Alumni, friends support Brandeis

Sillerman family gives $10 million to Heller to advance philanthropy

In hopes of empowering a growing generation of philanthropists to become social entrepreneurs, Robert F.X. and Laura Sillerman’s Tomorrow Foundation has made a $10 million gift to Brandeis to establish the Sillerman Center for the Advancement of Philanthropy.

The Sillerman Center, which will be housed at Brandeis’s Heller School for Social Policy and Management, will serve as a powerful resource to strengthen the country’s 34,000 family foundations as they partner with non-profit organizations to deliver crucial health and social services. The Sillerman Center will provide research-supported advice on effective grant-making strategies, develop best practices, and help successful ventures expand their reach. In addition, the center will host roundtables with leading members of the donor community and non-profit organizations, offer executive education opportunities, and develop new courses on effective philanthropy.

“We thank the Sillermans for their generous gift to establish the Sillerman Center for the Advancement of Philanthropy at Brandeis,” said Brandeis President Jehuda Reinharz, PhD ’72. “It is appropriate that this center, which seeks to help philanthropies extend their reach to impact the greatest number of people, is based at Brandeis. Since its founding, Brandeis has been a hub for Israel Studies and promoting rigorous scholarship and excellent teaching,” Reinharz said. “This Center is the perfect marriage of a University committed to creating and disseminating knowledge and a philanthropist interested in making that knowledge available to the wider public.”

Schusterman Foundation makes $15 million gift for Israel Studies center

In an effort to expand the field of Israel Studies on U.S. campuses, the Charles and Lynn Schusterman Family Foundation has made a commitment to give $15 million to Brandeis to establish a center that will stimulate outstanding scholarship and teaching on Israel’s history, language, culture, and society.

The new Schusterman Center for Israel Studies was conceived jointly by Brandeis friend Lynn Schusterman and Brandeis President Jehuda Reinharz, PhD ’72, to meet the critical need for qualified academics to teach about Israel. In addition to educating graduate-level students at Brandeis, the Center will offer training, resources, and scholarship opportunities for faculty at other universities.

The gift, the largest single commitment ever made by the 20-year-old foundation, will be matched by other donors recruited by the University in coming years, as part of a plan to create a $30 million endowment for the Center by 2015. “We thank Lynn Schusterman and the Schusterman Family Foundation for accelerating our work in Israel Studies and promoting rigorous scholarship and excellent teaching,” Reinharz said. “This Center is the perfect marriage of a University committed to creating and disseminating knowledge and a philanthropist interested in making that knowledge available to the wider public.”
Alumni continue to play an integral role in the success of The Campaign for Brandeis, helping put the fundraising initiative on course to reach its $770 million goal by June 2009.

Thanks to the recent generosity of Trustee Meyer Koplow ’72, P ’02, P ’05, Michael Ratner ’66, and Robert Sillerman ’69, a total of 31 alumni have stepped forward to support the Campaign with gifts of between $1 million and $10 million.

“It is a great testament to the value of the Brandeis educational experience that so many of our alumni have supported the Campaign with seven-figure gifts,” said Nancy Winship, P ’10, the senior vice president of institutional advancement.

Through June 30, the Campaign has received more than $657 million in cash and pledges, which represents 85 percent of the goal.

Alumni provide crucial support for the Campaign

Henry Aboudi ’86, trustee, and Abigail (Aboudi) Hoffman ’90
Anonymous (5)
Leonard Asper ’86, trustee
Alex Barkas ’68, trustee

Aileen Cabir ’53
Jonathan Davis ’75, trustee
Donald Drapkin ’68, trustee
Moses Feldman ’62
William Friedman ’65, trustee
Morton Ginsberg ’56, trustee
Gary Goldberg ’66
Martin Gross ’72, P ’01, P ’08, trustee
Kenneth ’60, trustee, and
Ronald Kaiserman ’63
Earle Kazis ’55
Meyer Koplow ’72, P ’02, P ’05, trustee
Myra (Hiaat) Kraft ’64, trustee
Jeannette Lerman ’69, trustee
Michael Ratner ’66
Ronald Rattner ’69
Barbara (Cohen) Rosenberg ’54, trustee
Carol (Riehman) Saivetz ’69, P ’97, P ’01, trustee
Lewis Serbin ’64 (deceased)

Schusterman Foundation creates center for philanthropy

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I was immensely fortunate to be a child of the 1960s at Brandeis, where I formed a strong sense of social consciousness. Laura and I hope that this gift inspires others from our generation to make similar donations. Our generation has the responsibility to follow through on the ideals we voiced in our youth, and to attempt to change the world in ways we could only imagine in the 1960s. It is our time now to give generously and decisively.”

— Robert Sillerman ’69

A Sillerman foundation creates center for philanthropy

committed to social justice.”

The gift is the largest Brandeis has ever received from an alumnus. Robert Sillerman, the chairman and chief executive officer of CKX Inc., graduated from Brandeis in 1969. Robert and his wife, Laura, established the Tomorrow Foundation in 1999.

“I was immensely fortunate to be a child of the 1960s at Brandeis, where I formed a strong sense of social consciousness,” Robert said. “Laura and I hope that this gift inspires others from our generation to make similar donations. Our generation has the responsibility to follow through on the ideals we voiced in our youth, and to attempt to change the world in ways we could only imagine in the 1960s. It is our time now to give generously and decisively.”

The Sillerman Center will be directed by Heller School Professor Andrew Hahn, PhD ’78, who works closely with foundations and donors to maximize the value and effectiveness of their philanthropic investments.

“An analyst famously said that most philanthropy is built on little more than ‘intuition, trust, and a great river of money,’” Hahn said. “At the Sillerman Center, our goal is to harness the power of that ‘river’ to help family foundations improve the lives of the most vulnerable members of our society.”

“In an era of declining government support for initiatives that benefit the disadvantaged, the Sillerman Center will promote an understanding of the importance of philanthropy and define new mechanisms for achieving lasting positive change in society,” said Stuart Altman, the dean of the Heller School and the Sol G. Chaskin Professor of National Health Policy.
Fellowship, lecture series to honor Eli Segal ’64

Classmates, friends, and family of Eli J. Segal ’64 are working to establish a fellowship program and lecture series at Brandeis that will honor the passionate citizen leader while also inspiring others to follow his lead and make service central to their lives.

Segal, who died in February 2006, was an accomplished businessman, skilled political strategist, and dedicated citizen servant. During the Clinton administration, he was the founding CEO of the Corporation for National and Community Service, and, as President Clinton calls him, “the Father of AmeriCorps.” Segal also created the Welfare to Work Partnership, a project for which he received the Presidential Citizens Medal.

The Eli J. Segal ’64 Citizen Leadership Program would provide fellowships for 15 Brandeis students (nine undergraduates and six graduate students at Heller), who would serve in summer internships at mission-driven organizations.

A generous contributor to Brandeis, Segal served his alma mater in a variety of roles, including a stint as chair of the Brandeis Transitional Year Program/Posse Council and as a member of the Board of Overseers at The Heller School for Social Policy and Management.

For more information about the program and becoming part of this circle, contact Claudia Jacobs ’70 (781-736-3806 or cjacobs@brandeis.edu).

Fellowship honors innovative artist

A fellowship recently established in Kira Fournier’s honor at Brandeis provides promising artists with the type of opportunity she never had.

Created by Benjamin Schore ’56 in memory of his late wife, an innovative artist who died of cancer in 2002, the Kira Fournier Fellowship provides a generous subsidy for a gifted sculpture student enrolled in Brandeis’s post-baccalaureate program who is interested in pursuing a master’s degree in studio art.

“It’s almost a requirement now that serious artists have an MFA (master’s in fine arts), but MFA programs want dedicated, passionate artists coming in,” Schore said. “Students need to be able to show what they can do — and Brandeis’s post-bac program gives them that opportunity.

Fournier first came to prominence as an artist in the late 1970s, when she started making ceramic steam pots based on an ancient Chinese prototype she had studied while a student at Goddard College in Vermont. Her pots were first used at a well-known local restaurant and were later marketed as a further artistic challenge, Fournier enrolled at the Museum of Fine Arts in Boston and Alfred University, but it was not until she became a master’s student at the University of Arizona in 1997 that she blossomed as an artist.

“She felt the world really changed for her when she went to the University of Arizona and became a true artist,” Schore said. “We often thought about ways to help others get into MFA programs, which can be such a life-changing event for an artist.”

Examples of Fournier’s work in ceramics have been shown at the Currier Art Museum in Manchester, N.H., and the Renwick Gallery at the Smithsonian Institution in Washington, D.C.

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For more information about the Fournier Fellowship, contact Amy Silberstein (781-736-8049 or silberst@brandeis.edu).

Class of ’52 funds scholarship

The pioneering Brandeis Class of 1952 hopes to establish yet another tradition for subsequent classes to follow.

The first class to enroll and graduate from the University, the Class of ’52 used the occasion of its 55th Reunion (another Brandeis first) in June to raise enough money to endow a full-tuition scholarship for deserving undergraduates. Reunion Gift Committee co-chairs Max Perlftsh ’52 and Gus Ramis ’52 hope other Brandeis classes also choose to support student scholarships through their Reunion gifts.

“If a small class like ours (107 entered in 1948, 93 members today) could do this for the 55th Reunion, larger classes can emulate what we did,” said Ramis, a longtime Brandeis trustee and the Frank Abtuscl Professor of International Economics at Yale. “We wanted to set a precedent for others to follow.”

The Class of ’52 Endowed Scholarship raised $717,300 in gifts and pledges. Significantly, 57 percent of the class participated.

The class leadership felt strongly that the 55th Reunion gift should provide scholarship aid for Brandeis undergraduates. Like many members of their class, both Perlftsh and Ramis were the beneficiaries of generous scholarship assistance.

“We both received wonderful scholarship support going back to 1948,” said Perlftsh, a Brandeis fellow and retired professor of periodontology at Tufts School of Dental Medicine and periodontist. “We have never, ever forgotten what Brandeis made possible for us.”

For more information about the Class of ’52 Endowed Scholarship, contact Lisa Fleischman (781-736-4062 or lfleisch@bran- debeis.edu).

For information about other scholarship opportunities, contact Orla Kane (781-736-4069 or okane@brandeis.edu).
Emerging Leaders event

Joseph Kekst ’05 (middle) and Jonathan Salky ’98 (right), shown here with Adam Katz ’98, served as co-chairs of a recent gathering of the Justice Brandeis Society’s Emerging Leaders at Brandeis House in New York.

Fellow Jules Bernstein ’57 (right) and his wife, Linda Lipsett (second from right), hosted alumni and friends from the Washington, D.C., area at their home for Brandeis Night in Washington. Here, they are joined by Judy and Paul Regan ’73.

Kazis Chair dedicated

As part of the dedication of the Earle W. Kazis ’55 Chair in the Practice of Finance and International Real Estate at the International Business School, industry experts gathered for a panel discussion of trends in real estate. Joining Kazis (second from right) were Trustees Jonathan Davis ’75 and John Usdan; Edward Bayone, the inaugural holder of the Kazis chair; and Gene Kohn.

Brandeis Night in Washington

Fellow Jules Bernstein ’57 (right) and his wife, Linda Lipsett (second from right), hosted alumni and friends from the Washington, D.C., area at their home for Brandeis Night in Washington. Here, they are joined by Judy and Paul Regan ’73.

Commencement Dinner

Trustees, alumni, friends, and faculty joined members of the Class of 1957 celebrating their 50th Reunion at the annual Commencement Dinner. Brandeis President Jehuda Reinharz, PhD ’72, briefed attendees on the campus building boom.

Richard Borgh ’57 and President Jehuda Reinharz, PhD ’72

Fellows Burton and Barbara Stern, G ’08

Fellows Cynthia Berenson and Shula Reinharz, PhD ’77

Trustees Robert Shapiro ’52 and John Rosenwald

Fellows Milton ’60 and Joan Wallack ’60, P ’86

Trustees Paul Zlotoff ’72, Perry Toquima ’78, and Jonathan Davis ’75

Trustees Robert Shapiro ’52 and John Rosenwald

Trustee Jonathan Davis ’75 and John Usdan; Edward Bayone, the inaugural holder of the Kazis chair; and Gene Kohn.

Fellows Burton and Barbara Stern, G ’08

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