

CAROLINA



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

FISCAL YEAR 2014

DEVELOPMENT ANNUAL REPORT

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*Carolina Development Annual Report:
Fiscal Year 2014* was produced
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BOARD OF TRUSTEES

The following is a list of UNC Board of Trustees members who served during fiscal year 2014.

W. Lowry Caudill (Chair)

Alston Gardner (Vice Chair)

Sallie Shuping-Russell (Secretary)

Jefferson W. Brown

Phillip L. Clay

Haywood D. Cochrane

Donald Williams Curtis

Charles G. Duckett

Peter T. Grauer

Kelly Matthews Hopkins

Christopher Lambden

(Student Body President)

Steven Lerner

Dwight D. Stone

Dear Carolina Supporters,

Thanks to you, fiscal year 2014 at Carolina was one for the record books.

Private gifts and grants totaled \$298.2 million, making this our second-best year in history and the highest since Carolina First, our last major fund-raising campaign. The total represented a 9 percent increase over 2013. Commitments also rose 9 percent, up to \$310.3 million.

I am tremendously grateful, and I know I speak for our thousands of students, alumni, faculty and staff when I say that your support makes the difference between Carolina being a good university or a truly great one.

I hope you are proud of these numbers. They attest to the strength and generosity of the Carolina donor community, of which you—as a member of the Chancellor's Clubs—are an integral piece.

I am particularly thankful for your support this year as we navigate a difficult time for our University. Your vote of confidence inspires us and reaffirms the value of what we do. This is a very significant chapter in our history, but we will not let it define us. As we move forward, we will continue to implement reforms and identify new actions to take. As always, our focus will remain on supporting the daily mission of our University and enabling our students, faculty and staff to pursue excellence. They are doing wonderful work, with impact around the world. Your generosity will be critical to their continued success.

And we have much success to build on:

- We received a record 31,331 applications for the entering class of 2014. Of the 3,974 first-year students who enrolled, 18 percent are first-generation college students and 13 percent are Carolina Covenant Scholars. Their academic credentials are impressive, with 78 percent ranking in the top 10 percent of their high school class. Forty-six percent were offered need-based aid; 4.4 percent received institutional aid for merit.
- Carolina faculty brought in \$792.7 million in research contracts and grants in fiscal year 2014, up \$14.9 million from 2013. Our research excellence continues to drive significant economic growth and job creation in North Carolina, and these stellar results allow major funding partners to continue to make investments in our faculty. Attesting to our global expertise, awards included \$180 million from USAID to support MEASURE Evaluation, led by the Carolina Population Center. Our second-largest research grant ever, the award will continue investigations required to optimally target U.S. spending on global-health threats such as malaria and HIV.
- The Carolina Covenant has enabled more than 5,350 students from low-income families to fulfill their dream of attending Carolina. The Covenant, which celebrates its 10th anniversary this academic year, was one of the first—and remains among the last—such programs in the nation. It promises that we will meet 100 percent of an eligible



MELANIE BUSBEE

student's financial need with a combination of grants, scholarships and federal work-study—and that we'll support them with other important services to help see them through to graduation. These students work hard to get into Carolina, and they deserve to be here.

- We rank first in student economic diversity among the nation's public universities, and third overall, according to "The Upshot" column in *The New York Times*. The column calculated a College Access Index based on the share of first-year students in recent years receiving a Pell grant, as well as the net price of attendance for low- and middle-income families.

Your support helps achieve these accomplishments, and ensures that we remain a great global public research university. Thank you.

CAROL L. FOLT

DEVELOPMENT FISCAL YEAR 2014: JULY 1, 2013 – JUNE 30, 2014

- Carolina's fund-raising efforts brought in \$298.2 million in private gifts and grants, marking the second-best finish in history for this type of support, which is immediately available to the University.
- In commitments, Carolina secured \$310.3 million. Commitments included pledges as well as gifts.
- Commitments helped the University create five endowed professorships, as well as a total of 58 undergraduate scholarships and graduate fellowships.

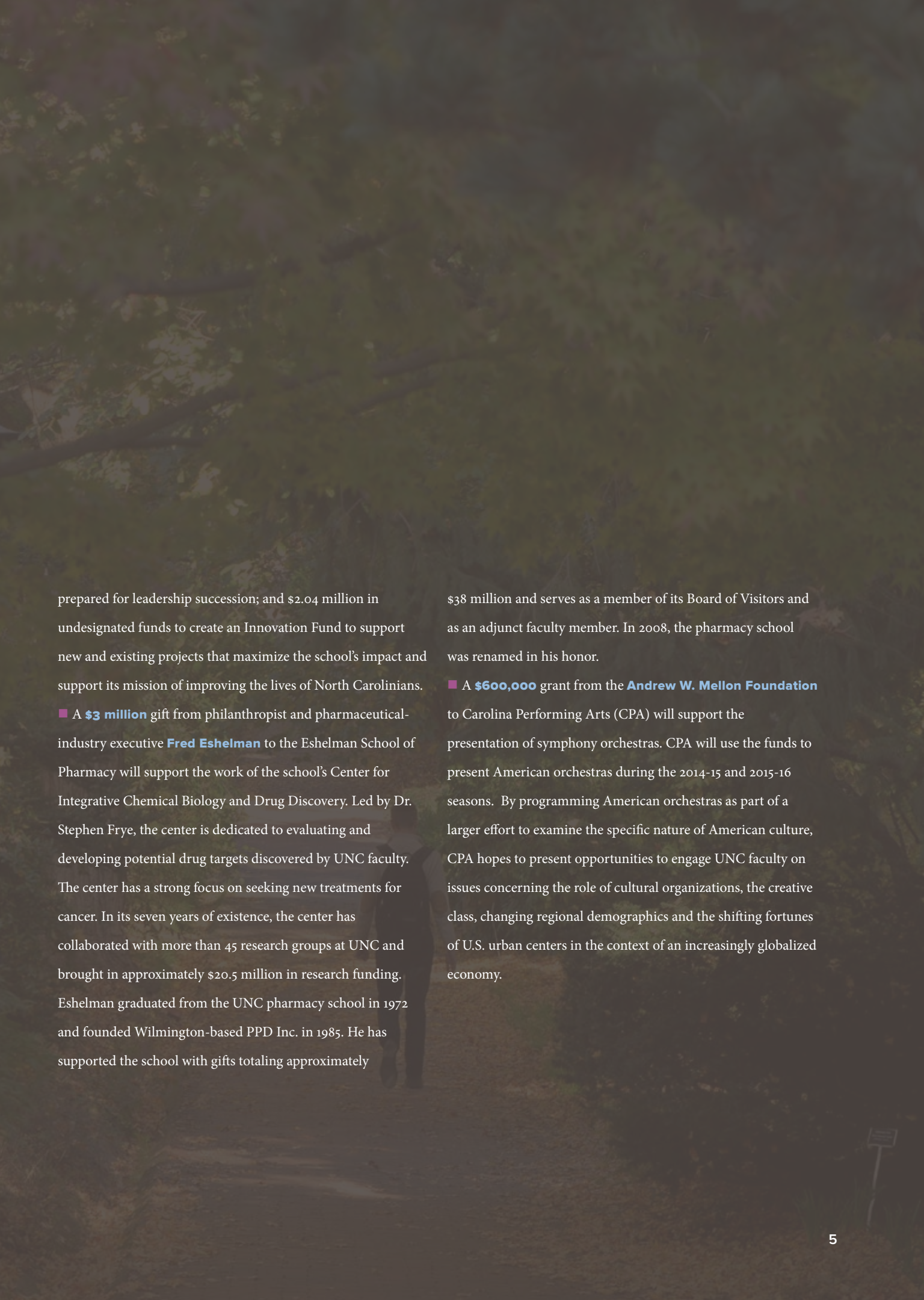
Highlights from the year—

■ A **\$3 million** gift from the **William R. Kenan, Jr. Charitable Trust** will create a scholarship program to inspire North Carolina's best medical students to pursue careers in primary-care medicine in rural and urban underserved areas of the state. The program will be collaboratively run by the School of Medicine and Mountain Area Health Education Center in Asheville. The trust made the gift to honor Dr. Richard M. Krasno for his influential development of the program, his 15 years of exemplary service as executive director of the William R. Kenan, Jr. Charitable Trust and for his highly respected tenure on, and leadership of, the UNC Health Care Board of Directors.

■ A bequest of more than **\$3 million** to the School of Education will honor the memory of former faculty member Donald G. Tarbet by establishing the Donald G. Tarbet Endowment Fund for Faculty Support. The fund will provide faculty stipends to develop innovative educational interventions

and programs, support for junior faculty and other areas of faculty support. Tarbet joined the School of Education faculty in 1952 and served 18 years as director of the Summer School. The gift, the largest in the school's history, comes from the estate of Tarbet's wife, **Justeen Tarbet**, a longtime Chapel Hill resident who died in January 2013 at the age of 94. She and Donald Tarbet had been married for 54 years when he died in 1995.

■ A **\$7.1 million** pledge from **Local Government Federal Credit Union** (LGFCU) to the School of Government will fund initiatives to support North Carolina local governments. Over the next 10 years, the school will receive: \$2.84 million for its Development Finance Initiative to expand opportunities for economically distressed communities in North Carolina by increasing their access to and use of cutting-edge development finance instruments; \$2.22 million to support the LGFCU Fellows program, which provides mid-level public executives with the skills needed to build a pool of local government talent



prepared for leadership succession; and \$2.04 million in undesignated funds to create an Innovation Fund to support new and existing projects that maximize the school's impact and support its mission of improving the lives of North Carolinians.

■ A **\$3 million** gift from philanthropist and pharmaceutical-industry executive **Fred Eshelman** to the Eshelman School of Pharmacy will support the work of the school's Center for Integrative Chemical Biology and Drug Discovery. Led by Dr. Stephen Frye, the center is dedicated to evaluating and developing potential drug targets discovered by UNC faculty. The center has a strong focus on seeking new treatments for cancer. In its seven years of existence, the center has collaborated with more than 45 research groups at UNC and brought in approximately \$20.5 million in research funding. Eshelman graduated from the UNC pharmacy school in 1972 and founded Wilmington-based PPD Inc. in 1985. He has supported the school with gifts totaling approximately

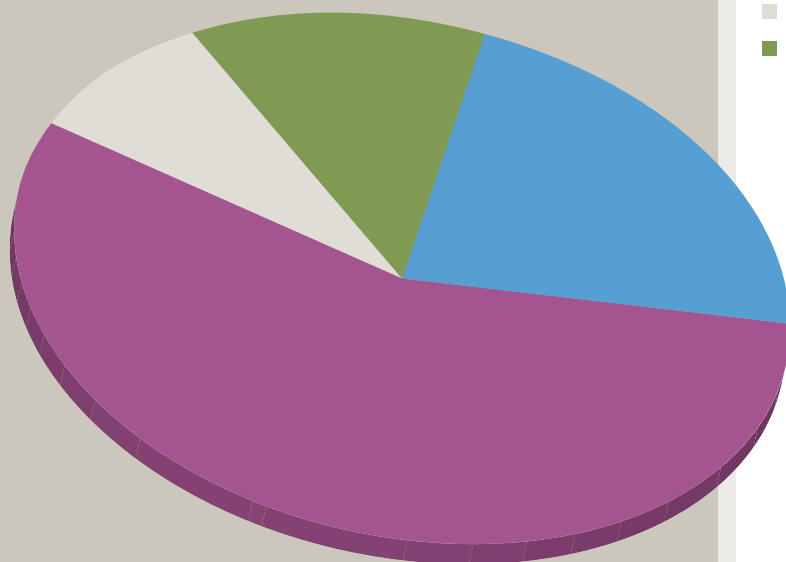
\$38 million and serves as a member of its Board of Visitors and as an adjunct faculty member. In 2008, the pharmacy school was renamed in his honor.

■ A **\$600,000** grant from the **Andrew W. Mellon Foundation** to Carolina Performing Arts (CPA) will support the presentation of symphony orchestras. CPA will use the funds to present American orchestras during the 2014-15 and 2015-16 seasons. By programming American orchestras as part of a larger effort to examine the specific nature of American culture, CPA hopes to present opportunities to engage UNC faculty on issues concerning the role of cultural organizations, the creative class, changing regional demographics and the shifting fortunes of U.S. urban centers in the context of an increasingly globalized economy.

FINANCIALS



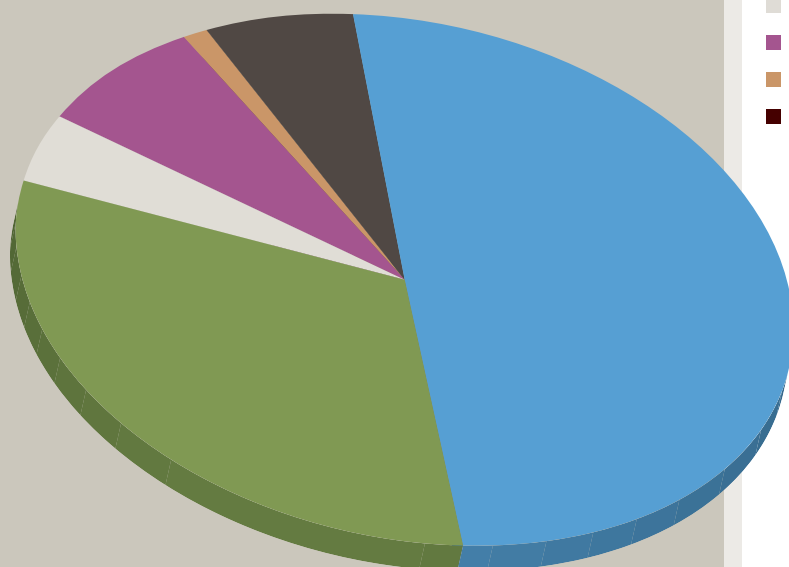
Gifts by area for FY 2014*



- ACADEMIC AFFAIRS: \$64.2 MILLION (21.5%)
- HEALTH AFFAIRS: \$170.6 MILLION (57.2%)
- ATHLETICS: \$26.6 MILLION (9%)
- OTHER: \$36.8 MILLION (12.3%)

*Rounded to nearest \$100,000; percentages to nearest 10th

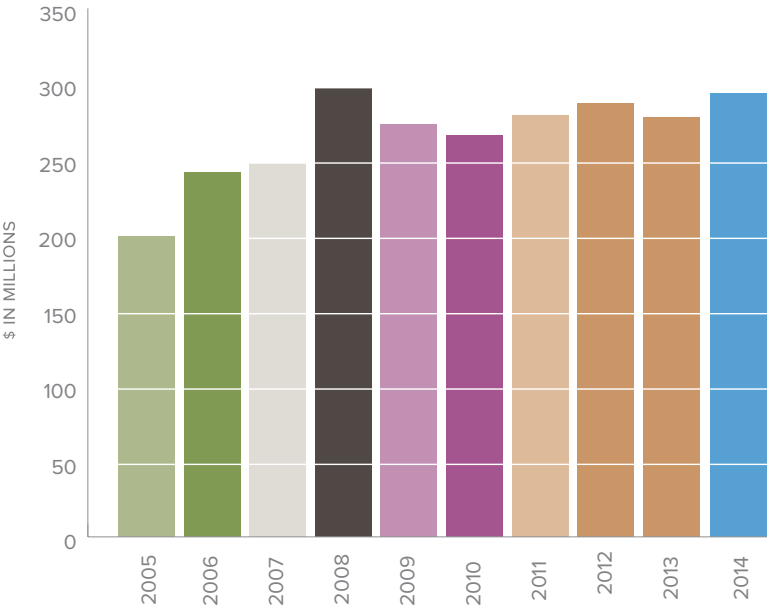
FY 2014 gifts by purpose*



- RESEARCH: \$148.8 MILLION (49.9%)
- STRATEGIC INITIATIVES: \$91.4 MILLION (30.6%)
- FACULTY SUPPORT: \$13.1 MILLION (4.4%)
- STUDENT SUPPORT: \$23.2 MILLION (7.8%)
- CAPITAL: \$2.8 MILLION (.9%)
- OTHER: \$19 MILLION (6.4%)

*Rounded to nearest \$100,000; percentages to nearest 10th

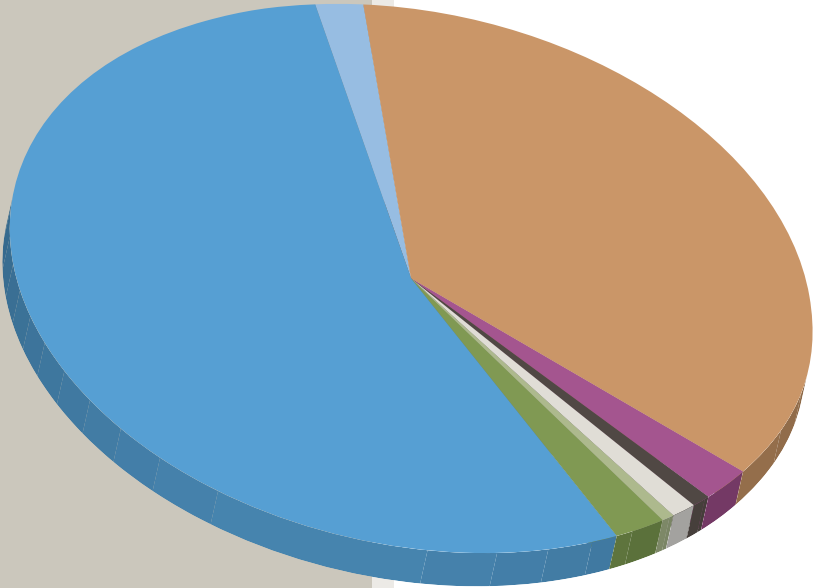
University-wide gift totals,
FY 2005 – FY 2014



Donors in FY 2014*

- ALUMNI: 37,405 (54.9%)
- FACULTY/STAFF: 1,305 (1.9%)
- FRIENDS: 24,787 (36.4%)
- CORPORATIONS: 1,478 (2.2%)
- FOUNDATIONS AND TRUSTS: 625 (.9%)
- OTHER ORGANIZATIONS: 654 (1%)
- STUDENTS: 414 (.6%)
- PARENTS: 1,463 (2.1%)

*Percentages rounded to nearest 10th;
does not include donors to athletics



Endowed professorships

5 professorships created in FY 2014

494 professorships total (as of June 30, 2014)

Distribution of professorships created by FY 2014 gifts

- 3 Gillings School of Global Public Health
- 1 Lineberger Comprehensive Cancer Center
- 1 School of Dentistry (shared with Gillings School of Global Public Health)

In fiscal year 2014, the State of North Carolina Distinguished Professors Endowment Trust Fund provided a total of **\$4 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

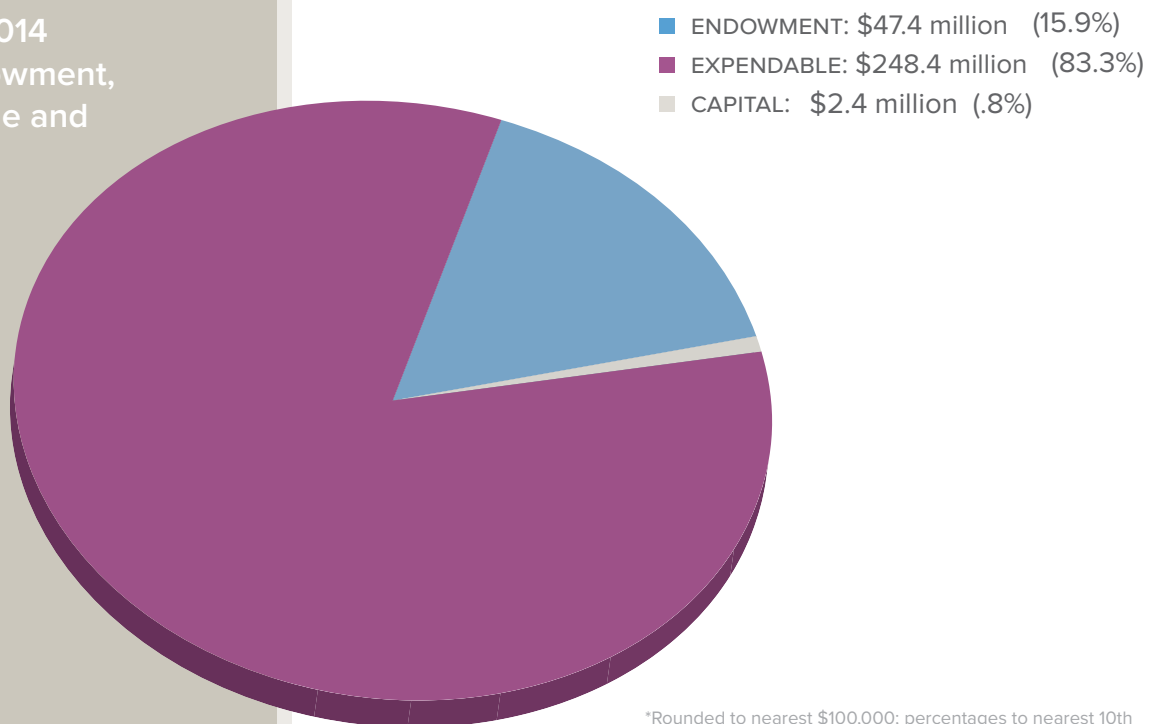
43 scholarship funds created in FY 2014

1,585 scholarship funds total (as of June 30, 2014)

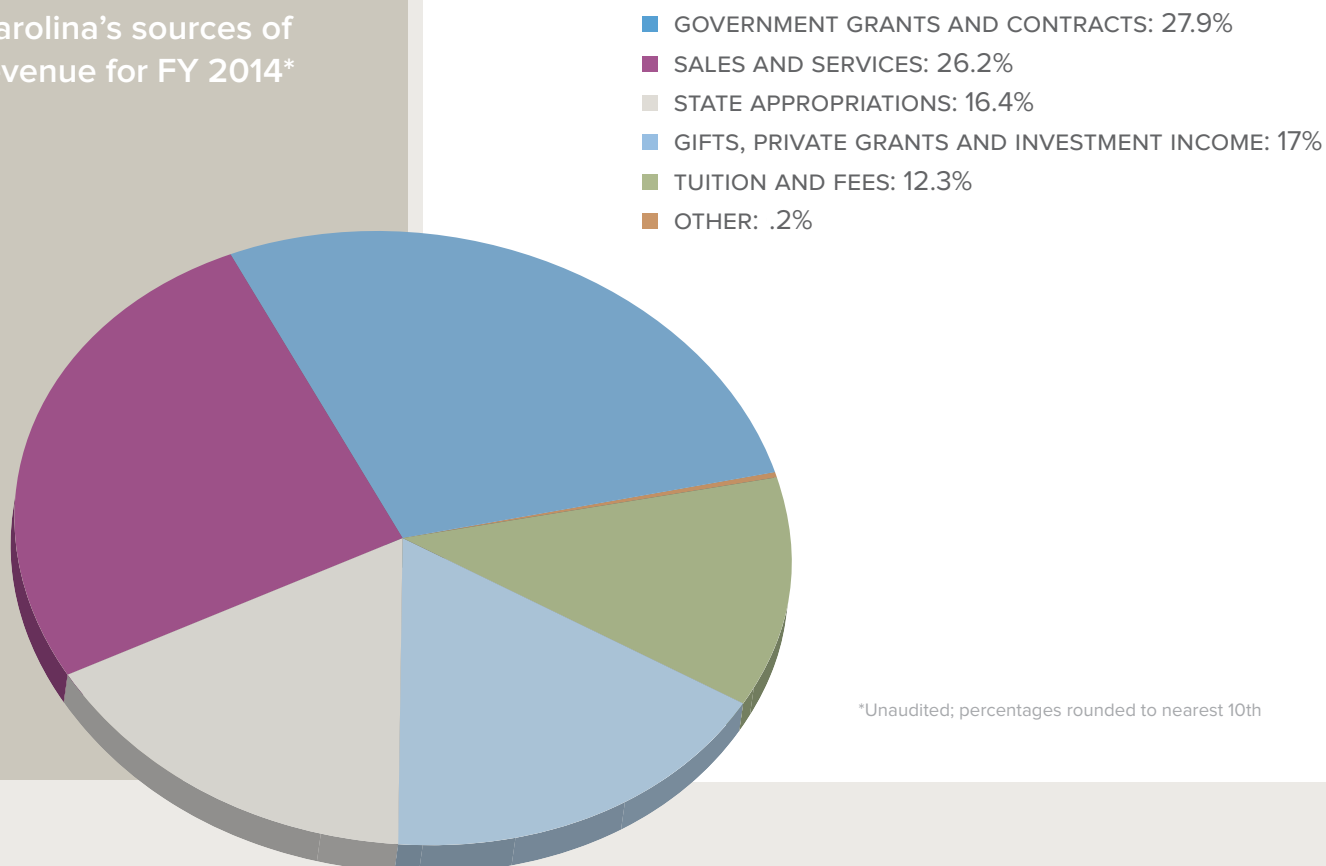
15 fellowship funds created in FY 2014

783 fellowship funds total (as of June 30, 2014)

Total FY 2014
gifts: endowment,
expendable and
capital*



Carolina's sources of
revenue for FY 2014*





Howard Holsenbeck

‘THE CAUSE IS BIGGER THAN I AM’

BY CLAIRE CUSICK

“My father taught me that if you do well in life, you’ve got an obligation to give back.”

—Howard Holsenbeck



Howard Holsenbeck wrote a \$50 check to the University Library in the fall of 1963, just a few months after he graduated. It was not for overdue books. It was to give back.

“At the time, I didn’t think it was all that unusual,” Holsenbeck said recently, 50 years later. “My thought was: I studied in the library. I read newspapers there that were 100 years old. Every student uses the library, but it has no alumni. If I give them some money, they could buy a few books with it.”

Holsenbeck, a commercial Realtor, investor and developer in Houston, Texas, has given to the library every single year since, enabling the purchase of several thousand books. “I’ve kept it up because I liked it,” he said. “I like and love the University. God has been overly generous to me, and I like to give back. The way I look at it is, everything I’ve got is on temporary loan. My father taught me that if you do well in life, you’ve got an obligation to give back.”

He has also supported the Morehead-Cain Foundation and the Ackland Art Museum, and created the Holsenbeck Endowment in the Department of Economics to support junior faculty. “Carolina’s academic reputation is important to me,” he said. “Having more professorships helps us retain good faculty members.”

In addition to his own gifts, Holsenbeck has sponsored many giving challenges at Carolina—increasing the impact of new donors and repeat donors. “I want people to give, but more than that, I want them to consider giving year after year, because once you make that first gift, you’re more apt to keep on giving,” he said.

“Any money I gave to a cause I cared about, I never missed,” he added. “The cause is bigger than I am.” ■

Richard A. Vinroot Jr.

SERVING HIS
COUNTRY AND
SHARING
HIS GOOD
FORTUNE

BY HOPE BAPTISTE

Dr. Richard A. Vinroot Jr. ’92, ’04 (M.D., M.P.H.) could be practicing emergency medicine in a well-equipped and fully staffed metropolitan hospital pretty much anywhere in the country.

He isn’t.

Instead, he is serving as a lieutenant commander in the U.S. Navy Medical Corps as a trauma team leader at the NATO Role 3 Combat Hospital in Kandahar Province, Southern Afghanistan. Before volunteering for deployment in 2013, he served with the 4th Medical Battalion of the U.S. Marine Corps in Gulfport, Miss., and also served as an HIV/TB physician in East Africa’s Mathare Slum of Nairobi, Kenya, with Doctors Without Borders. He even completed his residency in emergency medicine under harsh conditions—during and after Hurricane Katrina at the Louisiana State University School of Medicine and Charity Hospital in New Orleans, La.

To say he has chosen the road less traveled is an understatement. But then, that’s exactly what has made his journey worthwhile. “I always ➔



Lt. Commander Richard Vinroot Jr. (center) with Commander Jeb Cucick (left) and Commander Paul Roach. All are with the U.S. Navy Medical Corps, serving in Afghanistan.

wanted to serve my country in the military, just as my father [former Charlotte, N.C., Mayor Richard A. Vinroot, Sr., '63, '66 (J.D.)] did in Vietnam," Vinroot said. "So at 43 years old I was commissioned as a lieutenant commander in the U.S. Navy Medical Corps."

Vinroot's service has taken him around the globe, and that is exactly what inspired him to support the College of Arts and Sciences, the School of Medicine and the Gillings School of Global Public Health at his alma mater as a member of UNC's Chancellor's Clubs. He took the time to write from Afghanistan on his reflections:

While serving here, I have experienced personal interactions that will greatly influence how I will live the rest of my life. These same interactions have also made me realize how important it is to give to the institution that made it possible for me to be here in the first place. I have recognized that my years in Chapel Hill, as an undergraduate as well as a public health and medical student, have given me the education and training that prepared me for

one of the greatest honors that a physician could receive—that of serving one's country and caring for some of the most deserving patients on earth. Those patients are soldiers, many from North Carolina, who have put themselves in harm's way defending the freedom and safety Americans enjoy daily.

I have also had the opportunity to care for Afghan soldiers who, as our allies, fight alongside U.S. and coalition forces, and will never have the opportunity to live in the United States, nor attend a university as fine as Carolina. Their lives would be drastically different had they been born as fortunate as I. Many would have flourished given the opportunity to live in an environment free of war and where educational opportunities were within reach. My good fortune makes it imperative that I give back and help the University continue educating fellow North Carolinians so they may contribute to the global community. I also want to ensure that Carolina can retain the best educators and provide educational opportunities to those with limited

access, so they can also achieve and acquire the educational skills needed to leave the world better than they found it.

A Charlotte, N.C., native, Vinroot comes from a Carolina family who holds the University in high esteem and supports it accordingly. Both his parents and his two sisters are alumni as well. "I wanted to attend [Carolina] my whole life," he said. "My parents went to UNC and I was always intrigued by the dear friendships and relationships that [they] developed while they were students. I was fortunate to go to school with many of the children of these same people and to foster similar relationships with folks who will remain my lifelong friends."

Vinroot also takes great pride in the significant impact the University is having on his home state as well as globally. From spearheading major breakthroughs in cancer treatment and HIV to developing solutions for access to clean water and education, UNC stands at the forefront of both research and application.

"When I divulge to people in other parts of the country, as well as abroad, that I am a UNC alumnus, they treat me with a respect that I imagine many graduates from other institutions don't enjoy," he said. "Also, a lot of folks whom I look up to, including my parents, support the University and have shown me the importance of doing the same. Thank you, Carolina, for helping me to realize the importance of giving back, as well as placing me in a position to do so." ■

POGUE SCHOLARSHIP SUPPORTS—AND INSPIRES

BY LAURIE D. WILLIS

There are many reasons why UNC alumni choose to share their wealth with the University that has played such a large role in their growth and success. For Equia Barnette Snead '99 the reasons are plain and simple: gratitude, family values and a sense that it is just the right thing to do.

Equia contributes to Carolina's Pogue Endowment, which funds the Pogue Scholarship, along with other programs. A recipient of the Pogue Scholarship in 1995, Equia earned a B.A. in English from UNC. "In my opinion it would be irresponsible not to contribute to the scholarship that allowed me to pursue an undergraduate degree without worrying incessantly about money," Equia said. "College is very expensive, and I believe that all donations make an impact for someone at some level."

Accepted at the University of Pennsylvania, Emory University, Washington University in St. Louis, Mo., and the University of Virginia, Equia only considered UNC. "My mother worked at Duke University for many years and I attended some summer camps there, so I was looking for a different environment," she said.

Equia credits her parents, Harold and Willetha Barnette, for helping her fully evaluate her college options. "They are both readers and thinkers who appreciate learning and ideas," she said. "Selecting a college was a family decision and it turned out that we were right about UNC. It was the best fit for me."

Donating to the Pogue Scholarship, named after Joseph E. and Grace Needham Pogue, is more than just Equia's way of expressing gratitude for her wonderful experience at Carolina. It is also a concrete way to ensure that others have the experience and advantages of a UNC education.

Since 1978, more than 400 Pogue Scholarships have been awarded. Originally designed to attract the highest-achieving African-American and American



Equia Barnette Snead

Indian students, the scholarship is now open to all, with strong consideration given to first-generation college students, said Dan Thornton, associate director of the Office of Scholarships and Student Aid.

"In addition to making a personal commitment to donate consistently, I'd encourage everyone to reach out to at least one alum they know and challenge them to give back to Carolina or to increase their support," Equia said. "For those that have lost touch with their classmates or feel

disconnected, I'd recommend a trip to Chapel Hill. The growth of the University is amazing, and it's easy to see your contributions at work and be motivated to be more engaged."

According to Thornton, it is important for alumni to contribute to the Carolina Covenant and other need or merit-based programs. "UNC is lucky to have dedicated alumni and friends like Equia, who continue giving generously to support students. It says so much about what this University stands for, and is deeply connected to the 'Carolina Experience.'"

A Durham, N.C., native, Equia now lives in Richmond, Va., with her husband, Rob, and works in the financial services industry. She fondly remembers a sea of Carolina Blue on game days, hanging out in The Pit, studying in the undergraduate library and late nights on Franklin Street. An avid reader who enjoys writing, traveling and coaching basketball, she credits Herb Davis '73 (M.S.), '80 (M.P.A.), '88 (E.D.D.) with having the biggest impact on her Carolina career.

"He called me after reviewing my application, and the rest was history," she said of Davis, who retired in 2011 after 33 years in admissions. "I'll always be grateful to him for the personal interest he took in my story and for encouraging me to challenge myself and make the most of my opportunities." ■



“[The campus] is constantly growing and changing, as we are, and I am glad to be a part of that.”

—Dr. Cheryl M. Locklear

The Locklears

A FAMILY OF TAR HEELS

BY HOPE BAPTISTE

For Dr. Cheryl M. Locklear '79 (D.D.S.), '84 (M.P.H.) and her children, Dr. Nanci Locklear Harp '94, '00 (D.D.S.), Dr. Sarah Locklear Brewington '06 (M.D.) and Christopher M. Locklear '05, being Tar Heels is a family affair.

They are committed volunteers, active leaders and engaged alumni who support the work of the University in many ways. As members of North Carolina's Lumbee Nation, the Locklears are also pioneers, each with his or her own special story to tell.

Cheryl Locklear was one of the first two American Indians to attend UNC's School of Dentistry, and, along with daughter Nanci, they became the first American Indian mother-daughter duo to earn dental degrees from UNC. Together, they operate Ransom-Locklear Dental Services, a private general dentistry practice in Red Springs, N.C.

For Cheryl, coming to Carolina meant having many opportunities to pursue the health-related disciplines about which she was so passionate, serve her Nation and community and stay close to home. “Carolina really offered everything that I was looking for when I was pursuing my graduate degrees, and I was fortunate to receive an American Indian Scholarship, which allowed me to complete my training and put it right to work in my own community,” she said. “It is very important to me to give back to UNC financially but also to stay involved through volunteering.”

Cheryl supports the American Indian Center, the Dental Foundation and undergraduate scholarships. She has also been an active volunteer on campus, having served on the American Indian Center Board, the UNC Board of Governors and the 2013 Campaign Planning Committee. “Not only is it important to give my time and energy back to UNC as well as my resources, volunteering keeps me connected to today's campus,” she said. “It is constantly growing and changing, as we are, and I am glad to be a part of that.” ➡

Cheryl's daughter, Nanci, followed in her mother's footsteps to Chapel Hill as a first—the first Lumbee woman to receive the prestigious Morehead Scholarship. A great personal accomplishment for Nanci, that distinction was an inspiration to others to set ambitious goals and go after them. "The Morehead enabled me to pursue my education in a dynamic way," Nanci said. "Not only was I able to travel and immerse myself in other cultures, I also gained indispensable leadership skills and self-confidence that serve me well today."

In addition to the business partnership she shares with her mother, Nanci shares common areas of support at the University, including the Dental Foundation and the School of Dentistry Dean's Fund. She rounds out her support with contributions to the Morehead-Cain Foundation and the College of Arts and Sciences.

By the time Sarah was ready for college, "the trail had been widely blazed." But her pursuit of a medical degree ran through UNC-Pembroke first. Sarah said it was the best decision she ever made. "I knew I wanted to be a pediatrician, so I dedicated those four years to making myself the best candidate possible for admission into medical school at UNC," she said. "By the time I completed my bachelor's, I was ready to attend medical school in Chapel Hill."

Even then, Sarah took advantage of every opportunity at Carolina to ensure her success. To transition to the rigors of medical school, she participated in the Medical Education Development (MED) program, a pre-med prep program where minority undergraduate students complete coursework from the first-year medical school curriculum. "While I was enrolled in MED, I received my admission letter to the UNC School of Medicine—it really was a dream come true," Sarah said. "The medical school administration practices their mission by ensuring the people of this state receive the education they need to become well trained medical professionals."

Sarah is now a practicing primary care pediatrician at Sandhills Pediatrics, Inc., in Southern Pines, N.C., and credits her instructors for helping her realize that

ambition. "My Carolina education is irreplaceable because I learned from some of the brightest minds in their fields and experienced so much diversity in my training that I felt prepared to be successful in any pediatric residency program in the country," she said. "Although I could've gone to other pediatric residency programs, I only wanted to train at one place: UNC Children's Hospital because, again, my experience was personalized for me as a physician in training who wanted to stay in North Carolina and provide primary care in a rural area."

Sarah is also dedicated to giving back and supports the American Indian Center, the Medical Alumni Loyalty Fund as well as the Children's Program Fund. "I will always support and give back to the University; I can't imagine receiving a more well rounded and high quality medical education at any other place," she said. "Not only am I fortunate enough to have amazing women in my family as role models, I am fortunate to be able to call myself 'Tar Heel born, Tar Heel bred.'"

Christopher Locklear came to UNC partly because it was a family tradition, but mainly because he was looking for a different experience. With degrees in interpersonal communications and dramatic art, he focused on getting a top-notch liberal arts education. "I knew that my mom and my sisters received tremendous training in their fields, but I also knew Carolina was a place I could be creative and think outside the box," Christopher said. "I was really happy to have a place where I could explore my own interests and pursue my own passions, and my entire family encouraged that."

Christopher is also an active volunteer at UNC's American Indian Center, where he is working to help facilitate the N.C. Native Leadership Institute, which provides culturally tailored leadership training to current and emerging American Indians living in N.C. "It's really important for me to be able to stay involved with the American Indian Center and its mission as an alumnus," he said. "Being involved with the leadership institute keeps me connected and I can encourage and mentor others the way I was encouraged and supported. I am grateful to UNC for that." ■

Kevin Scott Smith

INVESTING STRATEGICALLY ACROSS THE CAMPUS

BY HOPE BAPTISTE

By the time Kevin Scott Smith '90 came to Carolina from his native New York, he was already familiar with all the University had to offer—stellar programs, world-class faculty, a beautiful campus, great student life and lots of opportunities. After all, his father, David Dawley Smith, was a member of the Class of 1958.

Kevin likely could have pursued his degree in business administration at any number of top universities across the country or closer to home, but he chose UNC because he already knew what most of his classmates would soon discover: It was a great school in a great place at a great price that would offer great prospects for the future.

“Carolina gave me the best of both worlds because I could get a top-notch business education that was on par with leading business schools across the country and incorporate a strong liberal arts foundation as well,” he said. “That’s a huge part of what makes the graduates coming out of Carolina so special—highly trained business professionals who bring a broader, more holistic perspective to the world of finance.”

Smith earned a B.S. in business administration from Kenan-Flagler Business School and began a career in leveraged finance that spans more than 24 years. He currently serves as senior managing director and head of U.S. Leveraged Loans and High Yield Syndication for New York’s Macquarie Capital (USA), Inc., an international provider of banking, financial advisory, investment services and funds management.

Now that he’s nearly 25 years post graduation, Smith wants to ensure that future Tar Heels can also create an undergraduate experience all their own. He has committed \$50,000 to be shared between Kenan-Flagler Business School and the Chancellor’s Unrestricted Fund to support key initiatives in both the school and University-wide. Macquarie Capital is



CONTRIBUTED

matching his commitment dollar for dollar. The funds will be strategically allocated to bolster and spur growth in such programs as the Chancellor’s Fund Scholarships and the business school’s undergraduate assured admit program.

“In my opinion, UNC is the gold standard for public higher education nationally and arguably internationally as well, but constrained resources and the lack of endowment funding in certain areas is handicapping innovation and growth,” Smith said. “I am not just making a gift for the short term, I am making an investment in the future of the University and its students for the long term.”

Smith said promoting key programs to more talented students and encouraging a broader spectrum of students to consider UNC among their top choices may make it a bit tougher to get that acceptance letter, but it will also improve the caliber of the student body, the faculty, the programs, everything. “A Carolina education is a valuable asset that helps students chart a path for their future, and I am glad to be a part of that,” he said. “I also think it’s important to ensure the value of my own degree continues to rise as well. That will only happen if we invest wisely today and support innovation for tomorrow.” ■



“These kind of things didn’t exist while I was in school.”

—Leonard Wood

Leonard Wood

BOOSTING CAREER TRAJECTORIES

BY CLAIRE CUSICK

Leonard Wood ’72 (M.B.A.) has given generously to Carolina for many years. He created the Leonard W. Wood Center for Real Estate Studies at Kenan-Flagler Business School, where he received his M.B.A. In 2014, Wood deepened his commitment to his alma mater, and to undergraduate education, by creating the Wood Scholars Program.

Wood said two things spurred his decision. First, the cost of getting a quality education has become prohibitive for many students, and so they must borrow money and begin their careers already in debt.

“The other driving force for me was to try to identify young people who were leaders, who had demonstrated success academically and in other aspects—perhaps in athletics or in community service—to help them grow as leaders,” he said.

Instead of just giving money, he wants to help launch promising students into their eventual trajectories sooner. “A lot of people are uncertain about their direction when they get to school, and even when they leave school,” he said. “That’s understandable. But I’d like to help those people have a much better sense of what they might want to do, and hopefully they figure it out five years earlier than they would have.” That’s what led to the

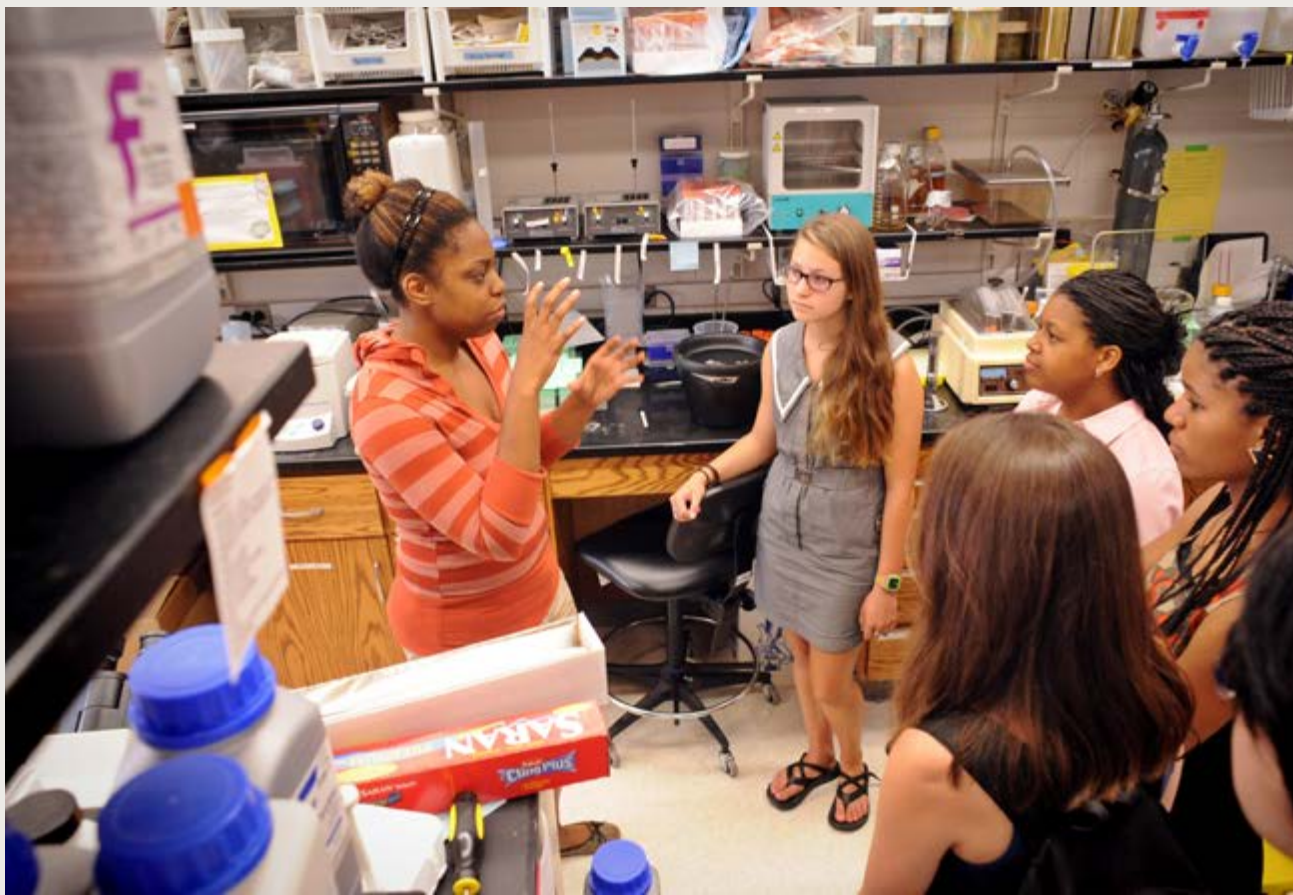
Wood Scholars, the first of whom arrived on campus in August 2014.

Wood plans for the group to eventually become a cohort that supports each individual. They will receive career counseling every year, read books on leadership that Wood has chosen, attend an annual dinner, and more.

“The requirements are meant to help them become leaders and successful members of society faster than they would on their own,” Wood said. “These kind of things didn’t exist while I was in school.”

Wood had several majors while an undergraduate at N.C. State University. “I ended up graduating in textile chemistry, but more importantly I recognized that I wanted to be in business, so I went to business school. I realized this during my junior year, and to some extent I wasted a few years. Graduate school was a lot more interesting and fun for me.”

Wood said he believes it’s important to help others along in life. “We’ve all been a part of something, whether it’s a fraternity, or club, or a company, where we had peers who helped us and challenged us. That’s my hope for the Wood Scholars, that they’ll become friends. As a team, they’ll become more powerful over time.” ■



Science scholars prepare to innovate

BY ROBBI PICKERAL

When Anna Atencio was in the second grade, she received a microscope for Christmas. Since Atencio was itching to use it, her mom offered up a pricked finger to give her daughter a specimen to study.

“Looking at those blood cells, I knew, then, that my future would involve science,” said Atencio, at the time an incoming first-year student from New Bern, N.C. “That’s the beginning, really, of what brought me here.”

“Here” was the Bioinformatics building at UNC, where Atencio and 23 other members of the inaugural cohort of Chancellor’s Science Scholars gathered for a lecture and lab tours.

For a six-week stint in the summer of 2013, the two dozen incoming scholars participated in a bridge program—a science and math boot camp, for lack of a better term—meant to prepare them for the rigors of a program meant to shape and help create the innovators of the future.

“The University of North Carolina at Chapel Hill has outstanding capabilities in medical areas and in the sciences, and even in engineering—environmental sciences, biomedical engineering,” said Joe Templeton, Distinguished Professor of Chemistry and one of the leaders of the program. “Our reputation is fantastic, but it doesn’t expand to the sciences as much as we would like. ➡

“So I think that by bringing in an outstanding group of young students, our goal is to get them into graduate programs in science, engineering, technology and math. We think that’s good for the country; we think that’s good for UNC-Chapel Hill—and we’re really excited with the first cohort we brought in.”

The program, funded by the Howard Hughes Medical Institute, is modeled after the Meyerhoff Scholars Program at the University of Maryland-Baltimore County. UNC chose its first group of Chancellor’s Science Scholars out of the overall applicant pool (and after interviews). The participating students receive a \$10,000 dollar scholarship each year they remain in the program, plus a \$5,000 stipend for a summer research opportunity.

One of the program’s primary goals is to increase the number of diverse students in the sciences.

“And it is intense,” said Kirsten Adams, a Chancellor’s Science Scholar from Baltimore.

Along with taking three courses (in math, communications and navigating research, worth a combined total of seven credit hours) in the summer, students participated in required study sessions, projects and seminars. Classes began at 8 a.m., and “sometimes we stayed up till 2 in the morning, just brainstorming ideas,” said Young Jun Yun, a graduate of Lake Norman High in Mooresville, N.C.

Young, who moved from South Korea to North Carolina, first garnered an interest in the sciences in middle school, when he studied a lab specimen of amoeba, “and I started to wonder, essentially, ‘What

drives them? Is it natural instinct? Preprogramming?’” He remains focused on biology and microbiology and would like to combine medical research with humanitarianism in the future.

Adams, inspired by watching TV medical shows and by working in a pediatrician’s office and labs during high school, wants to practice and research medicine, “so I can be a bridge between the two worlds.” She said she turned down UMBC’s Meyerhoff scholarship to be part of UNC’s first cohort.

“... our goal is to get them into graduate programs in science, engineering, technology and math.” —Joe Templeton

And then there’s Atencio, who had planned to attend N.C. State and study engineering—until she heard about UNC’s Chancellor’s Science Program. Now, she hopes to earn a chemistry degree in Chapel Hill while taking some engineering classes in Raleigh.

“I really want to go into research,” said Atencio, who still is fascinated by everything she views through a microscope. “Every day when I do something practical I think, ‘There’s a better way to go about this.’ I want to find out what that is.

“... And this program, I know, is going to help me do that.” ■

HHMI EXPANDS SUPPORT FOR CHANCELLOR’S SCIENCE SCHOLARS PROGRAM

Carolina was one of three universities jointly awarded a \$7.75 million grant in May 2014 for STEM (science, technology, engineering and math) education support from the Howard Hughes Medical Institute. The funding will allow UNC; the University of Maryland,

Baltimore County (UMBC); and Pennsylvania State University to enhance existing programs that increase the number of college students—particularly underrepresented, low-income and first-generation students—in STEM fields.

Carolina will use the grant money to expand and evaluate its Chancellor’s Science Scholars Program. UNC Chancellor Carol L. Folt aims to double the program from its inaugural target of a class of 20 students per year to 40 students per year.

Dwight Anderson

MULTIPLYING THE IMPACT

BY CLAIRE CUSICK

For their wedding in 2005, Dwight Anderson and Julie Wilson asked their guests to direct any gifts to two charities—one of his choosing, and one of hers. And they each hoped the other would support their choice.

To confirm his choice in their minds, Dwight and Julie visited Chapel Hill, where Dwight had earned his M.B.A. in 1994. “Chapel Hill had left a deep impression on me,” Dwight said. “I had the good fortune to attend Kenan-Flagler Business School. I was lucky enough to have a few options for business school, but earning the Tiger Fellowship made it a clear and obvious choice for me.”

Dwight gives generously to Kenan-Flagler, but this visit was to tour the medical facilities, specifically the North Carolina Jaycee Burn Center at UNC Health Care. Dwight’s paternal grandfather was a career-long fire chief in New York City—the son of immigrants who never graduated from high school but eventually earned a G.E.D. “I was very close to both my grandparents,” Dwight said.

During their pre-wedding visit, the burn center—and its needs—impressed Dwight and Julie. “When you give money, you think about the multiplier effect of your dollar,” Dwight said. “We thought that many people could benefit from our support. And this is due, unfortunately, to the highly democratic nature of



burns. We are all susceptible. But the volume of people that UNC serves—it’s a center of excellence, it has breadth and depth—is the reason we chose it.”

Dwight created and funds two premier fellowships—similar to the Tiger Fellowship he received—that pay full annual tuition and fees, plus a stipend and other benefits, at Kenan-Flagler. He supports several other areas on campus, including the Ackland Art Museum and athletics.

At the burn center, the Andersons hope their support assists

UNC’s medical team, who are at the forefront of this specialized care. “They help patients in every aspect of their recovery, which for burn victims is lifelong,” Dwight said. “Burn victims have self-confidence issues due to their appearance, and ongoing pain. We want people to get the immediate care they need, but we also want to limit those lifelong effects.”

“As the years have gone on we’ve continued to be so impressed by the amazing people at the center and the help that they provide to many people,” Julie added. “Hence, it became important to us that our children get to meet the doctors and to understand the cause. We’ve brought them to the burn center so that they could experience firsthand the great work the doctors and nurses were doing there.” ■

ALUMNI GIVE SOUTHERN ART COLLECTION TO THE FRIDAY CENTER

It's not uncommon to find framed art hanging in the William and Ida Friday Center for Continuing Education, but now a unique collection can be seen resting in the light-flooded atrium. The art collection, given to the Friday Center by alumni Dr. Everette James and Dr. Nancy Farmer in honor of William Friday, was drawn from 19th- and 20th-century artists in the American South.

These works, inspired by the diversity of Southern landscapes and people, present a cross-section of the rich artistic activity teeming in the area. Many pieces, such as *Battlefield* by Ida Jolly Crawley and *Flapper* by Mabel Pugh, serve as cultural time capsules, transporting the viewer to an American South many years past.

The collection, totaling 37 paintings, can be viewed throughout the Friday Center atrium, meeting rooms and common areas.

The Friday Center serves the University and the public by expanding access to education and promoting lifelong learning. The center collaborates with academic, business and civic partners to extend the University's intellectual resources to the community, the citizens of North Carolina and the world. ■



Dr. Everette James and Dr. Nancy Farmer pose in front of *Battlefield* by Ida Jolly Crawley.



Esther Jones and Phil Ford

TEAMING UP TO FIGHT CHILDHOOD OBESITY

BY HOPE BAPTISTE

Everyone loves to cuddle and coo over chubby-cheeked, biscuit-footed infants whose “baby fat” makes them especially adorable. But it’s no laughing matter when the Centers for Disease Control and Prevention report that about one third of U.S. children and adolescents were overweight or obese in 2012. (Overweight is defined as having excess body weight for a particular height from fat, muscle, bone, water or a combination of these factors. Obesity is defined as having excess body fat.)

The problem is reaching epidemic proportions to the point that today’s youth could easily become the first generation to live shorter, less healthy lives than their parents. But retired Durham, N.C., native and school-teacher Esther Morgan Jones and Carolina basketball great Phil Ford are teaming up with UNC Children’s Hospital and the Department of Pediatrics in the School of Medicine to do something about it.

In March at the 2014 ACC Men’s Basketball Tournament, Ford announced the launch of the Phil Ford Foundation, whose purpose is to support the research of obesity prevention and care through the Department of Pediatrics and N.C. Children’s Hospital. Ultimately, the foundation aims to establish a Center for Obesity Research and Prevention at UNC that will effect change and bring about long-term results in the field of obesity prevention in children and adolescents.

Led by Eliana Perrin, M.D., M.P.H., UNC’s work focuses on factors that affect a family’s ability to help their children maintain healthy lifestyles. The foundation is working to raise money that will provide a professorship, endowment funds and space to strengthen and secure a long-term focus on obesity in North Carolina and the United States. ➔

“Our team is doing a variety of research to determine how children can ... develop healthy habits that last a lifetime. With supporters like Phil and Ms. Jones, we can make this center a reality and do so much more.” —Eliana Perrin, M.D., M.P.H.

When Jones met Ford and learned about his commitment, she was inspired, and moved, to become involved. “As a teacher, I have seen how kids drink soda like it’s water,” said Jones, 72, herself a competitive ballroom dancer and the epitome of physical fitness. “They bring fast food into my classroom, ... really unhealthy food. Many of them aren’t physically active. I truly worry about what they’re doing to themselves.”

Though Jones has no ties to UNC (she holds degrees from N.C. Central University and Seton Hall), she has committed \$1.4 million through a charitable remainder trust to create the Phil Ford Foundation Distinguished Professorship of Pediatrics, which will support the future research center. “The problem is so widespread that it’s difficult to know how to make a difference,” Jones said. “This is my opportunity to do something mean-

ingful and to touch children and adolescents on a much broader scale.”

Ford, the 1978 NCAA national player of the year, has seen obesity among participants in his basketball camp for rising eighth graders. One teen in particular made an impression on him. “We were leading different activities, and this one young man couldn’t do the figure eights,” Ford said. “The ball wouldn’t fit between his legs because of his size.”

The plight of that 14-year-old boy moved Ford to act. A Google search led him to discover Perrin’s research at his alma mater. He arranged to meet her and learn more. The pair collaborated over two years to develop a plan focused on childhood obesity research and prevention. Perrin, a general pediatrician by practice, cites North Carolina as having the fifth-highest obesity rate in the nation and points to lack of physical activity opportunities and America’s “toxic food environment” as primary causes.

“The young are surrounded by calorie-dense, nutrient-poor food options, which are also often cheaper than healthier choices,” Perrin said. “This makes healthy choices, which should be the default, the harder choices to make.”

Perrin said she hopes Jones’ generosity will inspire others to give. “Today’s youth is on a trajectory to becoming the first generation to live shorter, less healthy lives than their parents,” Perrin said. “Our team is doing a variety of research to determine how children can be immunized against unhealthy influences and develop healthy habits that last a lifetime. With additional supporters like Phil and Ms. Jones, we can make this center a reality and do so much more.” ■

ABOUT THE PHIL FORD FOUNDATION

The Phil Ford Foundation was established to support the research of obesity prevention and care through the University of North Carolina’s Department of Pediatrics and N.C. Children’s Hospital at UNC. The goal of the Foundation is to establish a Center for Obesity Research and Prevention at UNC that will impact change and bring about long-term results in the field of obesity prevention in children and adolescents.



UNC HORIZONS TREATMENT PROGRAM RECEIVES \$1 MILLION CHALLENGE GRANT FROM OAK FOUNDATION

UNC Horizons, a comprehensive substance abuse treatment program for pregnant and parenting women, has received a \$1 million challenge grant that would enable the program to serve more women from North Carolina each year.

The pledge of support comes from Oak Foundation, which will provide a \$1 million grant contingent on UNC raising a matching \$1 million in private donations by May 2015. The total would go toward the purchase of a new building in Carrboro.

Oak Foundation funds efforts that address social and environmental concerns, particularly those that have a major impact on the lives of the disadvantaged. Oak has its main administrative office in Geneva, Switzerland, and a presence in the United States and seven other countries: Belize, Bulgaria, Denmark, Ethiopia, India, the

United Kingdom and Zimbabwe.

“The generous donation from Oak Foundation provides funds that are transformational for UNC Horizons,” said Dr. Hendree Jones, executive director of Horizons. “Securing a permanent space for our program will allow us to expand our capacity to help heal the lives of more of North Carolina’s women and children affected by drug addiction.”

Based in the UNC School of Medicine’s Department of Obstetrics and Gynecology, Horizons was established in 1993 and since has helped almost 5,000 North Carolina women coping with substance-use disorders, including many scarred by abuse and violence. But need outstrips capacity, resulting in about one of every four women seeking help being referred to other programs.

That’s why Horizons aims to

purchase a facility to increase both capacity and programming. Plans call for a 12,000-square-foot space in Shelton Station, an approved mixed-use project in downtown Carrboro, scheduled for completion in 2015.

“We would be able to double the number of women and families served each year and triple our ability to provide on-site daycare,” Jones said.

A new building also would enable the program to provide on-site interactive training to local, national and international clinicians who are eager to learn about implementing the Horizons model, she said.

A \$3 million investment is required to realize the vision for a new facility. Meeting Oak Foundation’s challenge would cover a significant portion of that need.

“We are proud to support UNC Horizons and believe that the new permanent home will enable it to provide a therapeutic and nurturing environment and continue its work, which is life-changing, not only for women, but also for their children,” said Millie Brobston, a program officer with Oak Foundation. ■

HELP MEET THE CHALLENGE

For information about making a donation to help meet the Oak Foundation challenge grant, contact Tonya Taylor at 919.962.9589 or taylortr@live.unc.edu.



Tom Marsico speaks at the dedication of the building named in his honor, Marsico Hall.

RESEARCH BUILDING HONORS TOM MARSICO'S CONTRIBUTIONS TO SCHOOL OF MEDICINE



Carolina dedicated Marsico Hall on March 27, 2014. One of the largest buildings on campus, it will house basic and translational research across several disciplines and will feature state-of-the-art imaging equipment that will fundamentally advance knowledge of cancer and many other complex diseases.

Funded by the State of North Carolina, the building is named for Thomas F. Marsico of Denver, chairman and chief executive officer of Marsico Capital Management, LLC and father of two UNC alumni, in honor of his lifetime contributions to the School of Medicine. The basic research and translational science building is located in the heart of the UNC Health Affairs campus.

The nine-story, 340,000-square-foot facility will feature world-class imaging equipment, including a hybrid MRI/PET whole body scanner, a 7 Tesla MRI whole body scanner and a cyclotron. UNC and Massachusetts General Hospital, in affiliation with Harvard University, are currently the only two academic medical centers in the country that have these three imaging devices in one location. Together, each device optimizes the capabilities of the others, making these devices some of the most powerful diagnostic imaging tools in the world.

Marsico Hall will house an impressive array of the School of Medicine's and the Eshelman School of Pharmacy's life-saving research programs. The building includes the Marsico Lung Institute, the Biomedical Research Imaging Center, and researchers from UNC Lineberger Comprehensive Cancer Center, nanomedicine, microbiology and immunology, and pharmaco-engineering. ■

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