaign include creating endowments in support of faculty and academic programs.

The Campaign was launched in July 2001 with a goal of $470 million. By the time the Campaign’s public phase began in 2003, $875 million had already been raised. Two years later, when the original target was reached, the Board of Trustees voted to extend the Campaign through June 30, 2009, and increase the goal to $770 million.

Campaign gifts have funded undergraduate scholarships and graduate fellowships, endowed faculty positions, established pioneering academic research centers, and supported the construction of state-of-the-art facilities. Gifts have ranged from $1 to $67.5 million. A total of 35 alumni have made Campaign gifts of between $1 million and $16.5 million.

IRA rollover can help donors and Brandeis

The Pension Protection Act, which provides a unique giving opportunity that can benefit both donors and Brandeis, has been extended for two more years.

The law permits individuals who are at least 70½ years old to transfer up to $100,000 per year from their individual retirement account (IRA) to Brandeis (or another qualified charity) without being required to report it as income for federal tax purposes. The law applies to both traditional and Roth IRAs.

First enacted in 2006, the so-called IRA rollover provision originally expired on Dec. 31, 2007, but was recently extended to include the tax years 2008 and 2009.

“This IRA rollover provision provides a special opportunity for Brandeis supporters to make a gift to the University that allows them to meet both their philanthropic and financial goals,” said Nancy Winship, P’10, P’12, Brandeis’s senior vice president of institutional advancement.

The provision provides an exclusion from gross income for an otherwise-taxable IRA distribution and allows the amount rolled over to count against a donor’s minimum distribution requirement. Previouly, donors had to report a withdrawal from an IRA as income and then declare an offsetting income tax deduction for the charitable contribution.

“The law gives Brandeis donors an exciting, new way to support the University—and receive significant tax advantages at the same time,” Winship said.

For more information, call the Office of Development at 781-736-4069.