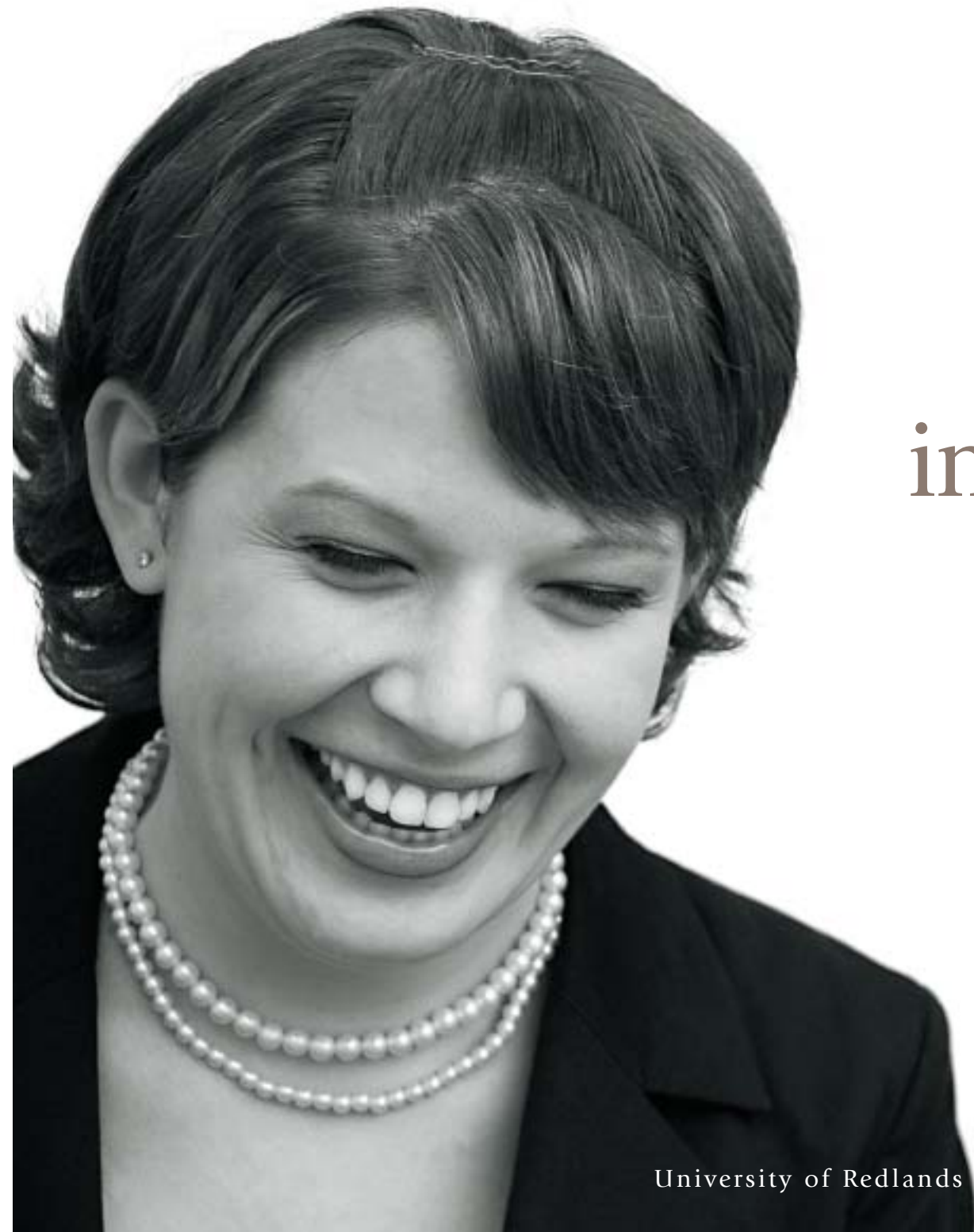


“Everything you can
imagine is real.”
—Pablo Picasso



imagine

“Great liberal arts universities have significant endowments. Building our **endowment** is critical for the next level of development at the University of Redlands.” — President James R. Appleton

Endowment	
Endowed Scholarships	\$ 20,000,000
Endowed Faculty Chairs	\$ 10,000,000
Other Endowed Faculty Support . . .	\$ 7,000,000
Facilities	
Facility Maintenance Endowment	
Stauffer Complex for Science, Mathematics and Environmental Studies	\$ 2,000,000
Memorial Chapel	\$ 2,000,000
Program and Student Travel	
Endowments	\$ 5,000,000
Salzburg Semester Endowment	\$ 3,000,000
Other Endowment (restricted)	\$ 2,000,000
Endowment (unrestricted)	\$10,000,000
Redlands Fund	\$10,000,000
Program Support	\$ 5,000,000
Facilities	
Stauffer Complex for Science, Mathematics and Environmental Studies	\$ 8,000,000
Wallichs Theatre and Fine Arts Facilities	\$10,000,000
All-Weather Track	\$ 1,500,000
Other Special Gifts	\$ 4,500,000
Total:	\$100,000,000

The cornerstone of The Centennial Campaign is boosting the University’s endowment. More than \$60 million of our \$100 million goal is earmarked for endowment gifts, which support a range of important programs from faculty research and student scholarships to overseas study programs and facility maintenance.

The Centennial Campaign is essential to ensuring another century of excellence at the University of Redlands. Envisioned as a comprehensive campaign, this initiative seeks to raise \$100 million from alumni and friends to support five key areas—endowment, program support, the Redlands Fund, specific building project and special gifts. There are gift opportunities at all levels. Every gift, large or small, is important to the success of the Centennial Campaign.

professor art svenson, david boies professor of government

My mom taught me that if I don’t dream, I can’t have a dream come true. She’s right, of course, and this job at this University surely is one of my biggest and best to come true. I love my job. I love it because of the people I get to work with.

Our students are bright, engaging and future-oriented. They make my time with them evaporate. After a quick “good morning,” class is a wonderfully exhausting blur of questions, debate, chalk dust and discovery. The end seems to arrive before the beginning begins. Work? This is fun.

And my colleagues? Well, if you’re curious and not afraid to reveal what you don’t know, then asking them a question is like walking onto a page of an encyclopedia. They are serious, deep, passionate and accessible. My colleagues are my search engines... Google doesn’t have it so good.

Being named David Boies Professor of Government happened utterly without warning; it’s a humbling honor. That said, it took me about three minutes to figure out what had happened: this distinguished chair is really about no one in particular.

David Boies ’64, arguably one of the best attorneys in the country, gave an enormously generous gift to the University of Redlands when he established this endowed faculty position. He did so in appreciation for the University’s long tradition of teaching excellence, for the classroom magic that generations of Redlands professors have worked to create—the very magic, all must know, that inspired David Boies when he was a Redlands student.

I want them to know I love my job.

His gift also acknowledges that the best from our past guide and inspire our present, in every class and at every corner of this University. He’s right, too. I would challenge anyone to find a faculty as dedicated as ours is to perfecting the art of teaching. And the scholarship and creative expression that gets produced before and after class? I think our founding sisters and brothers would be delighted.

You know what else? David’s gift demonstrates just how much he trusts our present to determine our future. He invested wisely, I know that. A gift like his to the endowment ensures that the University faculty of today, building upon the excellence that has defined its first 100 years, will propel Redlands into another century of growth.

For all those wildly diverse reasons we advance in hiring faculty to replace ourselves, at the center of their future mission will always be teaching excellence. For this reason, our faculty will continue to make an impressive University even more so. As for me, I trust my replacement will have landed their dream job. Just as I did in 1981.

Please join us in this important effort. Because the Centennial Campaign has room for your dream, too.



koqunia “ko” forte ’05

Koqunia Forte '05 is used to telling her own story. As a former Bulldog Caller—those are the students who solicit contributions to the Redlands Fund over the phone—she became adept at describing how she wouldn't have had a chance to attend the University of Redlands without the generous contributions from alumni and friends.

She learned to briefly share the facts of her life: That her family couldn't afford to pay for an independent liberal arts education, that the help she received from her church and community weren't enough to close the gap and that she almost couldn't believe how much the University offered her in financial aid. She learned to end her calls with a reminder of how important financial aid was to “students like me.”

Truth be told, there aren't many students like her.

When you meet Ko, a musical theatre major, the facts about her life become real and tangible. When you hear her perform—watch her transform from a quiet young woman into a confident star-in-the-making—you suddenly understand

why the push to boost the University's endowment is so urgent.

Without endowed scholarships, Ko wouldn't have been able to attend Redlands. Without Redlands, would she have had the chance to attend a prestigious summer theater program in New York? Would she have found a vocal coach who so greatly improved her abilities?

“I would be a totally different person,” she says. “I have grown so much as a person and a performer as a student here. Redlands has given me skills and knowledge of things that I wouldn't have learned otherwise.”

Ko applied to Redlands on the advice of her high school choir teacher, who told her that the University had one of the best music programs in the country. Redlands also offered the other things

she wanted in a college: The chance to live on campus, a beautiful setting and the opportunity to develop relationships with her professors. While the price tag was a nagging concern, at first she simply worried about getting in.

“I knew this was a small school, and I had to audition for acceptance into the School of Music program,” she says. “I kept asking myself, ‘Will I get into such a selective school?’”

She did. And now she's almost ready to leave. She'll graduate in May 2005 with a bachelor's in music theatre. She wants to move to New York and pursue a career on the stage. But whatever her career brings her, a broader goal drives her.

“Performance is the gift God has given me to encourage people who feel hopeless,” she says. “I will use my talent to educate and inspire my community.”

Increasing our ability to recruit the best and brightest students and performers will provide future generations the opportunity to afford the one-of-a-kind education that is found at Redlands. You can be a patron of the arts by establishing an endowed scholarship during the Centennial Campaign.



jeff cason '06

Jeff Cason had been to Europe before. A couple of times, actually.

During one trip, he stood along a rope line to watch the funeral for England's Queen Mother. As the slow, regal procession of the Royal Family passed by, he knew that any future trip to England would pale in comparison to such an important, historic event.

That was before he joined his fellow Chapel Singers on a tour of England.

Last summer, Music Director Jeffrey Rickard and the Chapel Singers were accepted into the prestigious, invitation-only British-American Church Music Festival, a program designed to give choral groups the chance to sing in some of the most historic settings for choral music in the English-speaking world.

The invitation, however, was only the first step. Rickard had to raise the money to make it possible. For months, the singers practiced without knowing if they would actually be able to make the trip.

Every couple of months, a new donation would be announced, Jeff recalls. And then, one month before they were scheduled to leave, a final gift came in that put them over the top.

There are no words, Jeff says, to

describe the way music swirls above you and lingers in the air of St. Paul's Cathedral, even after you've carried the last note.

No words to describe how it feels to see "University of Redlands" on a sign outside places like St. Paul's Chapel in Convent Garden or Canterbury.

For most of the student singers, it was their first trip abroad. And even though Jeff had been there before, being there with his friends and fellow singers was like seeing it and experiencing it for the first time.

"I love learning. I love history, and being immersed in other cultures," says Jeff, a student in the Johnston Center for Integrated Studies. "It was an opportunity to experience something completely unlike anything in the United States."

At the University of Redlands, there exists a deeply held belief that the lessons learned outside the classroom enrich the ones learned inside. Trips like the Chapel Singers summer tour allow students to experience cultures different from their

own, to see the world through a new lens, to forge friendships that will be remembered—even if they don't last forever.

"It gave me a chance to bond with a group of people creatively in a way I've never experienced before," Jeff says. "We were all contributing, all equal parts of the whole. For all of us, it was a once-in-a-lifetime experience."

An entertainment business and production major, Jeff says he'd like to start his own stage production company one day. Redlands has already allowed him to produce two shows, something he probably wouldn't have been able to do at most other universities.

He knows he'll remember the Chapel Singers tour for the rest of his life. And the memory will inspire him.

"I want to create," he says. "Whether it's music or a show, the driving force behind everything I do is creating something where there was nothing before."

Like the music soaring above him in St. Paul's Cathedral.

Travel opportunities provide students with unique experiences that expand their Redlands education. The Centennial Campaign seeks to raise \$8 million in endowed gifts for travel programs such as the Salzburg Semester, athletics, internships and the arts.



I want to create
something where
there was nothing.

ron & cheryl lossett

We want to raise

the **profile** of this
university.

For some people, philanthropy is a way of life. A philosophy that if life has been good to you, then you should give back.

Ron and Cheryl Lossett are those kinds of people. Neither one attended the University of Redlands, but they've lived in the community for more than two decades. Long enough to feel a strong connection to the University. Long enough to send one of their children here. Long enough to include the university among the benefactors of their lifelong generosity.

Ron serves as a member of the university's Board of Trustees, and the couple recently made a gift to The Centennial Campaign that allows the creation of a visiting scholars endowment. Through this endowment, the University will be able to

attract world-class musicians, scholars, artists and scientists for temporary faculty positions—some as short as a few days, others as long as a semester.

Ask any academic what factors help to raise a university's profile, and the answer will almost always include the university's ability to attract visiting scholars.

"In any given year, I want this University to be able to attract the best possible person in any department," Ron says. "I

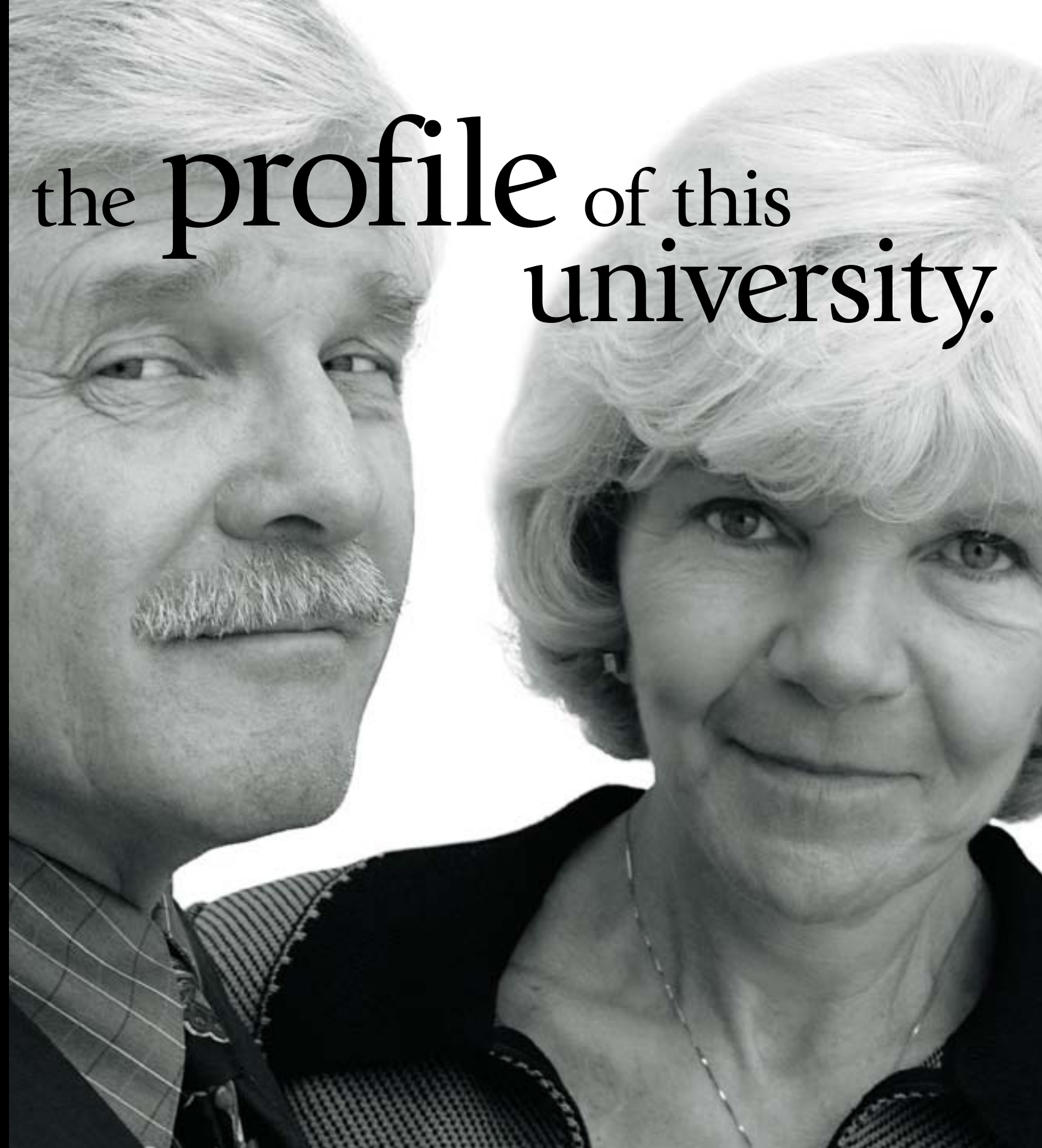
hope we can invite outstanding professors to come here, spend time here and convey their knowledge in a way that otherwise would not have happened."

Cheryl hopes the long-term benefits will extend to students.

"Students gain something from having an acquaintance with a certain professor," she says. "I hope this will result in that. Professors can make such a difference on a student."

The University of Redlands mourns the loss of Trustee Ron Lossett, who passed away shortly before the printing of this book.

{ *Endowing opportunities to attract outstanding visiting scholars is part of a \$17 million Centennial Campaign initiative for faculty support.*



linda johnson roesch '62

Sometimes when it's cold outside and snow blankets the New Hampshire landscape, Linda Johnson Roesch '62 likes to return to her dark room. It's warm in there, she says. Cozy. She turns on some quiet music and waits for the magic.

That's what it's like when an image appears from the white nothingness of photo paper. Like magic.

A former teacher, Linda is now an accomplished photographer and painter. She says the sense of wonder that comes with creativity never goes away. And she spends as much time sharing that wonder with others as she does in creating her own.

"Art is all around us. It's a huge part of our everyday experiences," she says. "The most creative people on this Earth have been artists in some way. A cre-

ative mind can excel in math and business. It doesn't just have to be about presentation on the stage or in a gallery. It's important for schools to not ignore this. It's important to have studios open to students who are not art majors, so a student majoring in science or math can go in and create something. To be able to express themselves and to enjoy that."

That is the thinking behind the Linda Johnson Roesch Fine Arts Endowment. Linda and her husband, Rick, established an endowment that would allow the art department at the University of Redlands

to buy necessary supplies and materials at the department's discretion.

Her dream is for the University to someday have greater art facilities and a center where even non-art majors could create and enjoy art.

"Just as people who are not musicians enjoy listening to music, students who are not artists would benefit from a center to view art and receive some education," she says. "A place that could inform them so they could continue to learn. So that every student could be prepared to go to a museum and enjoy what they see."

Gifts such as the Linda Johnson Roesch Fine Arts Endowment provide faculty with the resources to enhance the classroom experience. The Centennial Campaign seeks \$5 million in programmatic endowments to ensure these enhancements in perpetuity.



I want them to
be inspired
by art.

julianne levings '75

In the early part of the 20th Century, a young man bought a desk and a phone in an otherwise sparse office in downtown San Francisco. The city was coming alive, and it was a time when an entrepreneur could make a name and a fortune with a little grit, spit and determination.

That's what Ralph Roesling did. What started with a few phone calls grew into a vegetable oil empire. And his life's work left his descendents with a financial foundation that meant not having to worry about how to pay for college.

But that wasn't his only, or perhaps his most significant, legacy. The vision that made him a natural-born businessman was part of the same foresight that made him realize—quite ahead of his time—that even girls needed an education.

Today, one of those girls is now a pioneering woman in her own right.

Julianne Levings '75, one of Roesling's granddaughters, became one of the few female hydrologists in the United States in the late 1970s. Thanks to his encouragement and financial assistance, Julianne was able to pursue undergraduate and advanced degrees in geology and hydrology at a time when few women ventured into those fields.

"Bless his heart, because for his age,

his thinking was pretty enlightened," laughs Levings, who is now a program manager with the U.S. Department of Energy. "He believed in education, and his support enabled me to go to college."

To honor her grandfather's legacy, Levings established the Roesling Endowed Science Scholarship at the University of Redlands. It's designed to give other young women a chance to pursue coursework and careers in science and technology.

She knows firsthand the kinds of subtle, and sometimes not-so-subtle, obstacles that women face in those fields. She recalls that early in her career she would walk into the employee cafeteria and conversations would cease. At meetings, the only empty chairs in the room would be on either side of her—the only woman in the room.

She fears that after years of progress, women are falling behind.

"A few years ago, I began to notice a thinning in the ranks of professional women," she recalls. "I looked around and thought, where did they all go?"

She realizes that a scholarship alone

isn't enough to close the scientific gap between men and women. It takes personal tenacity, an aggressive spirit and strength.


"If girls show even a little bit of fear, it's so easy for a counselor or someone else to say, 'Don't worry. There are other things you can do.' But I know all about that lack of confidence," Levings says. "And I know that the only way to deal with it is to just do it. Every day. I decided over time that, by God, I'm going to just do what I love to do."

That's what you might call a little grit, spit and determination.

A legacy from a man who still went into the office a couple of times a week even into his 90s.

"I was always so fascinated by my grandfather," Levings says. "Wouldn't it have been great to be in San Francisco at a time when there was such opportunity? Thanks to my grandfather, I had an advantage that most people didn't get. I'd like to give other young women that kind of opportunity."

The University has a long history of providing students with the resources to achieve their dream of a Redlands degree. The Centennial Campaign goal of securing \$20 million in endowed scholarships will have a lasting impact on generations of deserving students.



I want them to
have the **same**
opportunities
I had.

megan prosser '05

It happened suddenly, in the cruel way that cancer too often does.

The phone call. The surgery. The inevitable.

Within a week, Megan Prosser learned that her Aunt Marilyn had cancer and that she wouldn't be able to fight it. It was a loss her family already knew too well. Megan's grandfather, Arnold, also died of cancer when Megan was in eighth grade.

Until her aunt's death, Megan never questioned what she wanted to do with her life. She wanted to help the sick, probably as a pediatrician. But that goal took a slightly different direction after Marilyn's sudden passing just over a year ago.

Megan no longer wants to help the sick. She wants to cure them.

"Having experienced it personally, and realizing how many people have been affected by this disease, it's just something that I'm very passionate about," Megan says.

With every new generation of doctors and scientists that the world produces, there comes a hope. It's the hope that this will be the generation that will finally find a cure for diseases like cancer that have cost so many lives and shattered so many families.

Megan is well on her way to being a leader of the new generation.

As a biology major at the University of Redlands, Megan has already had the opportunities to conduct research at a level that most students have to wait until graduate school to experience.

Alongside biology Assistant Professor Lisa Olson, Ph.D., Megan has taken part in a study of the side effects of chemotherapy. Specifically, they're trying to find out if silencing a gene found to be associated with chemo's side effects would allow doctors to treat the disease with greater efficacy while minimizing the side effects, such as heart failure.

"It seems that with most diseases, a treatment may be found that is strong enough to kill diseased cells, but, as with this drug, there are also harmful side effects," she explains.

The study is a continuance of research Professor Olson conducted at Johns Hopkins School of Medicine in Baltimore. Olson joined the Redlands faculty in 2003 because she wanted to work for a university that would allow her to spend as much time in the classroom as in the lab.

Every time she enters the lab, Megan is thankful Redlands was able to attract someone like Professor Olson into its faculty ranks.

"I have so many opportunities at Redlands to conduct independent research that other schools don't offer," Megan says. "I have more lab experience and more one-on-one attention with my professors."

The experience will likely give Megan an advantage in admissions into graduate schools, something she learned first-hand last summer.

"I did some pre-interviews with several graduate schools," she says, rattling off names like Harvard and Johns Hopkins. "They have you explain what you've learned, and they're impressed that I've had this kind of research experience. They say, 'Wow, you've already done that?'"

More importantly, however, the experience has given Megan a head-start on her dream.

It's a dream she sums up in a single, confident sentence.

"I want to cure cancer."

Long the hallmark of the University, positive faculty relationships are at the core of the student experience. By endowing student—faculty research programs, the Centennial Campaign will ensure that future students like Megan will have the chance to follow their dreams.



I want to **Cure** cancer.