

50 Years of  
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# INSPIRING IMPACT

## MAGAZINE

Fall/Winter 2022

## ARTS COME ALIVE

*A renaissance across campus*







Dear Friends,

We are at the start of an exciting new chapter for Penn! In October, we celebrated our new President Liz Magill’s inauguration. Her vision and expansive energy are already being felt across the University.

At her inauguration, President Magill asked, “What’s next? What does the world need from Penn?” She described how Benjamin Franklin’s kite and key experiment not only determined the nature of lightning but also led to the invention of the lightning rod to protect homes. Her point that learning drives

not only academic discovery, but also real-life impact, resonated with me. Liz discussed the many challenges our world is facing today, and she reminded us that universities like ours have a unique role to play in facing these challenges. In her words, “knowledge solves problems. It is the single most powerful force for improving life and our understanding of it.”

This fall, we also welcomed Jim Husson as our new Vice President of Development and Alumni Relations. As a donor and in my role as Chair of the Trustee Development Committee, I am deeply aware that philanthropy has a critical role to play in driving this important work forward at Penn. Our donations support research, initiatives, facilities, and the people working toward this goal—whether through the arts and humanities, health care and the sciences, business, law, or social work. Our donations solve problems. The feature stories in this issue of our *Inspiring Impact Magazine* share the impact of just a few outstanding recent donations across Penn. Building on the strength of our University’s history and position today, they exemplify how philanthropy can help fuel our tomorrows in wide-ranging ways.

I hope you enjoy and draw inspiration from these stories, and if you are interested in reading more about philanthropic priorities at Penn, you can visit [giving.upenn.edu](https://giving.upenn.edu). I also encourage you to listen to President Magill’s inaugural address if you have not already ([pennpri.de/inauguration](https://pennpri.de/inauguration))—it is truly inspirational. Please also feel free to reach out to me directly. I’d be delighted to hear from you.

Sincerely,

**Bonnie Miao Bandeen**, C’80, WG’85, PAR’16, PAR’22  
*Chair, Trustee Development Committee*  
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# THE SHOW GOES ON

## AFTER 50 YEARS, A RENAISSANCE IS HAPPENING AT PENN LIVE ARTS

Students passing out flyers on Locust Walk. Colorful chalk advertisements weathering the march of flip-flops and sneakers. Spontaneous breakdancing and a cappella performances on College Green. The arts have always contributed to Penn’s vibrant campus life. As the Annenberg Center for the Performing Arts celebrates its 50th anniversary season, its rebranding as Penn Live Arts signals a revitalization of cultural immersion through the range of activities under its umbrella.

“There is a tremendous amount of activity on campus, and there has been a demand for greater emphasis on the arts at Penn for decades,” says Chris Gruits, Executive and Artistic Director of Penn Live Arts. “This is a perfect time to invest not only in facilities and infrastructure, but also academic integration, student career development, and public programming.”

**CLOCKWISE FROM TOP LEFT:** Dance Theatre of Harlem (Rachel Neville); Otito Greg-Obi in Excelano Project’s *Nectar*; Martha Graham Dance Company; Theatre Arts Program’s production of *Curio* (Eric Sucar); Architectural renderings of the Stuart Weitzman Theatre (based on preliminary concept and may not reflect final construction); Terence Blanchard (Cedric Angeles).

### SETTING THE STAGE

Key to the next act is a multiyear capital plan, including the first significant expansion to the Annenberg Center in its history. The centerpiece will be the Stuart Weitzman Theatre, a 3,000+-square-foot addition on the Annenberg Center Plaza.

The Weitzman Theatre will provide space for the 70+ student clubs and organizations that have long lobbied for more performance and rehearsal venues. Gruits envisions the theatre “in constant use from the moment its doors open, serving students, faculty, Philadelphia-area residents, and Penn alumni, families, and friends.”

More than  
**20%**  
of Penn students are  
involved in performing arts.

**70+**  
student performing arts groups

**100+**  
events staged each year

The Stuart Weitzman Theatre’s indoor-outdoor spaces will provide flexibility for artists to stage innovative work. “I am thrilled on so many levels to be supporting this new project,” says Stuart Weitzman, W’63. “The performing arts have always been an essential element of the Penn experience. This new theatre will convey, in a very tangible way, to student and professional performers alike, that their craft is valued, supported, and nurtured by Penn.”

Additional elements of the capital plan include upgrading the Montgomery Theatre into a state-of-the-art film screening center and the creation of the Campus Gateway to the Arts—a welcoming nexus right off Locust Walk. In addition to the major capital projects, the theatre spaces will amplify visibility to audiences near and far thanks to investments in digital and livestreaming technology, made possible by generous donors.





**LEFT:** PENNaach, Penn's South Asian Dance Troupe, in practice and in performance (Eric Sucar).

**ABOVE:** The Glee Club Band's *Sweet Dreams Are Made of Thieves*.



## ALL THE WORLD'S A STAGE

Penn Live Arts has always prioritized bringing diverse artists to Philadelphia, and the 2022-2023 season is no exception. With performances ranging from Finnish folk music and circus arts to continuations of its celebrated jazz and dance programs spanning an array of cultures, Penn Live Arts offers something for everyone.

"We have a long-standing commitment to showcasing artists of color and international artists people don't typically have a chance to see," Gruits says. "Giving these artists a platform to share their experiences and their stories helps to generate mutual understanding, empathy, and greater cultural awareness."

The impact of Penn Live Arts radiates beyond campus. Community engagement and expanding access to exciting new experiences through performing arts remains a key part of Gruits's vision.

"Cultural centers at Penn have a hybrid role, serving both the University and the community," says Gruits. "It's a really exciting role to play."

For example, the Student Discovery Series welcomes up to 10,000 Philadelphia schoolchildren each year with subsidized tickets and organized busing, and West Philly Welcome offers significantly discounted tickets to make programming more accessible for neighboring residents.

While these activities bring people to Penn, Penn Live Arts often brings performances to sites across the city. Expanding beyond campus stages can offer the kind of flexibility that inspires innovative artists.

"Our first artist-in-residence, Mark Morris, gave dance classes in hospitals as part of the therapy process for patients with Parkinson's disease and other movement disorders," says Gruits. "And recently, we brought a piece on environmental impact called *Ten Thousand Birds* to the Morris Arboretum, where birdsong could be incorporated into the performance. These types of shows provide a great opportunity to connect with audiences in different and dynamic ways."

**LEFT:** New Breed Brass Band

## SPOTLIGHT ON STUDENTS

The Annenberg Center for the Performing Arts was initially conceived in tandem with the Annenberg School for Communication. That academic connection between the arts and exploration of media and innovation remains central to Penn Live Arts' identity.

"Storytelling and performance have been vital to human understanding and connection for millennia," explains Gruits. "The Annenberg Center was built under the philosophy that performance is one of the most powerful communication tools that people have."

Penn Live Arts aims to better integrate performing arts into curricular activities, such as artist-in-residence programs. The Brownstein Residency for Artistic Innovation, established in 2020 by Board member Andrew Brownstein, C'75, W'75, WG'76, PAR'12, PAR'14, and Elise Jaffe Brownstein, CW'76, PAR'12, PAR'14, links notable visiting artists to the Penn and Philadelphia communities, with a focus on interdisciplinary work and experiences for broad audiences.

For 2022-2023, Penn Live Arts welcomes the Obie Award-winning Negro Ensemble Company (NEC) for the Brownstein Residency. The NEC staged a one-act play festival in October and will premiere a new multidisciplinary theater work, co-produced by Penn Live Arts, in the spring. Additionally, the residency includes collaborative community activities through Penn's Netter Center for Community Partnerships, as well as classroom visits to interact directly with students.

"The Annenberg Center has prominently promoted Black arts and artists over the years, including the Philadelphia debut

of renowned playwright August Wilson," says Herman Beavers, the Julie Beren Platt and Marc E. Platt President's Distinguished Professor of English and Africana Studies at Penn Arts & Sciences. Beavers co-teaches a class on Wilson with Professor Suzana Berger, who also leads arts partnerships with local public schools through Penn's Netter Center for Community Partnerships. "Welcoming the Negro Ensemble Company to our class and our campus pays homage to the Center's history, and signals its future in making performing arts accessible to both the Philadelphia community and Penn students in their daily and academic lives," says Beavers.

Some students may have visions of stardom. Others may hope to apply their talents behind the scenes in the arts and entertainment industries. No matter their career path, a career support program—launched by Penn Live Arts in collaboration with Platt Student Performing Arts House/University Life—can help them achieve their dreams.

The Career Development Initiative amplifies professional development opportunities for interested students by supporting funding awards, facilitating internships and placements, and creating networks between students, alumni in the industry, and professional artists who perform on the stages at Penn. Over the coming year, Penn Live Arts will appoint a Director of Education and Engagement to further develop and advance the Initiative, as well as engage alumni and friends in arts and entertainment who wish to extend opportunities or serve as mentors for students.

**RIGHT:** Negro Ensemble Company



**ABOVE:** The Philadelphia Children's Festival, the country's oldest such festival, features a variety of professional performances and interactive activities for the whole family.



**ABOVE:** Penn Live Arts presented contemporary music ensemble Alarm Will Sound's *Ten Thousand Birds* at the Morris Arboretum (Alan Pierson).



**LEFT:** Soweto Gospel Choir (Lorenzo Di Nozzi)

**The performing arts enrich lives and expand horizons, and everyone at Penn can experience them in some way. The next 50 years of Penn Live Arts will facilitate deeper involvement and exposure for students, friends, alumni, and donors alike.**

**"This is an exciting time," says Gruits. "We welcome all to play a role in preserving the legacy of performing arts at Penn, and in building our future."**

**Seize your moment and name a seat in one of the Annenberg Center's theatres.**

**Learn more at [pennlivearts.org/giving/seatforeveryone.php](https://pennlivearts.org/giving/seatforeveryone.php)**



**Enjoy student performers, and learn more about Penn Live Arts' capital projects and academic integration in this short video.**

**[pennpri.de/pla-video-fall22](https://pennpri.de/pla-video-fall22)**



# A MORE EQUITABLE SOCIETY STARTS WITH SOCIAL JUSTICE

At a time when issues of social justice—racial equity, health disparities, income and education inequality—are top of mind, Gianni Morsell, SPP'22, is helping to build a more equitable society. “Social justice is many things,” she says. “For me, it’s about influencing policy and making real change happen.” After graduating, Gianni began working for a nonprofit that advocates for forgiving student loan debt and improving student voter turnout.

Gianni is the first graduate of Penn’s Social Justice Scholars Program. The program was created by the School of Social Policy & Practice (SP2) to lift the financial burden of graduate student education through full-tuition funding for scholars. Preference is given to those graduating from historically Black colleges and universities and minority-serving institutions. “When I arrived after attending Morgan State University, I was embarking on this new experience with my cohort, and we formed a community right away,” says Gianni. She was joined in the first cohort by Paloma Brand, SPP'23, and Skye Horbook, SPP'23.

Now in its second year, the program welcomed four scholars in 2022, offering a full-tuition scholarship, mentorship from powerful allies, and a welcoming community. The scholars are positioned to become change agents in higher education at a time when access to elite institutions is being reimagined.

In July, the Social Justice Scholars Program received a \$7.5 million infusion of support to bolster its offerings and expand the number of scholarships. The University offered a \$5 million match to encourage additional giving, and an anonymous donor gave \$2.5 million to the program.



**A DOLLAR-FOR-DOLLAR OPPORTUNITY UP TO THE REMAINING \$2.5 MILLION MATCHING FUNDS IS ONGOING. TO LEARN MORE, CONTACT KRISTEN DE PAOR AT [KWD@UPENN.EDU](mailto:kwd@upenn.edu).**

**LEFT:** Social Justice Scholars from the first two cohorts include [l-r] Josh Arinze, SPP'23, Gianni Morsell, SPP'22, Joelle Eliza Lingat, SPP'24, and Paloma Brand, SPP'23.

**PHOTOGRAPHY:** Eric Sucar



See a selection of 1-minute video interviews with the Social Justice Scholars at [pennpri.de/sjs-videos](https://pennpri.de/sjs-videos)







**"This program is helping to create a more diverse Penn and a more equitable world."**

**GIANNI MORSELL, SPP'22**



Social Justice Scholars are enrolled in one of SP2's master's programs: Master of Social Work, MS in Social Policy, or MS in Nonprofit Leadership. "Social justice is a buzzword, but SP2 has been at the forefront of this work for many years," says Adiza Ezell, SP2's Director of Recruitment and Admissions. "This program is intentional and reflects our commitment to racial justice, anti-colonialism, and abolitionist work."

Members of the second cohort are Josh Arinze, SPP'23, Joelle Eliza Lingat, SPP'24, Mayowa Fageyinbo, SPP'24, and Sparsh Maheshwari, SPP'23. Beyond their standard course work, the Social Justice Scholars attend bespoke seminars, receive conference funding, and have access to the very decision-makers they hope to one day become.

Josh is enthusiastic about housing equity. "I have an interest in the worsening housing crisis in the United States," he says. "I'd like to advocate for unhoused youth and for their access to education, housing, and employment."

**ABOVE:** The Social Justice Scholars have different interests, but they are united in their passion to make the world a more equitable place. Pictured l-r: Gianni Morsell, Josh Arinze, and Joelle Eliza Lingat.

**LEFT:** Gianni Morsell, the first graduate of the Social Justice Scholars Program, works for a nonprofit focused on student loan forgiveness and voter turnout.

The potential of these young, motivated scholars is impossible to ignore. Sparsh is passionate about reducing global socio-economic inequality and is enrolled in the Nonprofit Leadership program. "I worked in the government of India with people who were engaged in the act of begging," he says. "After working on a policy for the comprehensive rehabilitation of the poorest of the poor, it's hard not to see the stark inequity." Having grown up in New Jersey, Joelle Eliza Lingat isn't far from home. Yet, she already feels a world away. "The inspiration and desire for change at SP2 is palpable," she says.

"The opportunity to help students who are building a more equitable society is incredibly exciting," says Allison Weiss-Brady, C'93, the program's first donor and Chair of SP2's Development Committee. Gifts from other SP2 Board members, including Calvin Bland, W'72, and Evan Roth, C'92, W'92, have directly impacted the program's expansion. "As a Black man who grew up in the 1950s and '60s, I was denied access and opportunities simply because of my race," says Bland. "The development of advocates and warriors against social and economic oppression is critical to creating a more equal society." Roth met the inaugural cohort of scholars and was impressed with the diversity of their interests and the caliber of their talent, noting, "It was clear that these students would make amazing contributions to SP2 and the community at large."

Vivian Gonda Zelter, C'85, who served on SP2's Board, stepped up early to support the program. "It's a credit to Penn and SP2 that they could launch it in the midst of the pandemic," she says. Penn alumni John Meyerhoff, M'75, and Lenel Srochi-Meyerhoff, CW'71, GCP'73, were inspired to support the program after reading about its launch. "The SP2 Social Justice Scholars Program represents a wonderful opportunity for John and me to support our values that were honed at Penn. We believe the scholars will help create a more just and equitable society," Srochi-Meyerhoff shares.

From the first graduate to the current cohort and beyond, this is only the start for the Social Justice Scholars and social innovation at SP2. "With more funding, we can dream big," says Ezell. 🌍



**"Particularly in a predominately white institution like Penn, it's important to understand that investing in diversity through programs like the Social Justice Scholars not only benefits the scholars themselves, but also the institution as a whole. We're aiming to train the next generation of leadership that will create new pathways and challenge the status quo, and it's amazing to receive the financial support to do so."**

**YOOSUN PARK**

*SP2 Associate Professor and Faculty Director of the Social Justice Scholars Program*



**LEFT:** Sparsh Maheshwari, SPP'23, is passionate about reducing global socio-economic inequality and is enrolled in the Nonprofit Leadership program at SP2.



**SUPPORT THE SOCIAL JUSTICE SCHOLARS:**  
[PENNPRI.DE/SUPPORT-SJS](https://pennpri.de/support-sjs)



# An A+ Partnership

A new gift from  
the Harold W. McGraw, Jr. Family Foundation  
creates a pioneering center for  
educational leadership at Penn GSE



**ABOVE:** Teachers from every level of education—from elementary education to corporate learning—will be able to share their insights and experiences in the new McGraw Center for Educational Leadership.

In the 21st century, all educators—from elementary school teachers to college professors—are called to do more than teach. They are on the front lines of confronting issues of poverty, trauma, public health, and so much more. The COVID-19 pandemic is just one recent example of a situation that demanded shifts in the fundamental tenets of education. In 2020, the profession changed for every level of teacher. Bustling elementary school classrooms became crowded Zoom screens, high school teachers abandoned their blackboards for PowerPoint presentations, college instructors recorded lectures from empty auditoriums, and businesses rushed to move training programs online. Teachers weren't just teaching—they were monitoring the health of their students, making sure their lessons were accessible regardless of a student's means, and providing a support system for students under tremendous stress.

Recent years have shown that education demands leaders who are able to respond to rapidly changing circumstances and navigate the societal challenges that their students face. A new \$16.25 million gift from the Harold W. McGraw, Jr. Family Foundation to Penn's Graduate School of Education is helping ensure that future leaders are prepared for the challenges ahead of them in a society that needs their innovative talents.

This gift, which represents the largest infusion of support in Penn GSE's history, will create new opportunities for leaders to shape the future of education by sharing their experience and expertise. The next great ideas may come from elementary school classrooms, corporate learning departments, or anywhere else in education,



**ABOVE:** Penn GSE's leadership programs have propelled the careers of principals, superintendents, university presidents, and chief corporate learning officers.



**ABOVE:** At the McGraw Center for Educational Leadership, students will work collaboratively with their peers to develop innovative ideas for the field.



Watch a video about the storied McGraw Prize in Education, which is housed at Penn GSE.

<https://pennpri.de/mcgraw>



which is why the Foundation has pledged \$10 million to establish and endow the McGraw Center for Educational Leadership at Penn GSE. This new center will help create the most forward-thinking leaders in education by allowing students from GSE's acclaimed leadership programs to collaborate and innovate across disciplines. The School has long been the launching pad for university presidents, superintendents, principals, and chief learning officers at S&P 500 companies. The McGraw Center will enable students to share their experiences and see how new ideas from elementary school, high school, higher education, and the corporate world can apply to their own specialties.

The Center represents the vibrant growth of a productive partnership between GSE and the McGraw family. In addition to the physical space for the Center, the Harold W. McGraw, Jr. Family Foundation's support will

create the McGraw Leadership in Education Speaker Series and new programming for students across GSE's leadership programs.

The McGraw family is also committed to deepening the relationship between the Harold W. McGraw, Jr. Prize and Penn, which is why \$6.25 million of their new commitment will go toward extending GSE's partnership with the Prize. The McGraw Prize in Education, which has been located at Penn GSE for the last three years, was created in 1988 by McGraw Hill to honor its Chairman and CEO, Harold W. McGraw, Jr. It is widely considered the equivalent of a Nobel Prize for education, and it recognizes people who are propelling the ever-changing field of education forward—people like Alberto Carvahlo, the superintendent of the Los Angeles Unified School District; Wendy Kopp, the founder of Teach for America; David Levin, the co-founder of the Knowledge Is Power Program (KIPP); and Anant Agarwal, the CEO and co-founder of edX.

As president of McGraw Hill, one of the largest publishers of textbooks in the country, the late Harold W. McGraw, Jr., was deeply invested in the value of education. His life's work was built on it—the textbook itself was a huge step in the history of education. He firmly believed that the people creating the next big advances in the field should be celebrated.

McGraw believed educators should be recognized for their impact in the classroom and beyond. His father, James H. McGraw, was a schoolteacher in upstate New York before he founded McGraw Hill in 1888. It is one of the largest educational publishers in the world.

"The McGraw Center for Educational Leadership will bring together the expertise of Penn GSE faculty with the innovative spirit of McGraw Prize winners to create a space where the future leaders of education can reimagine how best to support learning around the globe," says Pam Grossman, Dean of the Graduate School of Education.

From textbooks to online learning to technologies that haven't even been invented, education continues to move into new frontiers, with new ideas blossoming in every part of the field. In partnership with the Harold W. McGraw, Jr. Family Foundation, Penn GSE is preparing creative and visionary leaders who will make a profound and lasting impact on the future of education worldwide. 🌐



**Left to right:** Harold W. (Terry) McGraw III, WG'76; Penn GSE Dean Pam Grossman; Suzanne McGraw; and Robert McGraw.

*“Our father spent his life advancing education and literacy. He wanted the Prize to spotlight outstanding and innovative educators and to create a platform for promoting best practices to the widest possible audience.”*

—Harold W. (Terry) McGraw III, WG'76

# BOLD Breakthroughs BOUNDLESS Opportunity

Two recent gifts are paving the way for the next lifesaving advances generated at Penn.

At Penn, researchers make breakthroughs that change the world. The mRNA technology that led to the COVID-19 vaccines was developed in Penn research labs, and CAR-T immunotherapy has sparked a revolution in how we fight cancer and other diseases. Every day, brilliant Penn scientists and practitioners search for solutions to today's most urgent problems, and impactful philanthropy is giving them the tools they need to explore new frontiers in science and health care.

**A \$50 million gift from Stewart, W'62, and Judy Colton will endow the Colton Center for Autoimmunity at Penn Medicine**, which was established last year with an initial \$10 million gift from the Coltons. More than 23 million Americans suffer from autoimmune conditions such as lupus, multiple sclerosis, and rheumatoid arthritis. The Colton Center's mission is to serve as a research hub that increases our understanding of autoimmune diseases, contributes to the Colton Consortium at NYU, Yale, and Tel Aviv University, and helps to develop new therapies for autoimmune disorders.

**A \$55 million gift from Mindy, C'92, and Jon Gray, C'92, W'92, will create the Basser Cancer Interception Institute at Penn Medicine.** The Basser Center for BRCA is the first comprehensive center for the research, treatment, and prevention of BRCA-related cancers. The new institute is built around a revolutionary approach to cancer prevention: interception. Scientists and researchers will focus on developing methods to intercept abnormal cells and eliminate them before they become cancer. These bold new methods have broad impact and boundless potential to stop cancer before it takes hold—and it all starts at Penn.



**FOR MORE INFORMATION ON HOW PHILANTHROPY FUELS BREAKTHROUGHS AT PENN MEDICINE, VISIT [PENNMEDICINE.ORG/GIVING](https://pennmedicine.org/giving).**



# FEEDING THE WORLD

## and Doing It Sustainably

How can we balance the world's growing need for food with the existential threat of climate change? Can we have productive farms and a healthy environment at the same time? The new Center for Stewardship Agriculture and Food Security at Penn's School of Veterinary Medicine is looking for solutions.

The numbers tell the story.

The human population is expected to approach 10 billion by 2050, and malnutrition is widespread, particularly in the Global South. One of the best ways to address our urgent need for increased food production is with animal protein.

On the other hand, livestock agriculture contributes to greenhouse gas emissions, producing 10-12% of global emissions, largely due to fertilizer application, manure management, and direct release from cattle.

“

*There is a tension between two pressures that agriculture faces. One is to be more environmentally friendly. Two is to go and feed the world. Our Center will be one of the few that is focusing on both of these directives at the same time.*

—Thomas Parsons

Director of the Center for Stewardship Agriculture and Food Security and Marie A. Moore Professor of Animal Welfare and Ethics in the Department of Clinical Studies at Penn Vet's New Bolton Center



At Penn's School of Veterinary Medicine (Penn Vet), the Center for Stewardship Agriculture and Food Security is taking on what Center Director Thomas Parsons calls a “generational challenge.”

Based at Penn Vet's New Bolton Campus, the Center will draw on expertise within the School and from around the University to improve food animal productivity—all while striving for sustainability.

To achieve its mission, the Center will focus on five “clusters of excellence”: Animal Welfare, Regenerative Agriculture, Food Security, Climate Impact, and Human Health Interfaces. The five overlapping areas will advance research, training, and outreach to bring Penn Vet's innovations to farmers wherever they are—in Pennsylvania, the United States, and beyond.

“Simply put, we have a climate crisis, and we have a food security crisis,” explains Andrew Hoffman, the Gilbert S. Kahn Dean of Penn Vet. “We will only succeed if we adapt and innovate to address both.”

**Funding for the new Center for Stewardship Agriculture and Food Security is vital to the Center's mission and impact.**



For more information on how your gift can support the Center, contact **Hyemi Sevening**, Associate Dean of Institutional Advancement, Penn Vet, at **(215) 898-1482** or **sevening@upenn.edu**.

## FOCUS ON ESG

ESG—short for **Environmental, Social and Governance**—is all the buzz in the business and investment worlds. But what exactly is ESG? And what is Wharton doing in this emerging field? Witold (Vit) Henisz, the recently appointed Vice Dean and Faculty Director of the ESG Initiative at the Wharton School, answers your questions.

### Q What is ESG?

ESG refers to the environmental, social and governance factors that are relevant for business decisions and financial calculations, particularly in the medium to long term. Too often, ESG factors are omitted from, or underweighted, in the spreadsheets, models, and frameworks that guide short-term decision-making.

### Q This summer, Wharton unveiled the new ESG Initiative. Tell us more about this.

Dean Erika James has identified impact in the ESG conversation as one of her top strategic priorities for the School and for her leadership. In response, we brought together four existing centers and labs that were already conducting frontier research and offering student programming: the Wharton Climate Center (formerly known as the Wharton Risk Management and Decision Processes Center); the Impact Investing Research Lab (formerly the Wharton Social Impact Initiative); the Political Risk and Identity Lab; and the Zicklin Center for Governance & Business Ethics. By bringing them together, we can better leverage, extend, and elevate their activity as part of a broader external conversation on ESG.

### Q How do you see the ESG Initiative growing over time? What is your vision for the program?

Our vision is to influence the way investors, consultants, and executives value ESG factors in their investment and strategic decisions so that the medium- to long-term risks and opportunities associated with climate risk, pollution, work practices, human rights, and corporate political activity are better incorporated into short-term decision-making.

### Q Many individuals, including Penn alumni and friends, are considering ESG issues in their own investing. What is the most important thing for them to know?

At the highest level, ESG investing is a simple proposition. Any investment analysis should incorporate the material ESG factors into its analysis. The challenge, however, is in implementation. How does one do this in a specific case where the data is spotty or inconsistent, the relationships are unclear, and many are offering self-serving arguments for why their approach will generate better returns or lower risks? That is the challenge on which we are delivering research, educating students and executives, and seeking to influence practice and policy.



**TO LEARN MORE ABOUT THE ESG INITIATIVE, VISIT: [ESG.WHARTON.UPENN.EDU](https://esg.wharton.upenn.edu)**



In this 7-minute video, Witold Henisz offers insights about investing in ESG, greenwashing, and how ESG initiatives can boost productivity: [pennpri.de/wharton-esg](https://pennpri.de/wharton-esg)





# RISING *to the* Challenge

## A new matching opportunity made possible by Scott, W'99, and Elena Shleifer will multiply support for Penn First Plus students

**A** Penn education has many facets beyond the classroom: extracurricular activities, campus life, summer internships, and so much more. And each of those elements is integral to a student's time at Penn and even the opportunities they will have upon graduation. For students who are in the first generation of their family to attend college or who come from households of modest or limited income, those opportunities aren't easily accessible. Associated costs like transportation or groceries can place a game-changing internship out of reach. That's why it's vital for student aid to support the whole college experience, not just parts of it.

Penn First Plus addresses this need. The program was founded in 2018 as part of a pivotal commitment to ensuring that all students can experience the full breadth of a Penn education. The initiative provides comprehensive financial, academic, and programmatic support for first-generation students and students from households with modest or limited incomes.

**BELOW:** Students at an open house at the Shleifer Family Penn First Plus Center during Homecoming Weekend.



In January 2022, Scott, W'99, and Elena Shleifer made an \$18 million gift to support Penn First Plus and name the Shleifer Family Penn First Plus Center—the dedicated home of the initiative in College Hall. Part of the Shleifers' gift was used to create the Shleifer Family Challenge Fund to inspire others to join them in ensuring that all students have access to the vibrant and varied offerings at Penn. This new challenge fund amplifies the impact of donor gifts to enhanced student aid—a cornerstone of Penn First Plus.

Of Penn's nearly 10,000 undergraduate students, approximately half receive need-based financial aid. Ten percent of students receive the University's most generous and comprehensive financial aid packages, which provide funding for summer courses, internships, research experiences, service learning, study abroad programs, and more—opportunities that enable students to take advantage of all that Penn has to offer.

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| A GIFT OF<br><b>\$400,000</b><br>WILL BE MATCHED WITH<br><b>\$100,000</b><br>CREATING A<br><b>\$500,000</b><br>ENDOWMENT | A GIFT OF<br><b>\$750,000</b><br>WILL BE MATCHED WITH<br><b>\$250,000</b><br>CREATING A<br><b>\$1 million</b><br>ENDOWMENT |
|--|--|

By matching gifts from other donors, the Shleifer Family Challenge Fund could ultimately generate \$15 million in endowed support for Penn First Plus students, increasing the impact for students and providing a variety of enriching experiences in the process.

"Penn had a tremendous impact on my life, and not just in the classroom," says Scott Shleifer. "Elena and I want Penn students to have every experience possible, regardless of their financial circumstances."

 **FOR MORE INFORMATION ON HOW TO SUPPORT ENHANCED STUDENT AID THROUGH PENN FIRST PLUS, VISIT: [UNSP.UPENN.EDU/PENN-FIRST-PLUS](https://unsp.upenn.edu/penn-first-plus).**

## Giving Highlights

Philanthropy touches every part of the University. Through the support of our engaged and generous donors, Penn is able to inspire impact locally and globally. Here is a small sample of recent gifts that are fueling the University's drive to advance knowledge for good.



**Kaikai Wang, ENG'11, and Jia Q. Pan, W'12**, generously gave \$50,000 to name a faculty office in Amy Gutmann Hall. The couple met at Penn, and this is their first leadership gift to Penn Engineering.

**Alberto Peisach, ENG'86, PAR'11, PAR'13, PAR'15, and Gay Peisach, PAR'11, PAR'13, PAR'15**, made a \$1 million gift to establish the Alberto and Gay Peisach Mentoring Initiative at Venture Lab, which will connect Wharton and Penn students who are developing entrepreneurial ventures with experienced alumni founders for specialized advising.

**Brian Wu, WG'05, GrW'07**, gave \$260,000 to create an endowed fund in honor of his Wharton PhD advisor Dan Levinthal. The fund provides financial support to PhD students in the Wharton School for the acquisition of data for student research and to fund student travel.

**Alvaro, WG'04, and Jennifer Saenz, WG'05**, made a \$250,000 gift to establish the Saenz Family Summer Venture Award at Venture Lab, which enables student entrepreneurs to devote time to their start-up during the summer.





# Giving Highlights



**Joann Seow, WG'93, PAR'20, PAR'24**, made a generous gift to establish the George and Mollie Seow Ornamental Plant Endowment Fund, which supports the annual purchase of herbaceous and woody plants at the Morris Arboretum. The gift was made in memory of Seow's parents and was also meant to mark her daughter's graduation from Penn in 2020.

**William Shen, W'92, and Hong Jie Aileen Chang** made a \$500,000 gift to establish the Zheng Chong Da and Li Fang Penn Urology Residency Training Endowment Fund. This gift was made in memory of William's uncle, Dr. Zheng, who was a distinguished urologist from Shanghai.

**Catherine Leung, W'90**, made a \$430,000 gift to create the Stephen C. Cheung Fellowship in Surgical Oncology. This gift was made in memory of Stephen C. Cheung, WG'56, PAR'87, whose mentorship and support made it possible for Catherine to attend Wharton.

**Sandy Beeber Samberg, Nu'94, GNu'95, and Joe Samberg**, together with the **Steven & Alexandra Cohen Foundation (Steven Cohen, W'78)**, gave \$1 million to help create a psychedelics education initiative at Penn Nursing and Columbia University's School of Social Work.

**Benjamin Z. Lin, W'05**, made a \$1.5 million gift to create an endowed professorship at the Stuart Weitzman School of Design.

**Janet S. Klein, Ed'51, and Ellen L. Klein, C'77, G'77**, gave \$50,000 to create a new, endowed fund to provide financial support to archaeology and anthropology undergraduate and graduate students who are conducting research in the field. The gift was inspired by Ellen Klein's personal experiences as a Penn student and was intended to encourage more Penn students to pursue studies in archaeology and anthropology.

**Joshua Sanger, W'01**, gave \$50,000 to support varsity basketball and the Men's Basketball Endowment Fund.

**The Class of 1972** made a \$150,000 gift to Penn Live Arts to establish an endowed fund that will support students seeking annual summer internships in the arts & entertainment industry.



**Evan, W'09, and Samantha Feinberg** made a generous gift to Penn's Graduate School of Education to support the next generation of teachers and education leaders and to support the School's annual fund. Evan has also given of his volunteer time by joining the School's Board of Advisors.

**Lenel Srochi-Meyerhoff CW'71, GCP'73, and John Meyerhoff, M'75** made a \$50,000 gift to support the Social Justice Scholars Program at the School of Social Policy & Practice (SP2). This generous gift supports SP2's inaugural Social Justice Scholar studying for a Master's in Social Work.

**Willow (Ryan T. Mahon), SW'01, SWP'02**, made a \$1,000 gift to create the SP2 LGBTQ Certificate Program Fund, with future support provided through beneficiary designations of retirement plans and life insurance to endow a fellowship at SP2 for Masters students pursuing LGBTQ+ studies.





# Giving Highlights



**Caroline Schimmel, CW'67**, gave over \$150,000 to support the processing and awareness of the Vilain-Wieck Collection and the Caroline Schimmel Collection of Women in the American Wilderness at the Penn Libraries—an ongoing gift of Schimmel’s extensive personal collection of books, printed material, and ephemera related to women in the Americas.

**Paul Smith, C'56**, made a \$250,000 gift to name the Latin American Studies Seminar Room at the Penn Libraries’ forthcoming Center for Global Collections. It will be one of six global seminar rooms in the fully renovated Center, which will be on the west side of the fifth floor of Van Pelt Library.



Kelly Writers House Advisory Board member **Leslie Dezer Salmon, W'92**, and **Ricardo Salmon, W'93**, made a \$250,000 gift to endow and name the Salmon Junior Fellows Prize at the Kelly Writers House, one of its longest-running student prizes. Developed specifically to foster a postgraduate relationship with the Writers House community, the prize is awarded to a recent graduate who plans to complete a project culminating in a public event at the House.

**William Park, C'89**, and **Jung Choi** made a generous gift to endow a lecture series for the Libraries’ forthcoming Center for Global Collections and to support the Penn Libraries Fund.



# PENN-O-RAMA

A CELEBRATION OF ALL THINGS PENN



## Penn Global Celebrates Its 10<sup>th</sup> Anniversary

**For 10 years, Penn Global has brought the world to Penn and Penn to the world.** In that decade, Penn has deepened its global commitment, with over 6,000 international students enrolled each year, 2,500 students studying abroad for credit annually, and faculty working in over 170 countries and territories around the world. Penn Global is marking this milestone—and celebrating the University’s long-standing commitment to global engagement—with a series of events for students, partners, alumni, and scholars.

To learn more, visit [global.upenn.edu/10](https://global.upenn.edu/10)

**ABOVE:** Penn students from around the world join in celebrating Penn Global’s 10th anniversary.

## A Team Effort

**An impressive \$12.6 million renovation effort**, spurred by more than 200 donors, has created a new home for Penn Rowing. On Saturday, October 15, Penn Athletics welcomed more than 350 students, alumni, and friends to the official unveiling of the Burk-Bergman Boathouse, named for legendary coaches Joe Burk, W'34, HON'88, and Stan Bergman.

The celebratory spirit continued the next day at the Navy Day Regatta, where the women’s team won two divisions, the men’s heavyweight team won one, and the men’s lightweight team finished second.

To see photos and read more about the Boathouse renovation, visit: [giving.upenn.edu/making-waves](https://giving.upenn.edu/making-waves)



## The Building Blocks of Change

**Concrete is a staple of construction almost everywhere in the world**, but the production of this ubiquitous substance releases incredible amounts of carbon dioxide into the atmosphere. With the support of a new \$2.4 million grant from the U.S. Department of Energy, researchers at the Weitzman School of Design and Penn Engineering are working to develop a new use for this material—maximizing its ability to absorb carbon from the air. The ultimate goal is to turn buildings into carbon sinks, using these new materials to store more carbon than was released during the construction process.

**RIGHT:** Concrete that absorbs carbon from the air could help mitigate the environmental impact of construction. (Credit: Polyhedral Structures Laboratory, Weitzman School of Design)





