

CAROLINA

DEVELOPMENT ANNUAL REPORT

FISCAL YEAR 2011



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

*Carolina Development Annual Report:
Fiscal Year 2011* was produced by the
UNC Office of University Development,
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tography by Dan Sears unless otherwise
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BOARD OF TRUSTEES

The following is a list of UNC Board of Trustees members who served during fiscal year 2011.

Robert W. Winston III (Chair)
Barbara Rosser Hyde (Vice Chair)
Phillip L. Clay
Donald Williams Curtis
John G.B. Ellison, Jr.
Alston Gardner
Wade H. Hargrove, Jr.

Hogan Medlin (Student Body President)
Roger L. Perry, Sr.
Sallie Shuping-Russell
Edward C. Smith, Jr.
John L. Townsend III
Felicia A. Washington

Dear Carolina Supporters,

Last year in this space, I wrote: “The longer I’m in this job, the more I appreciate your remarkable generosity.”

That sentiment remains as strong as ever, perhaps even more so.

Our state and nation have yet to shake the economic downturn that struck in 2008. The lingering effects of high unemployment, uncertain markets and vulnerable public-sector budgets—both here and around the globe—have stymied growth and curbed investments.

And yet despite all of this, fiscal year 2011 marked our second-best year in history for private gifts, with \$277 million. Including pledges, we received \$305.6 million. Both totals topped the year before, up 3.3 percent in gifts and 5 percent in commitments. We had more than 77,000 donors.

These numbers are extraordinary. We know that circumstances may have changed for some—perhaps many—of you. But you continue to support us. You continue to enable us to do great things, for our students and faculty, for our staff and patients, for our state and world. We’re extremely grateful.

Your generosity came at a critical time for the University. Our state legislators still face lean times and difficult choices. For fiscal year 2011, we sustained a permanent cut in state funding of 17.9 percent, or more than \$100 million. Although we were fortunate in that the cut was partially offset by \$20 million transferred from UNC Health Care to help us absorb the blow, the bottom-line reduction remained significant, resulting in larger class sizes and fewer program offerings.

We pledge to do everything we can to minimize the impact of these cuts on our core academic mission. Meantime, please know that your support serves as a tremendous vote of confidence in what we’re doing and a source of inspiration to our students, faculty and staff.

You should also know that the Innovate@Carolina Campaign, which launched in fiscal year 2011, has raised \$36 million toward its goal of \$125 million by June 30, 2013.

The campaign aims to make Carolina a world leader in applying university-born ideas for the good of society. Look around the world today, and it’s easy to see why this effort is so crucial. Thanks for getting us off to a great start.

Hark the Sound.



HOLDEN THORP

“You continue to enable us to do great things, for our students and faculty, for our staff and patients, for our state and world. We’re extremely grateful.”



DEVELOPMENT FISCAL YEAR 2011: JULY 1, 2010—JUNE 30, 2011

- Carolina's fundraising efforts brought in \$277 million in private gifts in fiscal year 2011, marking the second-highest year in history for this type of support, which is immediately available to the University.
- In commitments for the fiscal year, Carolina secured \$305.6 million from more than 77,000 donors. Commitments included pledges as well as gifts.
- Both totals were up from the previous fiscal year. Gifts rose 3.3 percent, from \$268.1 million, and commitments increased 5 percent, from \$292 million.
- Commitments in 2011 helped the University create 11 endowed professorships, as well as a total of 77 undergraduate scholarships and graduate fellowships.

Highlights from the year—

■ A **\$3.63 million** gift from **The Blackstone Charitable Foundation** of New York City created the Blackstone Entrepreneurs Network, a five-year initiative to help North Carolina's Research Triangle become headquarters for America's next high-growth companies with the greatest potential to create new jobs. Carolina joins partner schools Duke University, North Carolina Central University and North Carolina State University, as well as the Durham-based Council for Entrepreneurial Development, in the effort. The program will draw from the ranks of veteran master entrepreneurs to identify marketable innovations out of area universities and regional start-ups with the greatest potential to become high-growth companies, and then help them get started. At UNC, the gift supported the Innovate@Carolina Campaign, a \$125 million drive to help make Carolina a world leader in launching university-born ideas for the good of society.

■ A **\$1.63 million** grant from the **Local Government Federal Credit Union** funded UNC School of Government initiatives that will make it easier for North Carolina's economically distressed communities to get new projects off the ground and give public officials the executive training they need. The Development Finance Initiative received \$1 million to increase the capacity of local governments and development nonprofits to leverage private investment through tax credit programs, self-financing bonds, special assessment districts and loan programs. The remaining funds create and support the LGFCU Fellows Program. This program aims to provide mid-level public executives, many of whom have risen through the ranks of local government service departments without executive training, with the skills to develop and manage programs and people. The grant supported the Innovate@Carolina Campaign.

■ A **\$1 million** gift from David Kittner and the Samuel and Rebecca Kardon Foundations established the Kittner Family Distinguished Professorship Fund in the Department of Ophthalmology in the UNC School of Medicine, the department's largest professorship fund. This is their second \$1 million gift to the department in the last five years. In 2008, they established an endowed innovation fund that the department has used to expand patient services, educational programs and clinical research projects and activities. Kittner, a 1939 UNC graduate, practices law in Philadelphia, Pa., where the Samuel and Rebecca Kardon Foundations also are based.

■ A **\$500,000** pledge from Howard R. Levine, a UNC alumnus and chairman and CEO of Family Dollar Stores Inc., created an endowment to support undergraduate and graduate students in Jewish studies. The Howard R. Levine Student Excellence Fund in Jewish Studies will support academic studies and scholarly research. When fully funded, the endowment will provide the Carolina Center for Jewish Studies in the College of Arts and Sciences with a permanent source of funding to further the center's teaching mission.

■ A **\$200,000** grant from **The Andrew W. Mellon Foundation** of New York City is enabling theater ensembles to develop new works in residencies with PlayMakers Repertory Company. The grant is funding residencies for each of the three ensembles. PlayMakers provides artistic, technical and administrative support for the ensembles as they create new theater pieces. Pig Iron Theatre Company of Philadelphia came in May 2011, and SITI Company and The TEAM of New York City will be the ensembles in residence in 2012 and 2013. The ensembles will take their creations, incubated at PlayMakers, on to performances around the world.

■ A **\$1.5 million** commitment from an anonymous donor has created a new **Global Gap Year Fellowship Program** that gives incoming students the opportunity to spend a year in international service before their first year at Carolina. The program provides financial support to new high school graduates who wish to defer their matriculation to the University for a year to pursue a combination of work, travel and volunteer service, where at least one component will be international. Intended to build on the University's burgeoning public service, global education and entrepreneurial climate, these nine-month fellowships provide a stipend for travel, living expenses, program and other associated fees to recipients. The program also provides support to help students integrate their gap experiences into academic and extracurricular life upon entering Carolina. (See story on page 24.)

■ A grant from the **Triad Foundation First Generation Fund** will enable the Carolina Student Transfer Excellence Program, or C-STEP, to expand to Central Carolina Community College. C-STEP identifies talented low- to moderate-income students while they are still in high school or early in their community-college careers and guarantees their eventual admission to Carolina if they earn an appropriate associate degree and complete the program. The program also offers special events and advising for students, both at their home college and at Carolina, while they are pursuing their associate degrees. Central Carolina Community College is the sixth partner school to join C-STEP. (See story on page 20.)

■ **Alumnus R. Charles "Charlie" Loudermilk Sr.** has made a **\$7.5 million** commitment to fund facilities supporting UNC student-athletes as part of the Kenan Stadium renovation. The commitment creates the Loudermilk Center for Excellence, a 150,000 square-foot facility that includes the John W. Pope Student-Athlete Academic Support Center as well as a strength and conditioning center for UNC's Olympic sports programs, men's lacrosse facilities and a configurable visitor's locker room. Other features include premium seating for football fans along with office and operations space for the athletics department. Completed in September, the center serves all of Carolina's nearly 800 student-athletes across 28 sports. The \$70 million Kenan Stadium renovation project is being funded by private gifts and premium seating sales. Loudermilk is chairman of Atlanta-based Aaron's Inc. A 1950 UNC graduate, he earned a bachelor's degree in commerce and now serves on the Board of Visitors of UNC Kenan-Flagler Business School.

■ **The John William Pope Foundation** of Raleigh, N.C., gave UNC **\$3 million** to upgrade facilities providing academic support to Carolina's student-athletes. The gift funds a new home for the John W. Pope Student-Athlete Academic Support Center as part of a renovation of Kenan Stadium. It also houses the Carolina Leadership Academy, which offers leadership training to Caro-

lina's student-athletes, coaches and staff, and serves as a model for intercollegiate athletics. The original academic support center, which was located in the stadium's previous field house, opened in 1986 and also was funded by the Pope Foundation. The center is named for the late John W. Pope Sr., a 1947 UNC graduate who started Henderson-based Variety Wholesalers and founded the Pope Foundation. He died in 2006. The new center will serve Carolina's nearly 800 student-athletes across 28 sports. Features include classrooms for teaching and tutoring, advanced computer technology, a writing lab, reading rooms and office space. With 29,000 square feet, the center more than triples the size of the former space. It is the largest of its kind to date in the Atlantic Coast Conference and among the nation's largest.

■ UNC has received matching **\$100,000** grants from the **NFL and NFL Players Association** to continue concussion research into the association between football and dementia in retired players. Kevin Guskiewicz, Kenan Distinguished Professor and research director of the Center for the Study of Retired Athletes, has been studying the life consequences of concussions in retired NFL players since 2001. The center has already studied 41 retired NFL players; the new grants will support the study of 45 former college players who didn't play professionally and compare the data. NFL Charities, the charitable foundation of the National Football League owners, awarded research grants to support sports-related medical research at 16 organizations. Guskiewicz' work supports the Innovate@Carolina Campaign.

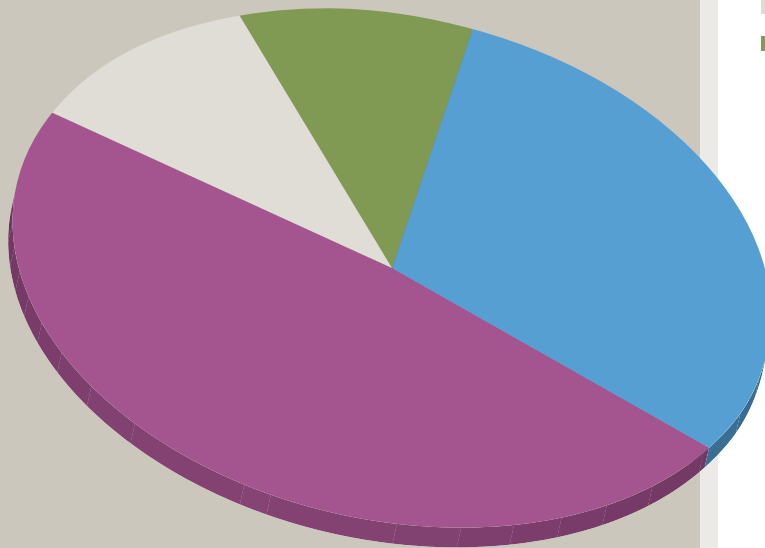
■ Funds from **GlaxoSmithKline** (GSK) enabled the Morehead Planetarium and Science Center to complete expansion of the Science in the Summer program in North Carolina. The program aims to prevent the "summer slide," which can happen when children do not participate in any academic activities during the summer. In 2011, second-year funds from a \$700,000 grant made in fiscal year 2010 resulted in the Science in the Summer program reaching 40 sites in nine counties, serving a total of 2,029 children.

■ UNC Assistant Professor of Psychology Enrique Neblett received a **\$75,000** New Connections program grant from the Robert Wood Johnson Foundation to examine the effectiveness of youth mentoring on improving African-American and Latino males' health and social outcomes. The national program rewards early- to mid-career scholars who are historically underrepresented ethnic or racial minorities, first-generation college graduates and individuals from low-income communities. Neblett's research is focused on racism-related stress experiences, coping with racism and African-American child and adolescent mental health.

FINANCIALS



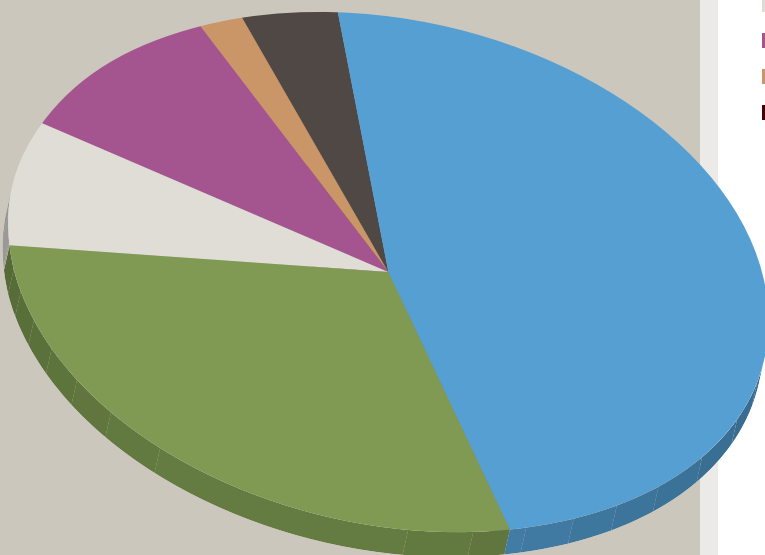
Gifts by area for FY 2011*



- ACADEMIC AFFAIRS: \$86.2 MILLION
- HEALTH AFFAIRS: \$133.6 MILLION
- ATHLETICS: \$31.5 MILLION
- OTHER: \$25.7 MILLION

*Rounded to nearest \$100,000

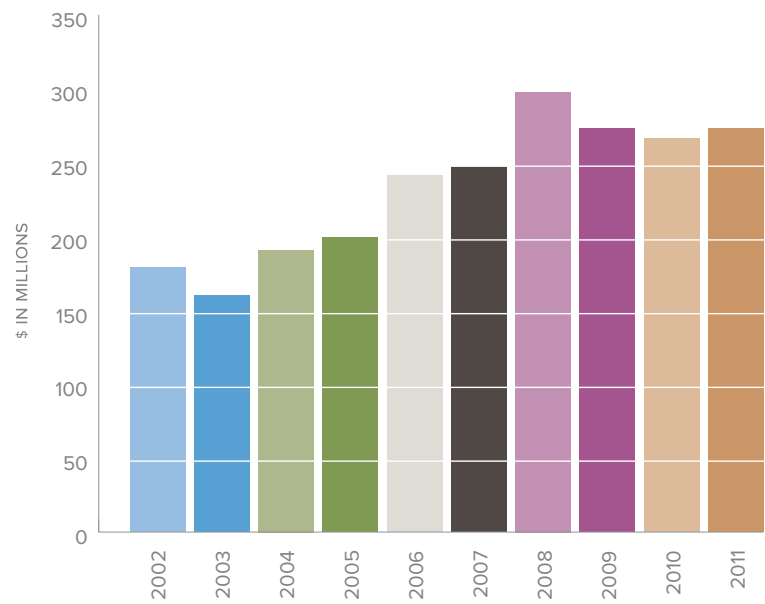
FY 2011 gifts by purpose*



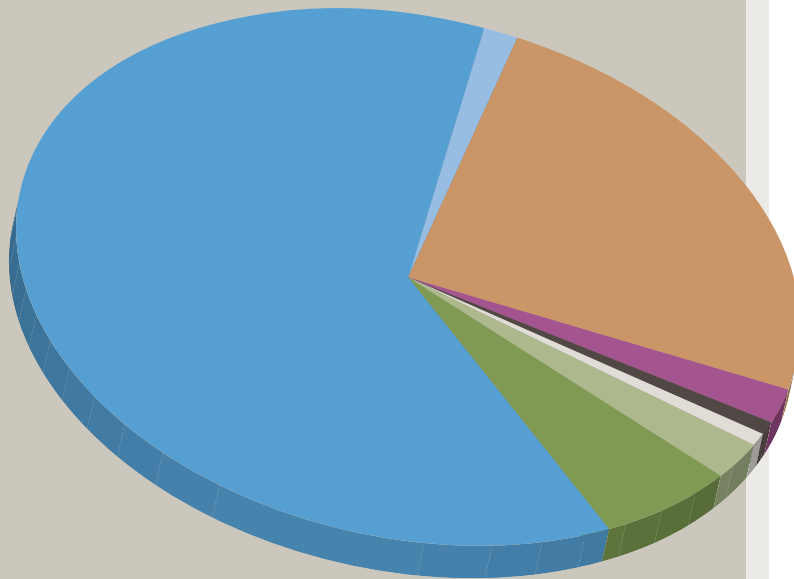
- RESEARCH: \$130.8 MILLION
- STRATEGIC INITIATIVES: \$79.9 MILLION
- FACULTY SUPPORT: \$21.7 MILLION
- STUDENT SUPPORT: \$27.4 MILLION
- CAPITAL: \$5.6 MILLION
- OTHER: \$11.6 MILLION

*Rounded to nearest \$100,000

University-wide gift totals,
FY 2002–FY 2011



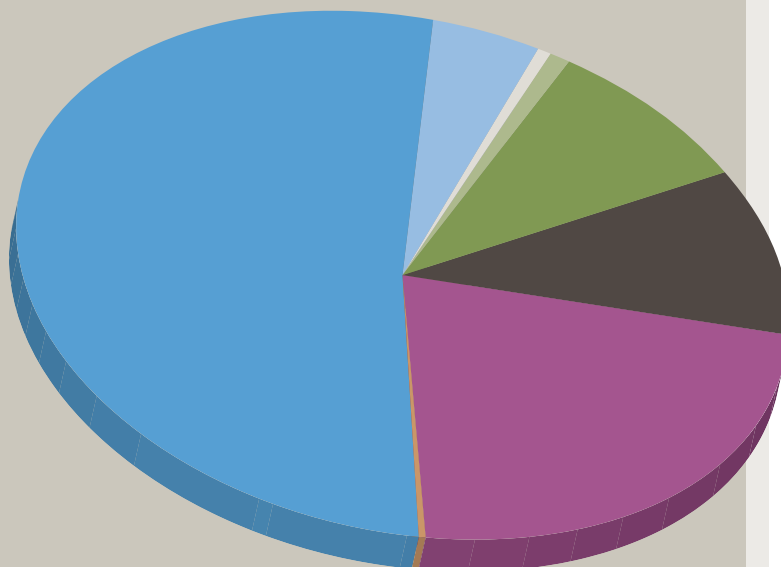
Donors in FY 2011*



- ALUMNI: 47,687 (61.8% OF TOTAL)
- FACULTY/STAFF: 1,031 (1.3%)
- FRIENDS: 18,817 (24.4%)
- CORPORATIONS: 1,759 (2.4%)
- FOUNDATIONS AND TRUSTS: 582 (.8%)
- OTHER ORGANIZATIONS: 639 (.8%)
- STUDENTS: 1,981 (2.5%)
- PARENTS: 4,653 (6.0%)

*Percentages rounded to nearest 10th

New donors in FY 2011*



- ALUMNI: 3,703 (23.5% OF TOTAL)
- FACULTY/STAFF: 37 (.2%)
- FRIENDS: 8,216 (51.9%)
- CORPORATIONS: 708 (4.5%)
- FOUNDATIONS AND TRUSTS: 83 (.5%)
- OTHER ORGANIZATIONS: 132 (.8%)
- STUDENTS: 1,374 (8.6%)
- PARENTS: 1,589 (10%)

*Percentages rounded to nearest 10th

Endowed professorships

11 professorships created in FY 2011

473 professorships total (as of June 30, 2011)

Distribution of professorships created by FY 2011 gifts

- 4 College of Arts and Sciences
- 2 School of Law
- 3 School of Medicine
- 1 Provost's Office
- 1 Gillings School of Global Public Health

In fiscal year 2011, the State of North Carolina Distinguished Professors Endowment Trust Fund provided a total of \$3.3 million in matching funds to boost the value of Carolina donors' contributions. The state fund, established in 1985 by the N.C. General Assembly, helps UNC system schools recruit and retain outstanding faculty.

Scholarships/fellowships

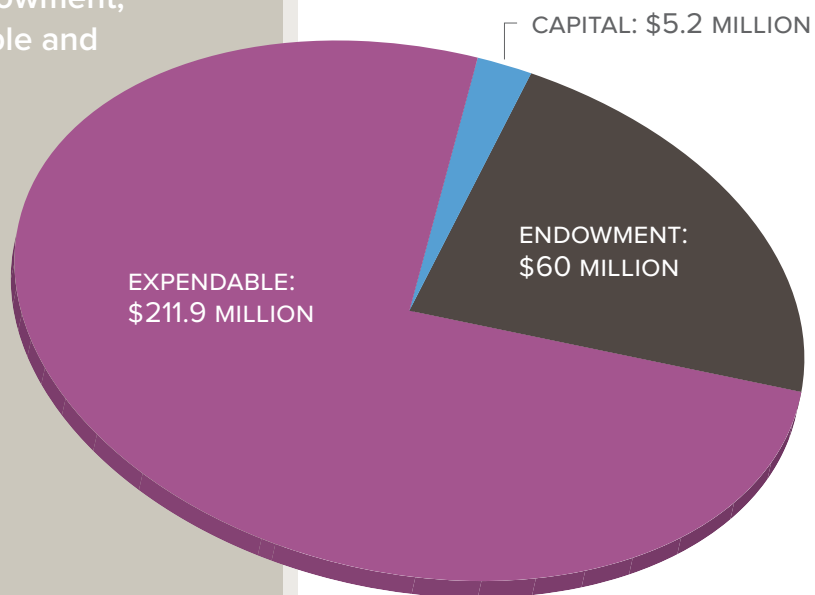
53 scholarship funds created in FY 2011

1,415 scholarship funds total (as of June 30, 2011)

24 fellowship funds created in FY 2011

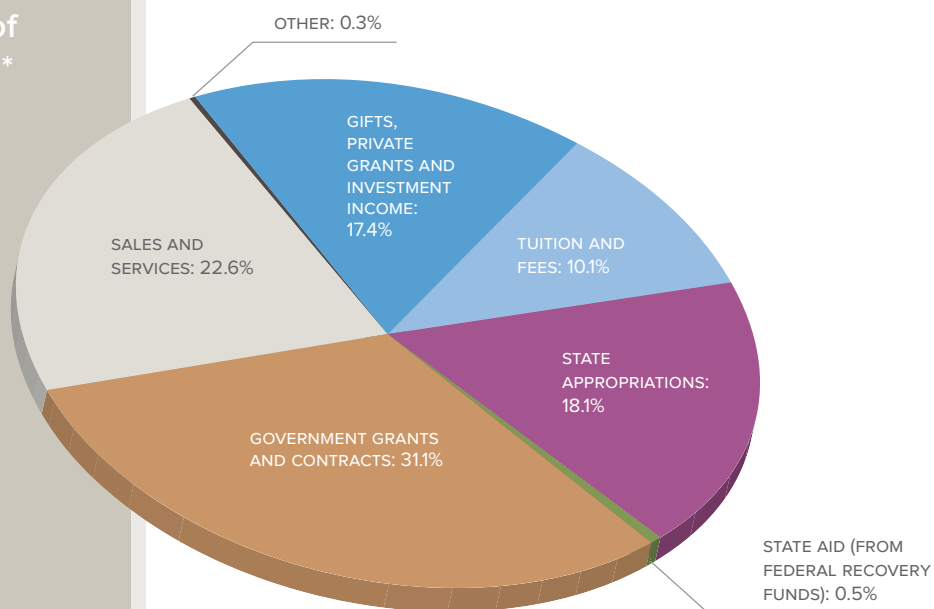
716 fellowship funds total (as of June 30, 2011)

Total FY 2011
gifts: endowment,
expendable and
capital*



*Rounded to nearest \$100,000

Carolina's sources of
revenue for FY 2011*



*Unaudited; percentages rounded to nearest 10th

“As much as I’m a fan of Carolina, I don’t presume to know best where the most important needs are. But the chancellor does. His priorities guide my view.”
—Philip Blumberg



Philip Blumberg (Contributed)

Philip Blumberg

A GROWING APPRECIATION FOR CAROLINA

BY CLAIRE CUSICK

UNC connects the men in the Blumberg family, even across generations.

“My introduction to Chapel Hill was through my father, who also attended UNC, before he served in the Navy during World War II,” said Philip Blumberg, who graduated as a member of the Class of 1979. He is also father to David (Class of 2011) and Peter (Class of 2014).

“Attending UNC is our family tradition. And a very good one; for three generations it’s the only university that all Blumberg family members have attended. And very proudly so,” said Philip Blumberg, chairman and CEO of Blumberg Capital Partners, a leading U.S. investment manager in real estate, commodities and infrastructure.

“Whenever my sons and I talk about campus life, it’s as if we are in one world. I can’t necessarily talk to them about latest pop culture or social media, but we can always talk about our experiences at UNC, as a shared experience that spans generations with the same qualities of academic, social and campus life,” he continued.

“And, speaking as an employer, UNC is one top institution we recruit at where the graduates are outstandingly qualified and, therefore, the value of a degree from UNC continues to appreciate.”

UNC had a major impact on his career and life, Blumberg said. After graduating with honors with a degree in business administration, he went on to earn an M.B.A. from Harvard Business School. But it’s Carolina that he feels shaped him.

“It was an incredibly enriching experience,” said Blumberg, who was on the UNC track team and the rugby club team, served as president of his fraternity, and an honor court judge.

Despite those activities, Blumberg said, “I am not typically a booster type, but my enthusiasm for UNC is unrestrained. The institution embodies academic excellence, a wonderful and diverse student body and campus experience.”

Blumberg said his admiration for UNC has only grown over the years. “I admire the institution for having evolved—keeping the great parts of what it was when I was there, but expanding on the diversity of programs, the quality of the physical campus and campus life and activity,” he said.

So when he thought about giving back to UNC, he wanted his gift to benefit the whole institution. The Chancellor’s Unrestricted Fund provided the perfect match.

“As much as I’m a fan of Carolina, I don’t presume to know best where the most important needs are,” said Blumberg, who has also supported Kenan-Flagler Business School. “But the chancellor does. His priorities guide my view. So, the chancellor’s perspective on where to apply the funds is an important way for me to support the University.”

This respect, Blumberg added, applies to the Office of the Chancellor, and specifically to Chancellor Holden Thorp. “Holden has a bold vision for UNC to be a leading institution focused on entrepreneurial studies and green technology with an international emphasis,” he said. “All of these I completely support.”

“I was an admirer of Chancellor Taylor while I was a student, and I know from my sons the great things that Holden has done, and how involved he is with the students,” he continued. “I feel that, for me, giving this way is both relevant and very fitting.” ■

Sonny and Shirley Clifton

INVESTING IN CAROLINA'S FUTURE AS WELL AS THEIR OWN

BY HOPE BAPTISTE

Benton F. "Sonny" and Shirley Massey Clifton determined simple criteria for deciding how they'd like to give back to Carolina. They wanted to create opportunities, address a specific need, align their philanthropic and financial goals, and do some good.

They managed to accomplish all of that when they committed \$50,000 to create the Benton F. "Sonny" and Shirley M. Clifton Charitable Gift Annuity at UNC to benefit the Patient and Family Resource Center at the N.C. Cancer Hospital. The Patient and Family Resource Center serves as the central location of the Comprehensive Cancer Support Program (CCSP) at the N.C. Cancer Hospital. The CCSP offers many services to help address the

Shirley and Sonny Clifton (Contributed)



challenges patients and families face related to their medical treatment and those life issues that surround the diagnosis of cancer in the family.

Sonny's longstanding career in health education and administration drew his interest to initiatives in the School of Medicine and the Lineberger Comprehensive Cancer Center, specifically the Patient and Family Resource Center's services for cancer patients and their caregivers.

For Shirley, the fact that they had been personally touched by cancer attracted her to the resource center. Her mother died of non-Hodgkin's lymphoma and, at the time, Shirley wished there had been more resources available to help her support her mother.

The annuity also fit well into the couple's estate plan, enabling them to receive income during their lifetimes as well as associated tax benefits while establishing an enduring legacy at the University.

"Sonny and I always wanted to give back to UNC, and the work of the patient resource center lets us do some good for folks during a difficult time," Shirley said. "Sonny has always been grateful to UNC for his education and this was a way for him to show his appreciation that also worked well for us."

Sonny earned bachelor's and master's degrees from UNC, and taught in UNC's physical education department while starting postgraduate work. He then coached, taught and served as assistant principal at Millbrook High School in the couple's hometown of Raleigh, N.C. Shirley earned her business degree from Peace College, and worked for CP&L and Corning Glass. Sonny's career took them to Florida where he taught and coached. He became supervisor of schools for Flagler County, Fla., and eventually became the State Department of Education's director of health and physical education. Shirley worked for Cape Canaveral and General Electric Corp. before embarking on a real estate career. They resided in Maryland for a time while Sonny served as the assistant executive secretary at the Health, Physical Education and Recreation Alliance in Washington, D.C. He was also a special consultant for the World Health Organization and chaired the health education section of the International Congress of Health and Physical Education at its Rotterdam meeting. Following his national appointments, Sonny returned to the State Department of Education in Tallahassee and retired in 1979.

When the Cliftons returned to Raleigh, Sonny remained active in health administration and came to chair the Board of Trustees of the State Health Plan for North Carolina, for which his service earned him the state's most prestigious honor given to a civilian—the Order of the Long Leaf Pine.

Sonny credits his UNC experience for his accomplishments. "I came to UNC with \$100 in my pocket and a partial baseball scholarship," he said. (Sonny played junior varsity and varsity for the baseball and soccer teams.) "Just to have the opportunity to come here and work my way through school gave me the self-discipline and commitment that would lead to a successful professional life. It is our hope to help others do the same." ■

"I came to UNC with \$100 in my pocket and a partial baseball scholarship. Just to have the opportunity to come here and work my way through school gave me the self-discipline and commitment that would lead to a successful professional life. It is our hope to help others do the same."

—Sonny Clifton

“Some of the best friends I made at UNC were international students and [they] had a huge influence on why I’ve taken on a career in international business and where I am today.”
—Peter McMillan

Peter McMillan

UP TO THE CHALLENGE OF GLOBAL EDUCATION

COURTESY UNC GLOBAL

Peter McMillan ’81, a global fundraiser for TPG Capital in London, offered the McMillan Challenge in 2010—a pledge that he would match every new gift to the Global Education Fund, up to \$25,000. In March 2011, he increased the challenge to \$50,000—and that goal has been met.

“We’re thrilled that Peter has provided this generous funding,” said Ron Strauss, executive associate provost and chief international officer for UNC. “Every gift to this fund directly benefits our global programs.”

McMillan’s belief in global education stems from his own student career, but the Charlotte, N.C., native wasn’t looking for international adventure when he chose UNC. “It was affordable and it offered a strong and broad educational opportunity in a beautiful environment,” said McMillan.

Even without leaving the country, he was offered access to the world. “Some of the best friends I made at UNC were international students and [they] had a huge influence on why I’ve taken on a career in international business and where I am today,” McMillan said. “They created a great desire to go out and find the risk, find the adventures, and to enjoy them.”

McMillan started his career working for banks in New York and California, while keeping up his passion for aviation history. Then an opportunity arose to re-create the historic “Vimy” bi-plane and its voyage across the Atlantic—the first aerial survey of the world. After retracing the flight, McMillan’s story and photos were published in *National Geographic*. This experience led to his job with TPG Capital.

With help from gifts like the McMillan Challenge, the Global Education Fund sends faculty and students abroad as well as brings international programs to UNC—programs that aim to have the same indirect effect that was so powerful for McMillan.

“The Global Education Fund is an important initiative that supports UNC’s top international priorities,” McMillan said. “This is a bilateral opportunity for UNC students to experience the world and for international students to enrich the UNC community.” ■



Top: Peter McMillan
Bottom: "Vimy" bi-plane
(Both contributed)

“Before my semester in Washington, I had not lived more than 30 minutes from home. Now that I’ve challenged myself in various situations, I’ve learned so much about who I am and what I am capable of. I have Carolina to thank for helping me grow.”

—Divya Gopal

Divya Gopal

CREATING A ONE-OF-A-KIND CAROLINA EXPERIENCE

BY HOPE BAPTISTE

At first, Divya Gopal didn’t think she wanted to attend college so close to her hometown of Cary, N.C. Between having an older sister and many of her high school friends at UNC already, she wanted to step out of her comfort zone, broaden her horizons and create a college experience she could call her own.

She found that she didn’t have to travel far to go as far as she dared dream. The recipient of a Morehead Scholarship (now Morehead-Cain Scholarship), Divya backpacked through the Boundary Waters in Minnesota prior to her freshman year as part of an Outward Bound experience; worked at a rehabilitation institute in India the summer preceding her sophomore year; completed an independent travel-study the following year that took her to the Czech Republic, Poland, Hungary, Slovakia, Austria and Germany to study the expansion of the European Union and prepare for her senior honors thesis; spent a semester in Washington, D.C., working for UNC alumnus Alan Murray conducting research for his weekly *Wall Street Journal* column and CNBC show *Capital Report*; and finally interned at Morgan Stanley in New York before graduating in 2005 with degrees in economics and political science.

That internship led to full-time employment, and Divya worked in investment banking from 2005 to 2009, then spent another two years at a credit hedge fund in New York. Currently, she is pursuing her M.B.A. across the pond at the London Business School.

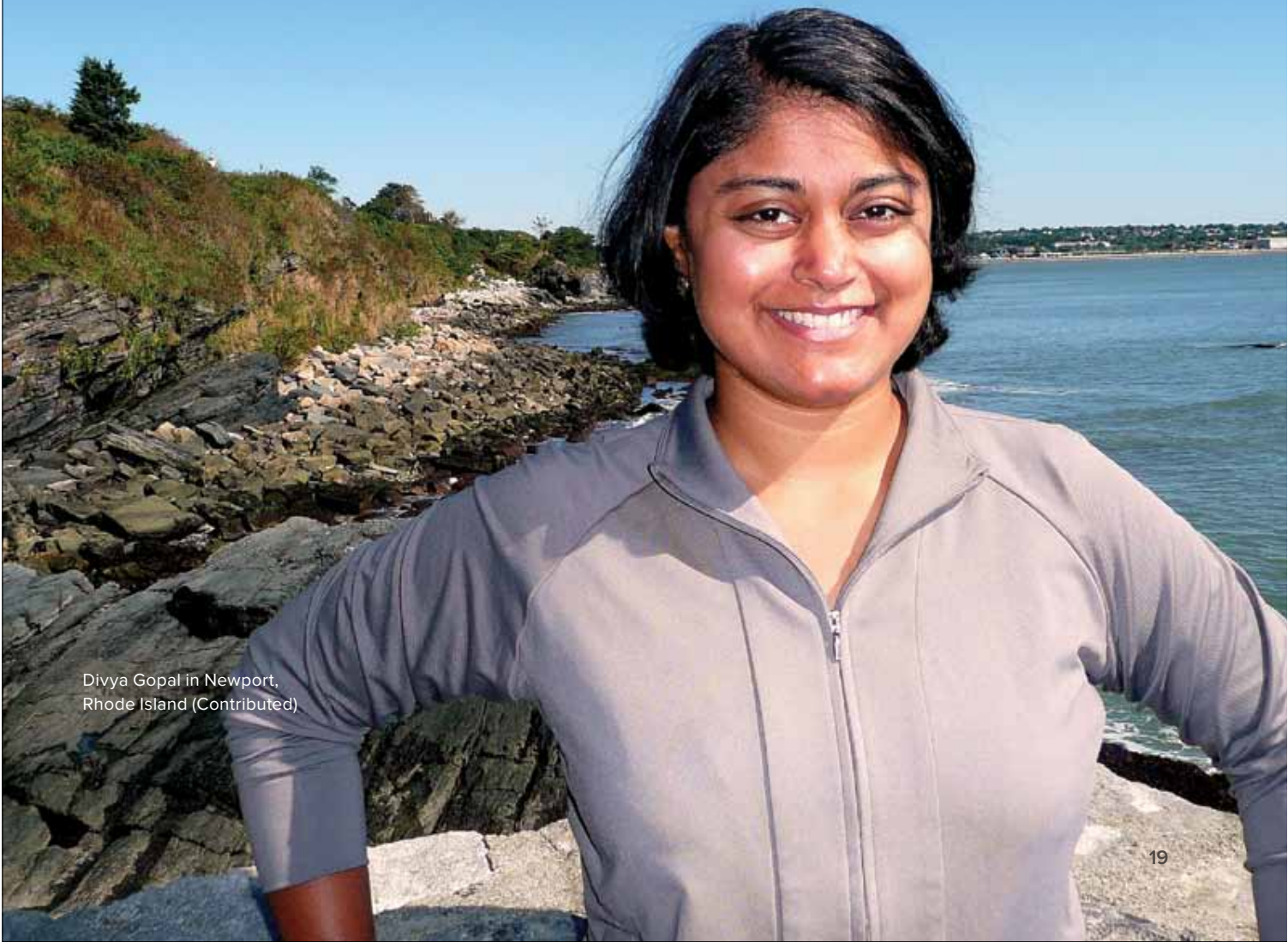
As she continues to broaden her horizons, Divya wants to help other students create their own one-of-a-kind experience. She supports the Morehead-Cain Scholarship Fund and has also contributed to the Class of 2005 9/11 Memorial Garden, which honors the six UNC alumni who perished as

well as all the victims of that horrible, historic event that forever changed her freshman year and is permanently etched in her class's experience.

"We are so fortunate to have world-class universities right here in our state, and as the flagship of the UNC system, Carolina symbolizes the best that North Carolina has to offer," she said. "Not only did I get a first-class education on campus, I gained a breadth of knowledge and understanding that only comes from time outside the classroom. I firmly believe that if you benefited from an experience, as I did, that it's important to give back."

Divya said that her Morehead excursions and honors work thoroughly prepared her to make the leap to an international graduate school. "I'm not sure if I will continue to work in finance after earning my M.B.A., but I am thrilled at the prospect of living, studying, working and traveling in a different country," she said. "Before my semester in Washington, I had not lived more than 30 minutes from home. Now that I've challenged myself in various situations, I've learned so much about who I am and what I am capable of. I have Carolina to thank for helping me grow."

It's good to be a Tar Heel, wherever you may be. ■



Divya Gopal in Newport,
Rhode Island (Contributed)

“My father firmly believed that everyone should have access to a solid education and the opportunities it can create. ...We feel very fortunate to be able to continue my father’s legacy and create some new traditions as well.”

—Roy H. Park Jr.

The Triad Foundation

CAROLINA BLUE, CAROLINA TRUE

BY HOPE BAPTISTE

The Triad Foundation is more than just a philanthropic entity that supports initiatives at UNC including visiting professorships, a speaker series, innovative undergraduate recruitment efforts and the prestigious Roy H. Park Fellowship program at UNC’s School of Journalism and Mass Communication.

It is a family foundation that focuses on building relationships and making connections. Defined by its directors as a “union of three,” the Triad Foundation cherishes its deep Tar Heel roots that include seven family members across four generations. Even its pyramid logo is the iconic Carolina blue with three distinct elements joined by a central “T”. Roy H. Park Jr. is the foundation’s president and chairman. His daughter Elizabeth Park Fowler is treasurer, and his son Roy H. Park III is secretary. Together, these UNC alumni make up the Triad Board of Directors.

A spin-off of the Park Foundation of Ithaca, N.Y., founded by the late Roy Hampton Park, the Triad Foundation was established in 2003 to enable it to pursue the philanthropic objectives that best reflected the interests of its board. More important, the Triad Foundation is a Roy Hampton Park family legacy honoring a self-made entrepreneur who founded the Duncan Hines food group in the 1950s and later Park Communications, a media company that included newspapers, outdoor advertising, television and radio stations. Its media reached 25 percent of the American public at the time of his death in 1993.

Roy Hampton Park, Roy Park Jr.’s father, served as a trustee of the School of Journalism Foundation, was inducted in 1982 into the N.C. Broadcasters Hall of Fame and the Journalism Hall of Fame in 1990, and also served on the school’s Board of Visitors. According to Roy Park Jr., the prominent role of journalism in his father’s life and the family’s continued involvement with the journalism school inspires the Park family’s philanthropy. Roy Park Jr. has served on the Journalism Board of Advisors since 1994, received a UNC Distinguished Alumnus Award in 2005 and was inducted into the N.C. Advertising Hall of Fame in 2011. Continuing the family tradition, Roy Park III serves on the school’s Board of Advisors and returns frequently to talk with its advertising classes. In 2010, he received the school’s Next Generation Leadership Award.

UNC’s School of Journalism and Mass Communication is home to the merit-based Roy H. Park Fellowships, which provide financial support to top masters and doctoral students. The fellowships were established in tribute to the involvement of the senior Park in the life of the school as well as in recognition of the significant role it continues to play in the ➔

lives of the Park family. The first fellowships were awarded in 1997 and, since then, more than 375 Roy H. Park masters and doctoral fellows have graduated into the workforce.

“My father firmly believed that everyone should have access to a solid education and the opportunities it can create,” Roy Park Jr. said. “Both my son and I are products of this journalism school and Elizabeth benefited from all that UNC’s Kenan-Flagler [Business School] could offer. We feel very fortunate to be able to continue my father’s legacy and create some new traditions as well.”

Among those are two new marquee programs created by the Triad Foundation that directly address one of Elizabeth Fowler’s priorities: breaking the cycle of poverty. The Triad Foundation Interns in Admissions Communications initiative supports journalism students working with the Office of Undergraduate Admissions to maximize the use of social media to attract highly qualified applicants. The Triad Foundation First Generation Fund supports recruitment activities to help attract extremely qualified first-generation college students to UNC and expands the reach into community colleges to find great students who can transfer to UNC.

“UNC’s interest in attracting first-generation college students and community college transfers was especially interesting to me,” said Elizabeth Fowler, who sits on the UNC Board of Visitors. “These efforts allow UNC to enhance the educational experience of truly deserving in-state and out-of-state students. UNC is a part of our family; it only makes sense that our philanthropic efforts would be directed to our alma mater.”

According to Roy Park Jr., the Triad Foundation will continue making a difference both now and in the future. “With all of the grants our foundation has made with the potential to generate meaningful results, we continue to look for ways to help promising programs become self-sustaining,” he said. ■

From Left: Elizabeth Park Fowler, Tetlow Park, Roy H. Park Jr., Roy H. Park III and Laura Park at the April 10, 2011, induction ceremony to the N.C. Halls of Fame in Journalism, Advertising and Public Relations (Contributed)



“I owe my good fortune to a long list of people and organizations at Carolina.”

—Christopher Sopher



PROFILE IN GIVING

Christopher Sopher
(Contributed)

Christopher Sopher

INSPIRED BY UNC, COMMITTED TO PUBLIC SERVICE

BY CLAIRE CUSICK

Christopher Sopher graduated from Carolina in May 2011, with a degree in public policy and political science. And much more.

“I leave UNC equipped with passion, motivation, knowledge, skills and a commitment to lifelong public service,” he wrote in a letter about his gifts. “To emerge from an institution such as this, carrying such riches, is a precious gift too few receive—one I believe demands persistent acknowledgement and lasting gratitude. I owe my good fortune to a long list of people and organizations at Carolina.”

That’s why Sopher, of Annandale, Va., made two identical gifts honoring two of the individuals who shaped his time at Carolina: Jim Kessler and Professor W. Hodding Carter III.

Kessler, UNC’s director of disability services, helped mitigate Sopher’s health challenges. “During my first semester at UNC a mold contamination problem in my dormitory and a classroom made me very ill,” Sopher wrote.

Kessler and staff helped immediately, moving his classes to unaffected classrooms. “From the beginning, he became my advocate. Time and again, his work allowed me to continue my education without interruption or illness. It is no exaggeration to say that Mr. Kessler’s actions on my behalf preserved my health and enabled me to make the most of my time at Carolina.”

Because of Carter, Sopher wrote, he found more than a major. “Professor Carter’s profound impact on my education and on my life cannot be overstated. His first-year seminar introduced me to public policy. His teaching and his background demonstrated the potential of a life in public service. His time and mentorship, in countless meetings and through independent study projects, motivated me to become a better student and aspiring public servant.”

Sopher leaves Carolina, he wrote, committed to a life in public service. A Morehead-Cain Scholar at Carolina who earned a prestigious Truman Scholarship, Sopher ultimately wants to specialize in education policy in Washington, D.C.

Sopher said UNC’s strong culture of public service is a powerful influence. “This University has an incredible environment that is about much more than just going to class.” ■

SANOFI GIFT HELPS TO BRING TOP INTERNATIONAL SCHOLARS TO UNC

BY CLAIRE CUSICK

Two doctoral students from China, Bo (Bonnie) Qin and Yuanyuan Qin, are the first Sanofi-UNC Global Nutrition Scholars at UNC.

Many of the top international applicants to the Department of Nutrition in the Gillings School of Global Public Health come from regions where Sanofi has, or is establishing, a major presence. So it made sense for the department to team up with Sanofi to create the program.

This program, which began in fall 2010, recruits these top-quality students, who study at UNC and also complete internships with Sanofi. Sanofi provides half the total costs of three students to complete five years of doctoral training. The Department of Nutrition matches this amount with funds raised by the faculty mentors of the Scholars.

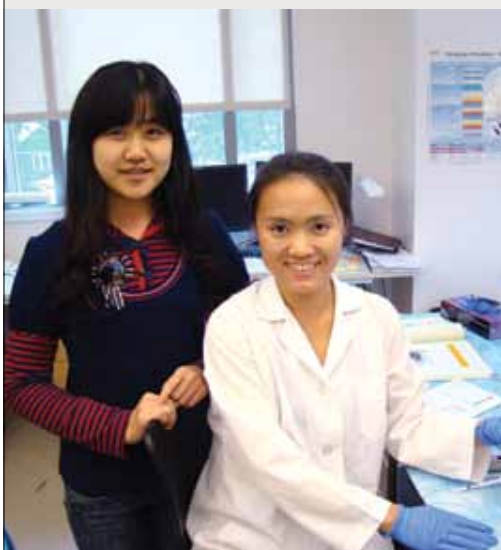
Yuanyuan's career path was headed toward medicine, but after earning her bachelor's degree in Traditional Chinese Medicine, she decided disease prevention—rather than treatment, a doctor's primary role—was more to her liking. "Doctors treat the individual, but with public health and nutrition, I can help more people in the world and really improve their lives," said Yuanyuan, who is from Sichuan. She completed a master's degree in nutrition at Sun Yat-sen University.

Bonnie's interests are in nutritional epidemiology—how diet affects health within a population. While an applied biology major at Hong Kong Polytechnic University, she researched the osteoprotective effects of green tea and also discovered a talent for statistics and survey skills. Like Yuanyuan, she has observed a growing trend in obesity and a sedentary lifestyle among the Chinese, but for Bonnie, who is from Beijing, it's a personal observation of some of her family members. "I saw how their health was affected and asked myself, 'What can I do to help them and others not suffer?'" she said. The answer was to approach nutrition from a population perspective.

The Scholars' internships with Sanofi U.S. occurred over the summer.

Yuanyuan worked in a lab at the Salk Institute for Biological Studies in San Diego, where she found a supportive atmosphere. "I learned new techniques, to be efficient and to work well with others," she said. "I have been able to translate the skills I learned at the Salk to my current research projects."

Bonnie's internship was at Sanofi in New Jersey. Her work centered around diabetes and multiple sclerosis. "It was my first experience in the pharmaceutical industry, and I know I can apply what I learned in epidemiological methods to my future work," she said. ■



Bonnie Qin (left) and
Yuanyuan Qin (Contributed)

**"I saw how their
health was affected
and asked myself,
'What can I do to
help them and others
not suffer?'"
—Bonnie Qin**

CAROLINA SENDS FIRST GLOBAL GAP YEAR FELLOWS OUT INTO THE WORLD

BY CLAIRE CUSICK

**“I think it’s amazing
that all of us were
given the freedom to
be creative with our
travels and pick issues
and areas that we are
individually concerned
with and care about.”
—Lily Clarke**

As you read this, five promising new Carolina students have yet to arrive on campus. Instead, they are traveling across the globe—to China, India, New Zealand, Spain and Italy—learning about themselves by volunteering abroad and exploring foreign cultures.

They are Carolina’s first Global Gap Year Fellows, and thanks to a \$1.5 million commitment from an anonymous donor, they have the opportunity to spend a year in international voluntary service before their first year at Carolina. Five scholars were selected for the 2011-12 academic year (see box on page 25.)

The Global Gap Year Fellowship Program was designed, and will be administered by, the Campus Y, a department in the Division of Student Affairs that has served as Carolina’s incubator for social justice since 1860.

Richard Harrill, Campus Y director, said the fellowships are not specifically need-driven but intended to make gap-year opportunities available to a broader range of students.

“We aim to support students who perhaps hadn’t thought of a gap year, or who, if they had, wouldn’t have had the resources to take one,” Harrill said. “This year we attracted a very diverse group of applicants, the kind of students who are often underrepresented in traditional study abroad programs. I feel like we’re on to something.”

Intended to reinforce the University’s burgeoning global education and entrepreneurial climate, these nine-month fellowships provide a \$7,500 stipend for travel, living expenses, program and other associated fees.

Fellows attended UNC’s Global Orientation on Ethics and Culture program before departing, participating in workshops with 150 UNC undergraduates designed to introduce Fellows to UNC’s global affairs programming. Upon their return, Fellows will receive staff support to help them integrate their gap experiences into academic and extra-curricular life at UNC.

“We hope they will build on their experiences to become campus catalysts for global engagement,” Harrill said.

Lily Clarke, from Fairview, N.C., has already completed one part of her year: walking the 900-kilometer length of El Camino de Santiago across northern Spain. She wrote an email to say that the Global Gap Year Fellowship is a dream come true.

“It gives people like me the incentive to incorporate service into world travel,” she wrote. “One of the most exciting things about the fellowship is the freedom and opportunity it creates for each one of us! We are all going to different destinations around the world, working with specific pockets of society, the environment and other global issues. I think it’s amazing that all of us were given the freedom to be creative with our travels and pick issues and areas that we are individually concerned with and care about.” ■



Lily Clarke strikes out on her first day of walking El Camino de Santiago, in northern Spain. (Contributed)

Meet the Global Gap Year Fellows

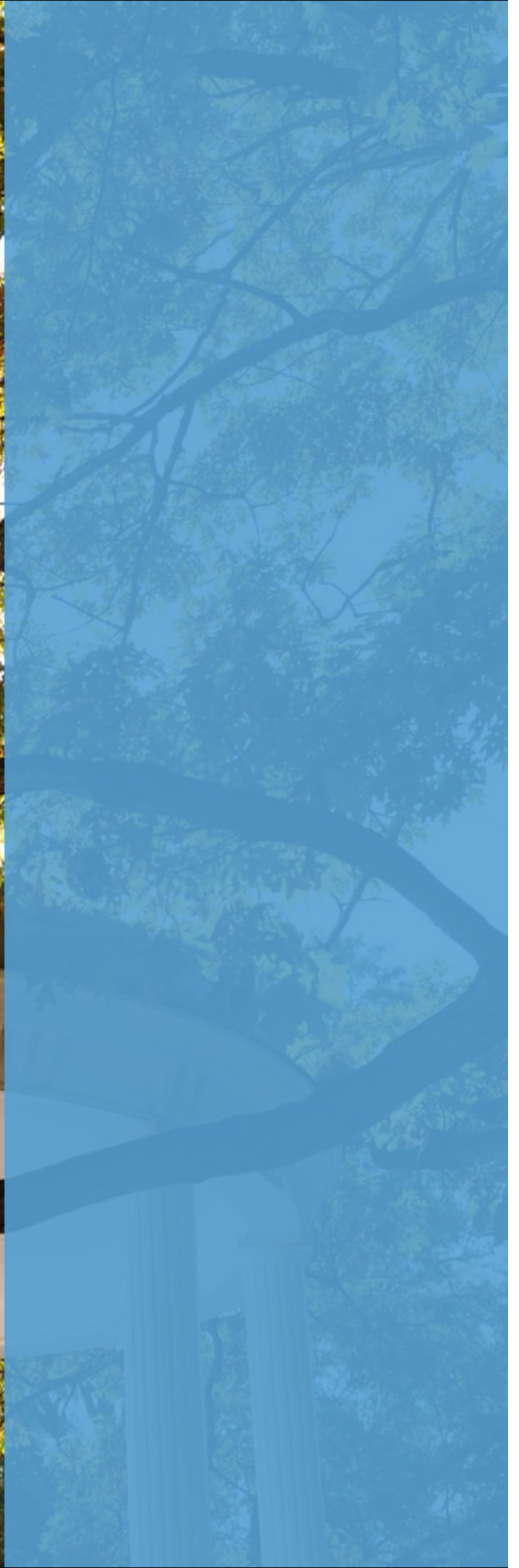
MAGGIE ARMSTRONG hails from Lenoir, N.C. She graduated from the North Carolina School of Science and Math. She is teaching English to middle school students in the city of Jiuquan in Gansu, China, as part of the Amity Foundations Young Teaching Program.

LILY CLARKE, of Fairview, N.C., graduated from A.C. Reynolds High School in Asheville, N.C. For the beginning of her gap year, Lily is focusing on her own spiritual reflection. She just completed El Camino de Santiago, a hike across southern France and Northern Spain, where “pilgrims” stay in hostels along the way and reflect on life and service. For the second part of her gap year, Lily plans to volunteer at ECHO, a seed bank that equips people with the resources and skills to reduce hunger and improve the lives of the poor. For the last part of her year, she intends to pursue her passion for community-based agriculture in northern Italy.

AMY DINGLER graduated from Whitewater High School in Fayetteville, Ga. For her gap year, she will explore both her educational interests and her faith through volunteer work in India, Hungary and Belize in order to further prepare herself for college and the rest of her life.

CECILIA POLANCO graduated from Northern High School in Durham, N.C. Cecilia received a Morehead-Cain Scholarship to attend UNC and will defer that award to spend her gap year in Italy pursuing her passion for public health while learning to speak Italian and Portuguese.

BRAD STACKHOUSE, of Morrisville, N.C., graduated from Enloe High School in Raleigh, N.C. For the first half of his gap year, Brad will work with Help Exchange in New Zealand, traveling around the country volunteering on farms and with non-profit organizations. Brad will then shift to Lima, Peru, where he will work for five months at the YMCA as a volunteer at a youth camp. He will also be partnering with the YMCA staff in an impoverished area of Lima called Independencia to help with construction work.



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