

MADE IN
MILWAUKEE.
SHAPING THE
WORLD.

CAMPAIGN FINAL REPORT

SEPTEMBER 12, 2019



“I BELIEVE THERE IS NO MORE IMPORTANT INSTITUTION IN MILWAUKEE AND THE STATE THAN UWM.
WE CONSIDER OUR INVESTMENT IN UWM A BENEFIT TO EVERY CITIZEN OF WISCONSIN.”

— Sheldon B. Lubar '88
Campaign Co-chair





Dear Friends,

With your tremendous support, the University of Wisconsin-Milwaukee has come to the end of an ambitious undertaking and has made history in the process.

Made in Milwaukee, Shaping the World: The Campaign for UWM was the largest university-wide fundraising effort ever attempted at UWM, and we are proud to say it has been a resounding success – thanks to you.

Your outstanding generosity has turned hope into reality, ambition into achievement and ideas into innovation. You have enabled us to create new campus spaces and launch programs that will enhance the student experience for years to come. You have given encouragement, opportunity and resources.

Together, we raised over a quarter of a billion dollars for our priorities of student success, research excellence and community engagement.

More than 21,000 donors gave more than 70,000 gifts, pushing us 25% above our \$200 million goal – a remarkable achievement!

Very special recognition goes to our wonderful campaign co-chairs. They led by example and gave some of the largest gifts UWM has ever received. Their passion and vision helped to shape this campaign into reality.

To them – and to you – we extend our profound gratitude as well as the gratitude of the thousands of students, faculty, staff and community partners whose lives have been bettered by this effort.

As you read the stories on the following pages, and whenever you visit our campus or see a commencement photo, please remember not just our words of thanks but also three even more meaningful words: You did this.

With our sincere thanks,

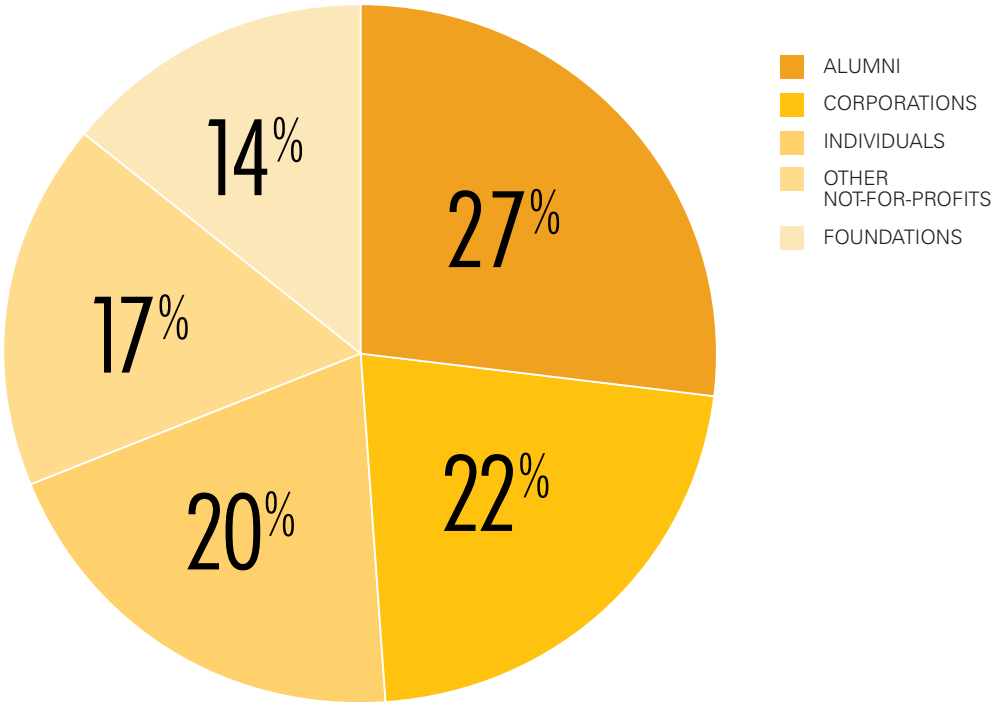
Mark A. Mone, PhD
Chancellor

Patricia A. Borger, JD
Vice Chancellor, Development & Alumni Relations

\$251,466,444 RAISED

21,236 DONORS

PERCENTAGE OF TOTAL DOLLARS RAISED



10,340
FIRST-TIME DONORS

70,414
GIFTS

78
DONORS GAVE
\$1 MILLION
OR MORE

\$7.5 MILLION
GIVEN BY
FACULTY
AND STAFF

\$36,602,286
GIVEN THROUGH
ESTATE GIFTS

BREAKDOWN OF NUMBER
OF GIFTS BY GIFT LEVEL

PERCENTAGE OF TOTAL
RAISED BY GIFT LEVEL

0.1%	\$1 million or more	39%
0.2%	\$250,000 - \$999,999	20%
0.7%	\$50,000 - \$249,999	17%
3%	\$10,000 - \$49,999	14%
9%	\$1,000 - \$9,999	8%
87%	\$999 or less	2%

ADDITIONS TO UWM
FOUNDATION ENDOWMENT

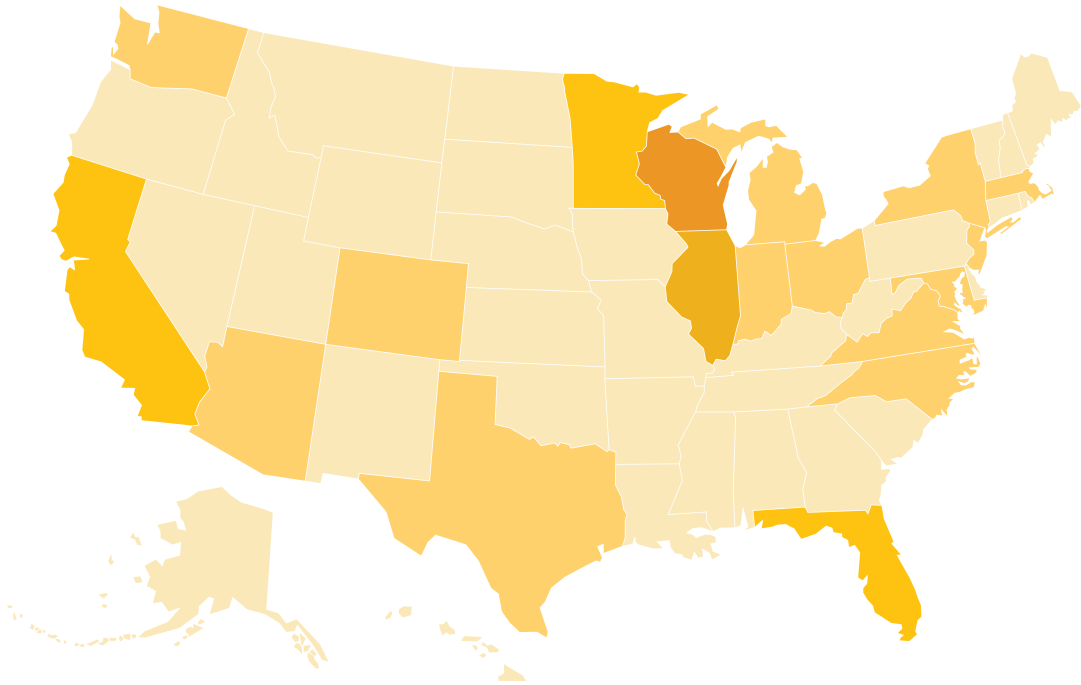
\$55 MILLION
IN OUTRIGHT GIFTS & PLEDGES

\$24 MILLION
IN ESTATE GIFT EXPECTANCIES

\$129 MILLION
CURRENT VALUE OF ENDOWMENT

667
NEW FUNDS
CREATED

304 NEW
SCHOLARSHIP
FUNDS
CREATED



TOP 10
STATES OF
DONORS

1. Wisconsin
2. Illinois
3. California
4. Minnesota
5. Florida
6. Texas
7. Michigan
8. Arizona
9. New York
10. Colorado

73% OF DONORS CAME FROM WISCONSIN



SCHOLARSHIP LEADS TO SECOND MASTER’S DEGREE

“I love numbers and serving people, so I decided to go back for a second master’s degree – this time in accounting with the goal of becoming a CPA,” says Treena Glover, a graduate student in the Sheldon B. Lubar School of Business. “The Melkus Scholarship is helping me pursue this goal. I don’t know how I would have been able to afford school and prep for the CPA exam without it.”

A serial volunteer with a bachelor’s degree in accounting and a master’s in mathematics, Treena plans to use this additional degree to help others. “Many people don’t know how to do taxes, they don’t have financial literacy, or they want to start a business, but they don’t understand how to do a balance sheet,” she explains. “I want to educate others.”

Treena has experience as an educator at Chicago State University, the Illinois Institute of Technology and Richard J. Daley College. While she was working full time and raising her daughter on her own, Treena also served as coach for a math team at her daughter’s school. “Service is a big thing to me,” she adds.

Now that she has three grandchildren, Treena wants to set an example for them as well. “I am excited to earn this degree, so I can continue to help others and make my grandchildren proud!”



Without my scholarship, I’m not sure I would even be attending the university due to financial concerns. Now because of this support, I’ve had the chance to learn new track events, like shot put, discus, long jump, pole vault and javelin throwing.

– Trevor Coenen, David C. and Erika G. Bogenschield “Green Gulls”
Track Scholarship, Milwaukee Athletics



Our students who are military veterans can find it difficult to transition to civilian life. Mrs. Billie Kubly’s generous support of mental health services directed to our military and veteran students is helping to ease that transition.

– James “Groovy” Cocroft ‘16, Interim Assistant Director of Campus Engagement,
UWM Military and Veterans Resource Center



\$133
MILLION
RAISED FOR
STUDENT
SUCCESS

STUDENT
SUCCESS IS
SCHOLARSHIPS
PROGRAM
SUPPORT
NEW &
IMPROVED
SPACES

\$37
MILLION
GIVEN
SPECIFICALLY
FOR
SCHOLARSHIPS



“My scholarship was such a relief for me because it let me take on other responsibilities without having to worry about paying for college. I had time to get my personal training certification, which will help me in becoming a sports physical therapist.”

– Alejandra Peralta-Werns, Froedtert Minority Scholars Scholarship, College of Health Sciences



“Thanks to a generous gift, my classmates and I have been able to perform in an exciting new space. We look forward to dancing at the Jan Serr Studio because it’s unlike any other place on campus.”

– Katelyn Altmann; Dance Scholarship, Ed Burgess Legacy Scholarship and Randy R. Reddemann Emerging Artists Scholarship; Peck School of the Arts



RESEARCH CHAIR HELPS KIDS STAY HEALTHY

The College of Nursing’s Joint Research Chair in the Nursing of Children broke new ground when it was created through a gift from the Children’s Hospital of Wisconsin. The position enables a faculty member to conduct clinical nursing research and integrate that research into the curriculum at UWM’s College of Nursing and the clinical programs at the Children’s Hospital of Wisconsin.

Today, Michele Polfuss, holder of the Joint Research Chair since 2017, continues to explore new territory in pediatric nursing. Her research focuses on developing interventions for families and health care providers to help children with special needs make healthy choices, as these children are two to three times more likely to be obese than other kids.

Michele is now leading a national research team to investigate methods of accurately measuring the body composition of patients with spina bifida within a clinical setting. “We want to find a feasible method of measuring body fat that can be conducted cost-effectively and accurately in the clinic – and to provide better guidance to the family on nutritional intake recommendations, with the ultimate goal of preventing and treating obesity.”



“ **My scholarship included a research opportunity** to work directly with faculty and graduate students. I’ve explored creative solutions for electronic recyclability using fuzzy logic. ”

– Kathryn Pecha (left), CEAS Dean’s Scholarship, College of Engineering & Applied Science, Honors College



“ **My Robert Wood Johnson Foundation research grant** has allowed me to explore the health impacts of economic policies. Specifically, I’m finding out how a person’s health could be affected by their city’s wage laws. ”

– Mustafa Hussein, Assistant Professor, Joseph J. Zilber School of Public Health

**\$89
MILLION**
RAISED FOR
RESEARCH
EXCELLENCE

**R1 TOP
RESEARCH**
RANKING
TWICE IN
A ROW

ENDOWED
PROFESSORSHIPS
CREATED IN
**BUSINESS,
DATA SCIENCE,
EDUCATION,
ENGINEERING,
FRESHWATER
& NURSING**



“ **My professorship kept me at UWM** because I could recruit top-tier doctoral students to help with my research projects on how gender and culture affect career decisions. ”

– Nadya Fouad (right), Mary and Ted Kellner Chair in Educational Psychology, School of Education



“ **Support from our donors** has allowed us to hire expert faculty, create cutting-edge labs, and attract the best and brightest students. All of this helps us keep the Great Lakes – and the people who rely on them – healthy. ”

– Jeff Houghton '14, Research Specialist, School of Freshwater Sciences



LEGACY GIFT ENRICHES STUDENTS AND PUBLIC

Thanks to a legacy gift from the late Emile Mathis, the university now has a prominent space for the UWM Art Collection. Part of the College of Letters & Science, the Emile H. Mathis Gallery is a state-of-the-art 2,400-square-foot exhibition space located in Mitchell Hall. Here, art history students like Youngchul Shin have the opportunity to research and curate exhibitions, and ultimately share works of art with the public.

“I enjoy seeing how artists interpret stories and historical figures in their own stylistic approaches,” Youngchul explains. “When a collection of art is on display, I want viewers to think about how several illustrations might depict a similar subject in various ways. In this space, I can experience the entire curation process – from selecting works to displaying them and seeing how visitors respond to an exhibition.”

Emile Mathis was an art connoisseur, collector and gallery owner whose gift to the university included more than 600 pieces of African art and more than 1,700 prints. Mathis, who passed away in 2012, wanted the university to use his prized collection for teaching and display for years to come. In support of this vision, he also established the Emile H. Mathis Endowment Fund to support the UWM Art Collection in perpetuity.



My endowed professorship drew me to UWM. Now I’m honored to be doing research with the National Academies of Sciences, Engineering, and Medicine to gauge how loneliness affects America’s seniors.

– Colleen Galambos, Helen Bader Endowed Chair in Applied Gerontology, Helen Bader School of Social Welfare (shown with Elaine and Martin Schreiber)



Through nonprofit-IT, my classmates and I gained practical experience and helped our community by building a brand-new website for the Milwaukee Joint Human Trafficking Task Force.

– Andrew Pubanz (center), Project Leader, School of Information Studies (shown with nonprofit-IT team members and task force personnel)

**\$29
MILLION**
RAISED FOR
COMMUNITY
ENGAGEMENT

1 OF 29 RESEARCH
UNIVERSITIES
RECOGNIZED FOR
**COMMUNITY
ENGAGEMENT**
BY THE
CARNEGIE
FOUNDATION

DESIGNATED AN
**“INNOVATION
AND ECONOMIC
PROSPERITY”**
UNIVERSITY BY THE
ASSOCIATION OF
PUBLIC & LAND-GRANT
UNIVERSITIES



I’ve been taking Osher classes through the School of Continuing Education since I retired six years ago. My wife and I live on the East Side, so UWM is also an entertainment destination for us. We enjoy taking Osher classes, attending concerts and going to the Manfred Olson Planetarium.

– Richard Schreiner ’82, Retired Engineer, Johnson Controls



LUBAR ENTREPRENEURSHIP CENTER

In May 2019, UWM celebrated the grand opening of a new building that houses the Lubar Entrepreneurship Center and the UWM Welcome Center. Funded by a \$10 million lead gift from Campaign Co-Chairs Sheldon ’88 and Marianne ’13 Lubar, as well as gifts from other visionary supporters, the center uses a multidisciplinary approach that helps students nurture their ideas, build confidence and succeed as entrepreneurs, innovators and changemakers.



Support for the Urban Design Community Redevelopment Studio provides my students with the tools they need to revitalize Milwaukee’s neighborhoods and strengthen our community.

– Carolyn Esswein (right), Professor of Practice,
School of Architecture & Urban Planning



NORTHWESTERN MUTUAL DATA SCIENCE INSTITUTE

In June 2018, Northwestern Mutual, UWM and Marquette University announced a partnership to create the Northwestern Mutual Data Science Institute. Purush Papatla, a professor of marketing in UWM’s Lubar School of Business, was named co-director. Over the next five years, Northwestern Mutual and its foundation will give UWM \$6.25 million in support of faculty, research and programming.

(Shown here: Microsoft President Brad Smith, Chancellor Mark Mone and Rockwell Automation CEO Blake Moret)



CONNECTED SYSTEMS INSTITUTE

The big data that devices collect and share on the industrial internet of things (IIoT) have the potential to revolutionize manufacturing. To develop models for greater productivity through IIoT technologies, UWM has launched the Connected Systems Institute, a multidisciplinary collaboration among academia, industry and government. The institute is supported by several corporations and organizations, including Rockwell Automation Inc., Microsoft and the Wisconsin Economic Development Corporation.



ORTHOPAEDIC HOSPITAL OF WISCONSIN CENTER

A major gift from the Orthopaedic Hospital of Wisconsin is helping to build a new annex to the Klotsche Center. The 15,000-square-foot OHOW Center will be located to the east of the Klotsche Center & Pavilion and will house a dedicated basketball practice facility. The new building will alleviate overcrowding of the student recreation space on campus when athletics and campus recreation use coincides.



(Above) Former scholarship recipient Avi Shaked '80 and wife Babs Waldman, MD, meet with some of the hundreds of engineering students they have helped through scholarships.



(Left) Researchers in the Leonard E. Parker Center for Gravitation, Cosmology & Astrophysics contributed to the Nobel Prize-winning discovery of gravitational waves from colliding black holes. The center was named to recognize a gift from Isabel Bader and the late Alfred Bader in honor of their friend Distinguished Professor Emeritus Leonard Parker.

College of Engineering & Applied Science — A multimillion-dollar gift from Johnson Controls attracted renewable energy expert Deyang Qu to UWM to become the Johnson Controls Endowed Professor in Energy Storage Research. The gift also funded a one-of-a-kind “dry lab” to test-manufacture vehicle batteries.

College of Health Sciences — Support from the Milwaukee Brewers Baseball Club has helped advance research in UWM’s Human Performance & Sport Physiology Lab. Associate Professor Kyle Ebersole works with professional baseball players and firefighters to improve injury prevention, strength training and physiological performance.

College of Letters & Science — Researchers at the UWM Field Station are receiving support from the James and Dorathea Levenson Endowment for Ecology and Field Biology. Established by James Levenson '76, the endowment will provide scholarships for graduate students, with a preference for students who are military veterans.

College of Nursing — Campaign Co-Chair Jim Ziemer '75, '86, '08 and his wife, Yvonne, gave \$1 million to create the James and Yvonne Ziemer Clinical Simulation Center, which will enable the college to immediately increase student enrollment and address Wisconsin’s growing shortage of nurses.

Helen Bader School of Social Welfare — Launched in 2013 and supported in part by philanthropic gifts, the UWM Center for Aging & Translational Research brings together multiple disciplines, departments and colleges to provide a unified and strategic response to advance aging research, education, training and community engagement.

SCHOOL AND COLLEGE HIGHLIGHTS



(Left) The Marcus Corporation Foundation supports the Marcus Prize, which brings world-renowned architects to UWM. Here, 2017 prizewinner Jeanne Gang gives feedback to an architecture student.

(Above) G. Kevin Spellman, who serves as the David O. Nicholas Director of Investment Management, celebrates the 10th anniversary of the David O. Nicholas Applied Finance Lab with David Nicholas '87 and students and faculty of the Sheldon B. Lubar School of Business.



(Above) Thanks to generous support from the John M. Kohler Foundation, students in the Masters in Sustainable Peacebuilding program work with International Peace Initiatives in Meru, Kenya, to raise the quality of life of people challenged by HIV/AIDS, violence and poverty. UWM's Quinn Stout '17 (on left) walks with Kenyan women to an innovative permaculture food forest, which supports the health and wellbeing of local residents.

(Left) Dan Egan, the Brico Fund Senior Water Policy Fellow in Great Lakes Journalism, investigates, writes and disseminates in-depth news stories about the most pressing issues facing the Great Lakes.

Joseph J. Zilber School of Public Health — The Zilber Family Foundation contributed nearly \$3 million during the campaign, all in support of scholarships. An initial gift of \$400,000 provided scholarships for more than 75 graduate students, and an additional \$2.5 million gift in 2019 will provide scholarships for both graduate and undergraduate students.

Milwaukee Athletics — In October 2016, Fred Sitzberger '78 gave \$1 million in support of the Panther Excellence Fund, an unrestricted fund that helps all UWM student-athletes. To recognize this gift, the Klotsche Pavilion atrium has been named the Frederick J. Sitzberger CPA '78 Atrium.

Peck School of the Arts — ArtsECO received more than \$1.3 million in grants from Margaret A. Cargill Philanthropies. ArtsECO offers skill-building and portfolio-development programs for high school students, scholarships and internships for art education students, social networking events and in-depth coursework for teachers.

School of Architecture & Urban Planning — David and Julia Uihlein's support of the Historic Preservation Institute has helped further the preservation and adaptive reuse of historic buildings and environments. Students have been able to take part in scholarly research while using the most up-to-date technical advances in the building industry.

School of Continuing Education — The Bernard Osher Foundation gave more than \$2 million during the campaign for UWM's Osher Lifelong Learning Institute. The institute provides older adults in the Milwaukee area with a broad array of short courses, local and global tours, special events and informal interest groups.

School of Education — Campaign Co-Chairs Mary '78, '19 and Ted Kellner established a second professorship in the School of Education through a gift from the Kelben Foundation. The Mary and Ted Kellner Chair in Educational Psychology is held by Nadya Fouad, who says the professorship kept her at UWM.

School of Freshwater Sciences — The Kikkoman Healthy Water Labs were named in recognition of a \$1 million gift from Kikkoman Foods and its dedication to clean water for all. The labs focus on ecosystem dynamics, water technology, and human and ecosystem health.

School of Information Studies — More than 89 percent of the money raised for the School of Information Studies during this campaign supports scholarships. Several donors, including generous alumni, have included significant gifts for the school in their estate plans.

Sheldon B. Lubar School of Business — Laura Peracchio became the first holder of the Judith H. and Gale E. Klappa Endowed Professorship of Marketing, which was created through a gift from the We Energies Foundation and the Wisconsin Public Service Foundation in honor of retired CEO and Campaign Co-Chair Gale Klappa '72, '11 and his wife, Judith.

UWM Libraries — UWM Libraries expanded its Special Collections through a gift from Jerome Buff, a collector of rare books and the father of Professor Rachel Buff of UWM's Department of History. The gift included a vast collection of rare books, first editions, fine-press publications and artists' books.

Dear Friends of UWM,

Thank you for being part of this historic achievement!

When we agreed to co-chair this campaign, we made a commitment to work to make UWM a stronger and more vibrant university.

Each of us has a different connection to UWM: We are alumni who hold special memories of our years on campus, we lead businesses that rely on UWM for our workforce, and we've seen firsthand how important UWM is to the entire state of Wisconsin.

We all love UWM and believe in its mission.

It's a place where hardworking students of any age receive an education that will change the trajectory of their lives. UWM serves as a wellspring of innovation, knowledge and culture that enriches our community and the world beyond.

We feel privileged to have helped lead the campaign for this great university, and we are thrilled that so many of you contributed to this endeavor. The fact that nearly half of our 21,236 donors gave for the first time shows that our message was heard: UWM is worthy of your support.

Thank you for joining us. Together, we have shaped the world.

Sincerely,

Michael and Sheila Falbo

Douglas Hagerman

Mary '78, '19 and Ted Kellner

Gale Klappa '72, '11

Marianne '13 and Sheldon '88 Lubar

Beth '69 and W. John '69 Pritchard

Lorin Radtke '90

Jim Ziemer '75, '86, '08

CO-CHAIRS



Michael and Sheila Falbo



Douglas Hagerman



Mary and Ted Kellner



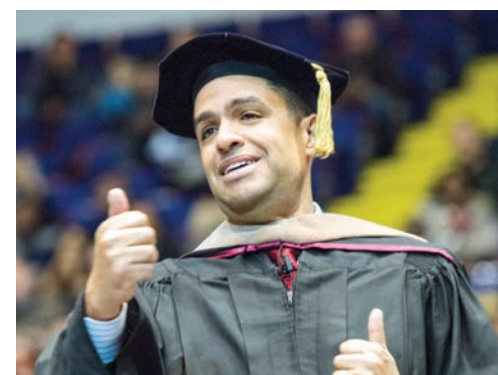
Gale Klappa



Sheldon and Marianne Lubar



John and Beth Pritchard



Lorin Radtke



Yvonne and Jim Ziemer

THANK
YOU

READ MORE STORIES OF
IMPACT AT [UWM.EDU/GIVE](https://uwm.edu/give)

