WE WILL.
THE CAMPAIGN FOR NORTHWESTERN
We will is an invitation to the Northwestern community to join together to solve society’s most critical challenges. We will unite as thinkers and innovators to advance knowledge for the greater good. We will act now to accelerate Northwestern as an engine for positive change in the world.
WHO WILL MEET THE NEXT CHALLENGE?
WE WILL.
Weaving together stories from Peter Pan, Alice in Wonderland, and The Wizard of Oz, 2013’s Flying Home was the latest Waa-Mu original musical. Students taught by David Bell, Donald G. Robertson Director of Music Theatre, wrote the book, music, and lyrics and collaborated with student orchestrators, arrangers, stage managers, and actors. By the final curtain, the 82nd Waa-Mu Show had showcased the talents of more than 200 Northwestern students.
WE WILL.
Ever since disassembling and reassembling her relatives’ watches as a young girl, Monica Olvera de la Cruz ’16 P, Lawyer Taylor Professor of Materials Science, Engineering, and Chemistry, has been fascinated by what makes the universe tick. Today her research explores how molecules organize themselves into complex structures. Her work has shed light on defects frequently observed in the cells of people with cancer and other diseases, research that may ultimately lead to potential therapies.
WE WILL.
Those who bleed purple know the power of community. It is felt from Ryan Field on a game day to the lakefront on Dillo Day and from the Dolphin Show to the 30th hour of Dance Marathon. Our traditions – athletic, artistic, social, and serving the community – bridge generations and forge lifelong connections.
“Fierce optimism is a Northwestern signature. It means believing the most important thing we will do with our lives is this: to never stop raising the bar.”

PRESIDENT SCHAPIRO

Northwestern is a community of individuals who accomplish the extraordinary. It has always been an entrepreneurial, pioneering place. There is a deep pride here in being innovative, and we never lose sight of the good we can do putting those innovations to work. Together, we approach problems by combining the best minds from a range of fields to find realistic solutions that improve and enrich lives.

At Northwestern we take strength from the past and move it forward, not resting on our laurels but working to make a real, lasting change in the world. That fierce optimism is a Northwestern signature, and it means believing the most important thing we will do with our lives is this: to never stop raising the bar.

As we have seen with Northwestern’s ascendance in recent years, the rest of the world is taking notice of this drive and ingenuity that is, for us, foundational. In the future, we can harness this strength to play an even bigger role in solving the challenges we face as a society, in preparing global leaders, and in creating knowledge and art that inspire. We must challenge ourselves to chart an ambitious course forward — one that builds upon the essential genius of our community and directs our efforts and investments toward the areas where we can make the greatest impact.

We are at a crossroads in Northwestern’s history: a tremendous depth and breadth of possibilities stand before us. Guided by our strategic plan, Northwestern Will, we will follow well-conceived pathways to maximize our impact. As we put this Campaign into place, everything we do is to enable our remarkable students and our world-class faculty of researchers and teachers, thought-leaders and artists, to achieve their promise.

We have launched We will. The Campaign for Northwestern to provide the resources necessary to realize these bold aspirations, to unite as a community, and to shape the world. I invite you to read about our ambitions in the following pages and then join us in this transformative endeavor.

With sincere appreciation,

Morton Schapiro
President and Professor
Two years in the making, encompassing three campuses, and engaging students, trustees, staff, and faculty, the University’s strategic plan is our road map for the future. It is titled Northwestern Will, because we are resolved to achieve these goals and we are confident that we are the ones to pursue them.

The plan’s foundation rests on Northwestern’s distinctive assets: our entrepreneurial and pioneering spirit; unconventional collaborations; an energetic community of students, scholars, and alumni; a dual passion for research and teaching; and an intense desire to put ideas into practice for the greater good.

With the University’s astounding trajectory in recent years, we have never been in a better position to capitalize on our strengths and propel Northwestern to the highest echelon of the world’s research universities. To build on our momentum and seize this pivotal moment require significant investments across the University.

We will. The Campaign for Northwestern is a call to pursue these aspirations with full force. It is a University-wide fundraising effort that will realize this transformational vision.

To learn more about the strategic plan, visit wewill.northwestern.edu/strategicplan
STRATEGIC PRIORITIES

Discovery and Creativity  We will shape innovative solutions to global issues and develop new forms of creative expression.

Student Experience  We will make a Northwestern education more accessible to the very best students, regardless of their financial resources. And we will provide the academic and real-world learning experiences that prepare students to become the leaders and problem-solvers the world needs.

Campus and Community  We will build a vibrant, diverse, and inclusive community on our campuses.

Global Connections  We will bring Northwestern to the world and the world to Northwestern.
WE WILL.
FOR DISCOVERY
AND CREATIVITY
Chad Mirkin, George B. Rathmann Professor, is a member of the President’s Council of Advisors on Science and Technology and one of only 15 researchers to be elected to all three U.S. National Academies. Professor Mirkin directs Northwestern’s International Institute for Nanotechnology (IIN), which catalyzes and supports interdisciplinary research in transformative nanotechnologies, with applications in medicine, energy, food and water supply, security and defense, and more. The IIN has positioned Northwestern as a world leader in the field of nanotechnology.
As one of the world’s premier research universities, we continue to explore new knowledge, invent new forms of creative expression, and find new solutions to some of the most pressing issues we face as a society. We have identified 10 areas in which to invest our resources most heavily – fields where Northwestern can and should have the greatest impact:

- Biomedical Sciences
- Design
- Energy and Sustainability
- Global Health
- International Studies
- Markets, Social Structures, and Public Policy
- Media
- Nanoscience
- Performing Arts
- Writing and Oral Expression

We will target these areas with our characteristic interdisciplinary approach, collaborative ethos, and pioneering spirit. Investments in the people, facilities, research, libraries, and information services that drive innovation in these areas will amplify our ability to improve and enhance lives around the world.

Carol Lee, Edwina S. Tarry Professor of Education and Social Policy and a member of the National Academy of Education, is a former Chicago Public Schools teacher whose research demonstrates the power of drawing on students’ cultural knowledge and lived experiences to support rigorous learning. Her professorship is named for the late Edwina Tarry ’38 MA, MS, a staunch supporter and alumna of the School of Education and Social Policy and a teacher herself.
We will expand our research enterprise and creative platform by investing in facilities for biomedical research, innovation and entrepreneurship, performance, and collaborative learning.
A Next-Generation Business School with Global Connectivity

Trustee Jeff Ubben ’87 MMGT, ’11 P, cofounder of ValueAct Capital, gained early investing experience as president of Kellogg School of Management’s Investment Management Club under the guidance of world-class faculty. Kellogg prepared him to take calculated risks in his own investment career, and now Jeff is helping new generations benefit – in Evanston and around the world. Jeff’s significant gift, one of several generous seed endowments from benefactors, helped Kellogg break ground on a stunning lakefront headquarters in fall 2013.

As part of a strategy to advance business and economics education and thought leadership for the 21st century, the new facility will serve as the headquarters for both Kellogg and the Department of Economics in the Judd A. and Marjorie Weinberg College of Arts and Sciences. By housing both areas, the facility will bring together esteemed faculty and a breadth of new ideas to create a multidisciplinary model that is unique among top-tier universities.

The opportunity to support the growth of the Economics Department, which has become one of the most preeminent departments in the country, was appealing to Trustee Herbert Gullquist ’59 and his wife, Anne Gullquist ’59. The new lakeside facility and the department’s close proximity to Kellogg uniquely position Northwestern to address business enterprise topics crucial in today’s marketplace.

The building also will inspire new forms of learning and collaboration. It’s where faculty like Sergio Rebelo, Tokai Bank Distinguished Professor of International Finance, will work with thinkers across the globe on path-breaking research in areas such as emerging markets, globalization, macroeconomics, and monetary policy. Professor Rebelo has been a consultant to the World Bank, the International Monetary Fund, the Board of Governors of the Federal Reserve System, and the European Central Bank.

The new Kellogg hub will bring the world to our doorstep – that’s why benefactors around the globe have invested in this vision. The family of Shigeru Uehara ’06 MBA, one of Kellogg’s most prominent young alumni in Japan, made a significant gift, as did Mark Siao Hing Pu ’12 P, ’14 P, ’16 P, an entrepreneur and international CEO. As a strategist to Fortune 500 companies seeking to achieve their goals in China, Mark is no stranger to the complexities of the global economy. And as a Northwestern parent, Mark, along with his wife, Amy, appreciates the University’s increasingly international community and preparation for leadership in international careers.

“Kellogg fosters a strong sense of community and responsibility. It deserves to and needs to remain among the best business schools in the world. A new building on the lakefront is part of keeping the school in its rightful place.” Jeff Ubben
Advancing Life Sciences, Transforming Lives
Marrying biological and electronic systems can yield advances in drug discovery, bioweapon detection, even computing, and Milan Mrksich is the perfect matchmaker. The Henry Wade Rogers Professor of Biomedical Engineering, Chemistry, and Cell and Molecular Biology came to Northwestern specifically to continue his work with the International Institute for Nanotechnology (IIN). He conducts his work in the new Willens Engineering Life Sciences Wing – a six-story, 50,000-square-foot facility in the Technological Institute for students and faculty working at the intersection of engineering and the biomedical sciences, made possible by a generous gift to the IIN from Ronald and JoAnne Willens ’81 P, ’84 P, ’11 GP, ’15 GP.

With access to the latest technology, Professor Mrksich’s ability to run protein experiments is now staggering. Ron Willens, a pioneering engineer who expanded the commercial possibilities of the Internet, knows that the right technology drives progress. Research in the Willens Wing will provide those technological drivers for years to come.

“Everything we do with patients today started somewhere as an experiment. That presents a critical issue: what can we do as an institution to improve human health beyond the individual patient? One of the most important things is to double the size of our research enterprise. And to do that, we have to build this new research building.”

Eric Neilson, MD, vice president for Medical Affairs and the Lewis Landsberg Dean of Feinberg School of Medicine
**Top Legal Minds**

A signature strength for Northwestern Law is the interdisciplinary training of its faculty – with the highest percentage of JD-PhDs of any law school in the country. Joint appointments in the University’s other world-class schools and prestigious professorships attract the exceptional, well-rounded faculty who differentiate Northwestern.

Shari Seidman Diamond ’70 MA, ’72 PhD, Howard J. Trienens Professor of Law and Professor of Psychology, is one such star, one of the foremost researchers on jury process and legal decision-making. “At Northwestern there’s a premium on interdisciplinarity,” she says. “The connection between having a law degree and expertise in another field makes us far better prepared to answer major issues of the day.”

Endowed professorships like Diamond’s, named in honor of Howard Trienens ’45, ’49 JD, ’79 P, ’95 H by his partners at Sidley Austin LLP, help attract and retain superior faculty. And few names represent significant contributions to law, business, and leadership like Howard’s – he is former general counsel of AT&T, clerk to a U.S. Supreme Court Chief Justice, University trustee since 1967, and one of the first recipients of the Law School’s Distinguished Alumnus Award. The philanthropy of Howard and his late wife, Paula Trienens ’47, has helped shape Northwestern, and a generous bequest is now making their legacy a permanent part of our future.

The Nicholas D. Chabraja Professorship, named for Trustee Nick Chabraja ’64, ’67 JD, is unique in that it dually supports the Law School and Kellogg. Bernard Black, a nationally recognized expert in corporate law and finance and health care regulation, is the inaugural holder of the professorship. Professor Black, who has served as a policy advisor to the U.S. government and countries throughout the world, embodies Northwestern’s innovation in the increasingly integrated fields of business and law.

We will bring the best faculty from around the world to Northwestern through endowed professorships.
We will support the creation of new knowledge that improves peoples’ lives.

A Beacon of Hope for Sufferers of Debilitating Diseases
After his brother, Jim, was diagnosed with a life-threatening neurological disorder, John G. Danhakl witnessed firsthand Northwestern Medicine’s research at work: an adult stem-cell transplant performed by Richard Burt was successful for Jim. In gratitude, and to see others benefit from groundbreaking research, John and his wife, Katherine, made a significant gift to Northwestern’s Division of Immunotherapy and Autoimmune Diseases – one of the few places in the world performing clinical trials, treatment, and research utilizing stem-cell transplantation for autoimmune and vascular diseases.

“I went from running a marathon to barely walking 200 to 300 feet. When your life is being robbed of you, it’s very difficult to have hope. By the time I saw Dr. Burt, I was in a wheelchair. This procedure is saving people like myself.”
Jim Danhakl

Richard Burt

Richard Burt, Professor and Chief of the Division of Immunotherapy, was the first investigator in the U.S., and in some cases the world, to demonstrate that hematopoietic stem-cell transplantation can induce remission of autoimmune diseases, such as multiple sclerosis, systemic sclerosis, lupus, Crohn’s disease, Type 1 diabetes, and rheumatoid arthritis. Dr. Burt began this work in the laboratory more than 25 years ago before obtaining approval from the FDA. In 2006, the journal Scientific American listed Professor Burt, along with Mac founder Steve Jobs, as one of the top 50 people in the world whose work is improving humanity. “To see patients come to us from every part of the world who are suffering and see them get better, there’s nothing more rewarding than that,” says Dr. Burt.
Named one of Scientific American’s 50 scholars “shaping the future of technology,” Samuel I. Stupp ’77 PhD, Board of Trustees Professor of Materials Science and Engineering, Chemistry, Medicine, and Biomedical Engineering, develops nanoscale materials to regenerate tissues and organs such as bone, cartilage, the spinal cord, the heart, and the brain and also to target therapies for cancer, atherosclerosis, as well as other cardiovascular diseases. He directs the Louis A. Simpson and Kimberly K. Querrey Institute for BioNanotechnology in Medicine, named in recognition of a transformative gift from Trustee Lou Simpson ’58 and Kimberly Querrey.

“Sam Stupp’s work gives new hope to patients with spinal cord injuries, heart disease, cancer, or Parkinson’s. It is our honor to help Northwestern maintain its leading edge in nanoscience. We are inspired by the institute’s focus on improving people’s lives through new therapies.”

Lou Simpson and Kimberly Querrey
WE WILL. FOR DISCOVERY AND CREATIVITY
Launching Legal Careers, with a Foundation in Social Justice

From its inception, Northwestern Law has sought to advance social justice and human rights – from granting the first law degree to an American woman in 1870 to igniting the debate that led to Illinois’s moratorium on the death penalty in 2000. For J.B. ’93 JD and M.K. Pritzker, the cause is personal, driving their generous support of social justice and human rights programs at the Law School. “Our philanthropy has been focused on the promotion of social justice through teaching and the experience that students will carry with them the rest of their lives,” says J.B., a University trustee.

While known as a premier school for business law, Northwestern’s commitment to social justice, equality, civil rights and liberties, and human rights is embedded in its educational mission. Christa Seid ’16 JD, MBA came to Northwestern from Google with an interest in working for a media corporation. Little did she know that a class on international law would fuel a new passion: international surrogacy human rights.

“People at Northwestern are willing to collaborate to find solutions to problems – that’s something that I really was looking for in both a law school and a business school. I couldn’t find that anywhere else.” Christa Seid

Telling the Stories That Matter

There is a lot about Northwestern’s School of Communication that makes it ideal for training the next generation of documentary filmmakers – a history of shaping radio, television, and film; state-of-the-art equipment and facilities; and a unique culture of collaboration. But the School doesn’t just teach sound filmmaking, it urges students to find their unique voices, connecting with audiences through work inspired by the real world.

A new MFA program in Documentary Media welcomes its first class in fall 2014. A generous gift from Trustee Jane ’86 and Michael Hoffman ’72, ’73 MA/MS, ’12 P provides promising MFA students scholarship support and access to some of the most exciting professional filmmakers in the field through a visiting artist program. Their support comes at a pivotal time, as we seize the opportunity to lead the field, teaching the storytelling skills essential to depicting the human condition.

“This program will be an extraordinary platform for Northwestern to develop important documentary filmmakers.” Jane Hoffman

J.B. Pritzker

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J.B. Pritzker
WE WILL.
FOR STUDENT
EXPERIENCE
Thaddeus Tukes '16 loves jazz because it lets him "rewrite the story." Spoken like the music-journalism double major that he is. Thaddeus is writing his own, uniquely Northwestern story: Dillo Day performer, opinion editor for Pulse magazine, student government leader. The opportunity to pursue it all drew the Chicago public school graduate to Northwestern, and a Good Neighbor, Great University Scholarship paved the way.
We believe access to a world-class education should not depend on one’s financial resources – and that a diversity of backgrounds and life experiences benefits every student. These values drive our longstanding commitment to need-blind admission and need-based aid. We are one of few institutions to sustain these policies under recent economic pressure, and President Schapiro, an expert in the economics of higher education, has affirmed and strengthened this promise.

We make a four-year pledge of financial support to each admitted domestic undergraduate student with need. We reduce or eliminate debt obligations to help students pursue an education based on their true interests rather than income potential. We seek to attract the very best students – undergraduate and graduate – by offering competitive financial aid that puts Northwestern within reach.

Once they are on campus, students benefit from collaborative, interdisciplinary, and practical learning – hallmarks of a Northwestern education. They are inspired by interactions with faculty, research, study abroad, field studies, and co-curricular activities. We will connect these pursuits with traditional classroom learning in one unified, outstanding educational experience. And we will ensure these opportunities are available to all students, preparing them for leadership in a rapidly changing world.

Medill students like Gideon Resnick '15 aren’t just preparing for careers as journalists; they’re working as journalists – on the ground, alongside professionals. Gideon has already filed updates from Capitol Hill, written for USA Today, and blogged for the Huffington Post.
We will make a Northwestern education more accessible to the best students, regardless of their financial resources.

Investing in Tomorrow’s Leaders
Scholarships altered the course of Life Trustee Don Perkins’s life. He grew up in a single-parent household and attended a high school where few students went on to college, but scholarships enabled him to attend college, earn an MBA, and eventually become CEO of supermarket chain Jewel Companies, Inc. Don and his wife, Jane, have five children and one grandchild who attended Northwestern. They established a scholarship endowment to provide today’s students the same opportunities Don had. “I don’t think of it as a gift,” says Don. “It is an investment in Northwestern students.”

Jordyn Iger ’16, a Donald S. Perkins Scholar, is already paying that investment forward. The communications and international studies major traveled to South Africa in summer 2013 as part of Northwestern’s Global Engagement Studies Institute. Studying international development and helping build a restaurant in a rural village, Jordyn learned something about her own development: “Before I got there, I really didn’t think of myself as a leader. I came to realize that leadership isn’t just about being the confident one, the assertive one, always knowing what to do. It’s about using what you know.”

“I sometimes joke that I’m majoring in saving the world. But in all seriousness, what I want to do is help other people – find a way of enabling people to have the same opportunities, the same chances, the same amount of support to succeed that I have received so far and undoubtedly will the rest of my time here.” Jordyn Iger
Fostering Future Breakthrough Scientists
Patrick G. Ryan ’59, ’09 H, University Life Trustee and former board chairman, and Shirley Welsh Ryan ’61 are extraordinary benefactors to Northwestern who broadly support academic programs, scholarships, science, medicine, performing arts, athletics, and more. The Patrick G. and Shirley W. Ryan Family Fellowships were created to support graduate students dedicated to the exploration of fundamental nanoscience and applying this knowledge to benefit society. This program, managed by the International Institute for Nanotechnology, identifies and supports the finest graduate students and provides them with the education and experience to assume leadership roles in academia and industry. One recipient, Liangliang Hao from Shangqiu, China, is working in Chad Mirkin’s lab to apply nanotechnology to targeting cancer cells. Liangliang says she’s focused on “finding a bridge” between fundamental discoveries made in the lab and patient treatment.

“We have long supported the sciences at Northwestern, and we’ve been particularly captivated by nanotechnology and the preeminent role the University has – it’s a global leader.” Patrick Ryan

"My Ryan Fellowship allows me to develop my research from a multidisciplinary viewpoint – essential for becoming a successful researcher. It also prepares me to play a role in future nanomedicine research and introduces me to other emerging scientists." Liangliang Hao
We will broaden students’ academic perspectives through experiential learning, solving real-world problems and realizing their full potential.

Providing Hands-On Training, Serving Real-Life Clients
As a champion of clinical legal education, Neil Bluhm ’62 JD, ’95 has seen the impact of his giving extend far beyond Northwestern. The Bluhm Legal Clinic provides the best practical experience of any law school in the nation. Students not only receive training, they also dramatically improve clients’ lives — from towns plagued by hazardous waste to innocent people wrongfully convicted. A trustee and recipient of the Alumni Medal, Neil has also supported important initiatives at Northwestern Medicine, the Bluhm Cardiovascular Institute at Northwestern Memorial Hospital, the Bienen School of Music, and the Holocaust Educational Foundation of Northwestern University.

“Northwestern’s outstanding reputation for preparing students to work in the real world, whether they practice law or enter another field, is essential in today’s radically changing legal and business marketplace. To help the Law School meet the needs of new generations while also serving the public interest is very important to me.”
Neil Bluhm
Vikki Otero ’15 JD has always been fascinated by the law, despite being the first in her family to pursue it as a career. After discovering a passion for social justice and serving under-resourced communities, she came to Northwestern. Vikki plans on practicing public interest law with a focus on housing and tenant rights. A property class gave her the foundation, and work in the Bluhm Clinic’s Civil Litigation Center with clients in public housing will provide the perfect hands-on training. “It is exactly the work I want to do, and I couldn’t be more excited,” she says.

“I’m grateful for the Law School’s Loan Repayment Assistance Program. Not worrying about debt allows me to focus where I ought to be – on doing well in school and on doing good work in the community.” Vikki Otero

Nicole Harris (right) was convicted of murdering her son on the basis of an unreliable confession and despite her older son having told police that his brother accidentally strangled himself. Nicole, sentenced to 30 years in prison, sought help from the Bluhm Clinic’s Center on Wrongful Convictions. A team including Northwestern Law students, pro bono attorneys from the law firm of Jenner & Block, and Northwestern clinicians Steve Drizin and Alison Flaum (left) helped overturn the conviction. Center on Wrongful Convictions lawyers Karen Daniel and Judy Royal helped Nicole obtain her official “certificate of innocence” in early 2014.
Design for America students work on two to three design projects a year, working in teams to understand users’ needs, conceive ideas, make prototypes, and test potential solutions. DFA students must be bold enough to move forward with a good idea and fearless enough to go back to the drawing board.

A Model for Using Design for Good

Started at Northwestern, Design for America is a nationwide network of college students using design to create local and social impact. Students partner with community organizations to tackle challenges in education, health, and the environment. DFA has spread to 17 campuses across the country. When Trustee Gordon Segal ’60 and Carole Browe Segal ’60 endowed the Segal Design Institute, this was the kind of creative thinking and problem solving they hoped to inspire.

“Design for America has taught me that designing the smallest change in someone’s life can make the biggest impact. It has provided opportunities to apply what I have learned in a real-world setting. I have used problem solving and design thinking not only on my DFA project, but also in my academic work and in my life.” Wesley Youman

One DFA project seeks to prevent older adults from falling in their homes at night. Could a student invention reduce more than $30 billion in medical costs and help seniors regain their independence? Wesley Youman ’15, Donovan Morrison ’14, and Matthew Wilcox ’14 aim to find out with Luna Lights, a system that turns lights on automatically when a person sits up in bed. The team created a working prototype that turns lamps on and off wirelessly across a 50-foot range, and they are consulting with business and design mentors to further develop Luna Lights.
WE WILL.
FOR CAMPUS AND
COMMUNITY
Sculptures from the Mary and Leigh Block Museum of Art dot Northwestern’s lush Evanston campus, creating a perfect setting for a class discussion. Students put their heads together near Barbara Hepworth’s *Two Forms (Divided Circle)*, 1969, one of several bronze sculptures given to the University by Leigh B. Block. 
Sculpture: ©Bowness, Hepworth Estate
Northwestern is committed to providing an optimal environment for every member of our community to learn from and collaborate with others. Our vibrancy derives from the breadth of talent, training, and life experience found among our staff, faculty, students, and alumni. Diversity – in the fullest meaning of the word – enriches all areas of the community and is essential to our mission to cultivate tomorrow’s leaders and global citizens.

In recent years, we have expanded admissions outreach internationally and in underserved communities, substantially increased financial aid funds, boosted scholarship support for Chicago and Evanston students, and partnered with college access organizations like Posse Foundation and QuestBridge. These efforts have resulted in a Northwestern community that more closely represents the world at large.

The inclusive community we aspire to means not only having disparate groups share common space – it requires nourishing the connections, traditions, and shared passions that bind us together. This kind of environment helps attract the best students, broadens their horizons, and instills a sense of pride in and fondness for Northwestern that run deep.

Since 2009, new students have been officially welcomed to Northwestern with a ceremonial march through Weber Arch to Deering Meadow, cheered along by fellow students and family members.
We will grow stronger through the richness of diversity and inclusion.
Inspiring Students Committed to Serving
The first in his family to attend college, Adam Karr ’93 found Northwestern to be a world unlike any he had known. But the University’s challenging environment cultivated a sense of confidence Adam has carried with him ever since – from serving as president of Northwestern’s Associated Student Government, to business school, to succeeding in the competitive world of investment management.

Adam’s “game-changing” experience drives his current commitment to increasing college access and fostering future community leaders. “I want to put students in a position where they have the freedom to pursue those things they are most passionate about,” he says. For those with a passion for working in underserved communities, Karr Scholarships are just the boost they need to make a difference.

“The Karr Scholarship heavily affected my decision to come here,” says Shatara Cleveland ’17, whose future resume might just read: Northwestern alumna, law school graduate, community organizer, and mayor of Detroit. She was also drawn by the University’s efforts to promote campus diversity and inclusion, along with its opportunities to pursue original research – Shatara wants to examine juvenile incarceration of African American males. “It has been a interest of mine for some time, and Northwestern’s support can turn passions into projects.”

“I felt like I had so much ambition and passion, and if someone could just give me an opportunity, I would run with it. When I interact with students now, I see the same thing. That’s what’s so exciting.” Adam Karr
We will create connections through shared traditions and activities in the arts, service, athletics, and academics.
A Creative Laboratory Like No Other

The south end of the Evanston campus is home to the vibrant arts community at Northwestern, and the Virginia Wadsworth Wirtz Center for the Performing Arts is one of its most dynamic destinations. As many as 40 productions a year, including musicals, student productions, and the Imagine U family series, are mounted at the Wirtz Center, formerly known as the Theatre and Interpretation Center.

Generous endowed gifts from Trustee W. Rockwell “Rocky” Wirtz ’75 will ensure that Northwestern continues to be an epicenter of creativity for years to come. President of the Wirtz Corporation and chair of the Stanley Cup Champion Chicago Blackhawks, he is also a champion of the performing arts. Rocky has made a significant gift to the new Music and Communication Building and named the Wirtz Center in honor of his grandmother.

Bolstered by Rocky’s support, the Wirtz Center will continue to be an innovative training ground for students and an incubator for exciting new work. Much more than a facility, it is the home of a creative community energized by School of Communication faculty like Tony Award winner Mary Zimmerman ’82, ’85 MA, ’94 PhD, Jaharis Family Foundation Chair in Performance Studies; Tony Award winner Anna Shapiro, Marjorie Hoffman Hagan, Class of 1934, Chair in Theatre; and David Bell, Donald G. Robertson Director of Music Theatre, a professional director who has worked all over the world.

“We prepare students for careers as theatre professionals, but even more important is understanding the human values from which theatre comes. Knowing the breadth and depth of what theatre can be, how it can impact the lives of others – it is central to our education. That is what thrills me about Northwestern.” David Bell

The Block is Abuzz as Students Connect Art to the Classroom

Lisa Graziose Corrin, Ellen Philips Katz Director of the Mary and Leigh Block Museum of Art, is a dynamic presence on campus and in the art world. With world-renowned visiting artists, traveling exhibitions, and inspired outreach projects, she’s bringing Midwest art lovers to the Block, and the Block to the international stage. Corrin sees her charge as director, a position generously supported by Trustee Ellen Philips Katz ’70, as deepening the museum’s teaching mission across all fields.

“We aim to expose students to new concepts and differing points of view, in the interest of building well-rounded citizens. Getting up close with art and artists is a powerful way to do this.” Lisa Graziose Corrin
Strengthening the 'Cats Community
Common experiences – whether cheering on a team, dancing for 30 hours straight, or letting loose with a “primal scream” – bring the Northwestern community together, forging connections that last well beyond graduation. Just ask Trustee J. Landis “Lanny” Martin ’68, ’73 JD, ’02 P, ’08 P, who counts staying up nights to paint and guard the Rock as “a memorable part of my life back in the 60s.” Recognizing the galvanizing effect of shared passions, Lanny and his wife, Sharon Martin, made a significant gift to support one of Northwestern’s proudest traditions – Big Ten athletics. Lanny and Sharon Martin Stadium in the new lakefront athletics complex will house several teams that have given ‘Cats fans plenty to cheer about recently, including seven National Championships in lacrosse and back-to-back Big Ten titles in soccer. Lanny and Sharon are also generous supporters of the School of Law, the Bienen School of Music, and Northwestern Medicine.

“The new athletic complex is a great multi-use facility, not only for varsity sports, but for students and convocations. Creating more opportunities for the students to get together on campus is a great thing. Sharon and I really look forward to helping transform the Northwestern experience to a new level.” Lanny Martin

Working as a team is something Trustee Steve Wilson ’70, ’74 MBA knows well, both from his Kellogg education and his time in the Wildcat Marching Band. A gift from Steve and his wife, Sue Wilson ’70, will be recognized by naming the complex’s indoor athletic field, to be used by varsity, intramural, and club teams alike, as well as the Northwestern community at large. “Our student-athletes deserve facilities that mirror their commitment to excellence. Best of all, the new athletics complex will benefit all students,” says Steve. “We believe it is important to integrate student-athletes fully into the student body on campus.”
Wildcats cornerback Matthew Harris ’17 already had several offers from colleges, including other Big Ten schools, when he answered a fateful call from Pat Fitzgerald ’97, Dan and Susan Jones Family Head Football Coach. His family didn’t hesitate to jump on the purple bandwagon. “They were excited to have me come to Northwestern because of the way the University holds itself – at a high level,” says Matthew. “It’s a great education and a great football team.”

One of two true freshmen to play for Northwestern in 2013, Matthew now has another family to offer support – and advice on handling the rigors of football and academics. “I wouldn’t be able to make it work without my coaches, my teammates, and the professors,” he says. “Everyone looks out for each other. It feels like home, because everyone at Northwestern wants to see you succeed.”

“As a biomedical engineering major and cross country runner, Rachel Weathered ’16 epitomizes the Wildcat who excels academically, socially, and athletically. She even credits athletics with giving her the balance to be a better learner. And for student-athletes like Rachel, with feet planted firmly in both worlds, the new complex will bring athletic facilities closer to classes, friends, and other commitments. “Northwestern provides me unique experiences, whether on the cross country course or working with a client in a design course. I absolutely love that I can have both.”
WE WILL.
FOR GLOBAL CONNECTIONS
Students studying abroad cannot contain their purple pride at the Château de Chambord in the Loire Valley, France.
As a premier university, we are charged with creating knowledge and cultivating leaders. In today’s world these missions are, by their very essence, global in scope. Northwestern students, faculty, and alumni work to solve problems that have international reach, study and create works that transcend cultural barriers, and hone skills that help them thrive in a world of increasing mobility, complexity, and interconnection.

We have expanded our global impact by partnering with leading educational, cultural, and research institutions across the globe and establishing our first-ever international campus in Doha, Qatar. We prepare students for global leadership by broadening their perspectives at home and abroad. And we work with local institutions to drive innovation and change in the Chicago area and beyond.

We will continue this strategy on a larger scale and with deeper commitments – maximizing the value of our global education and research network; focusing on our strengths in areas such as media, global health, energy, and business; and investing in mutually beneficial partnerships that improve and enrich lives around the world.

During her study abroad with Northwestern’s program in Public Health and Development in South Africa, Smitha Sarma ’13, ’17 MD (left) spent two nights with a local family in the rural village of Hamakuya in Kruger National Park to learn firsthand about village life and culture.
We will bring the world to Northwestern through scholarship and research that advance understanding of other languages, cultures, and systems.
Understanding the Complexity in Middle East Relationships
A generous gift and bequest from the Crown Family expanded the Weinberg College of Arts and Sciences’ undergraduate teaching on modern Israel and renamed the University’s intellectual hub for Jewish Studies the Crown Family Center for Jewish and Israel Studies. The Crowns’ support is guided by their belief that students need to learn the history of and reasons for the complex relationships in the Middle East and that an understanding of Israel is key to that history.

Yohanan Petrovsky-Shtern, Crown Professor of Jewish Studies, historian, scholar of Latin American literature, and accomplished painter, exemplifies Northwestern’s interdisciplinary approach to Jewish and Israel Studies. He opens students’ eyes to a vast range of Jewish subjects – from Kafka to the Kabbalah – and the significance of Jewish life in history and culture throughout the ages and across many lands.

Convening and Cultivating Global Leaders
Generous support from Roberta “Bertie” Buffett Elliott ’54 established the Roberta Buffett Center for International and Comparative Studies, promoting dialogue on international affairs from religious freedom to energy security. Over the last five years, the Buffett Center has significantly expanded its interdisciplinary research and built a thriving undergraduate global engagement program.

Among the Center’s affiliated faculty is Brian Edwards, an associate professor and director of the Program in Middle East and North African Studies. Recently named one of the Chicago Council on Global Affairs’ Emerging Leaders, he hopes to break down cultural misunderstandings.

“Prejudice and stereotyping make us all weaker. It’s a pressing issue on both global and local levels. Public understanding of the Middle East and North Africa has never been more urgent, but older patterns have become further entrenched. That is a challenge worth working on.” Brian Edwards

Representing more than 30 University departments, Buffett Center faculty embed a global perspective in fields ranging from political science to performance studies. For Reginald Gibbons, Frances Hooper Chair in the Arts and Humanities, director of the Center for Writing Arts, and founder of the School of Continuing Studies’ creative writing program, “the humanities are a great conversation,” informed by a range of cultures. For several years, Professor Gibbons has brought writers from South Africa, Zimbabwe, and Nigeria to campus to place literature and publishing in different cultural contexts. “They bring our students experience of having truly lived in the world,” he says.
We will bring Northwestern to the world through investing in our research activities, locations, and partnerships abroad.

Painting the World Purple
Engaging with the world expands our influence and effectiveness. With more than 275 global programs – encompassing study abroad, exchanges, fellowships, internships, joint degrees, and research partnerships – we bring our expertise to the world while broadening perspectives at home.

(1) Northwestern’s first international campus in Doha, Qatar, brings two of our strengths, journalism and communications, to this critically important part of the world.

Kellogg’s Executive MBA program has partner campuses in (2) Hong Kong, (3) Beijing, (4) Tel Aviv, (5) Toronto, (6) Düsseldorf, and (7) Miami.

(8) The Indian Cinema Seminar, supported by Trustee Shyam Kothari ’14 P and his wife, Nina, and sponsored by the School of Communication with Annapurna International School of Film and Media in Hyderabad, exposes students to the Indian entertainment industry.
The Global Health Initiative, founded by faculty physicians at Chicago Lake Shore Medical Associates and supported through the generosity of their patients, has sent over 400 Feinberg medical students and residents to address pressing healthcare needs in more than 35 countries, including (9) Mexico, (10) Bolivia, and (11) Kenya.

The Wanxiang Fellows Program sends students and faculty to work on one of the world’s most important challenges, the development of sustainable green energy technologies, in (12) Hangzhou and (3) Beijing, China, through an agreement with the Wanxiang America Corporation.

The Keyman Family Program in Modern Turkish Studies, supported by Trustee Melih Keyman ’07 P, ’12 P and his wife, Zeynep, develops sustainable relationships with Turkish institutions and supports ongoing exchanges of faculty and students.

The interdisciplinary minor in Global Health Studies requires students to study public health abroad with partners including Pontificia Universidad Católica de Chile in Santiago.

The Arryman Program selects scholars from Jakarta, Indonesia, and launches them successfully on their doctoral studies and academic careers with major scholarships and faculty mentorship. Support of Arryman Scholars is made possible through generous gifts from PT Adaro Energy, Bank BCA, PT Djarum, William Soeryadjaya Foundation, the Ford Foundation, the Rajawali Foundation, and the Indonesian Ministry of Education and Culture.

Select Medill undergraduates complete their Journalism Residency in (16) Cape Town or Johannesburg, South Africa, or (17) Buenos Aires, Argentina, working as full-time reporters alongside professionals.

The School of Law has an exchange partnership with Bond University, Gold Coast, Australia, the country’s first private law school.

Scholarships provided by Trustee Bonnie Daniels ’69 and Mike Daniels ’68, ’69 MA will allow a more economically diverse group of students to participate in the Buffett Center’s Global Engagement Studies Institute. Students learn about community development in a global context with immersion in countries such as (19) Haiti, (20) Nicaragua, and (21) Uganda.

The Law School sponsors Executive Legal Education programs in (22) Madrid, (23) Seoul, and (4) Tel Aviv.
We will be an educational and economic force in the Chicago area and strengthen our ties with local institutions.
Botany Blooms in Chicago
While botany programs dwindle at universities across the country, Northwestern and the Chicago Botanic Garden have created an innovative graduate program within the Weinberg College of Arts and Sciences – the nation’s first – to train botanists who can lead national and international plant conservation efforts.

With the support of graduate fellowships provided by the Shaw Family, these bright young scientists will tackle challenges in areas like biodiversity and species extinction. One such budding leader is Rebecca Tonietto ‘15 PhD. Awarded one of Northwestern’s highest honors, a Presidential Fellowship, Becky studies how restoration of tallgrass prairie affects the population of native bees. Pollination by native bees is being used by some farmers, and supporting native-bee habitats is proving a sustainable method for bringing their crops to market.

On the Big Stage, Invaluable Experience
Chicago’s rich cultural institutions have been instrumental partners in launching the artistic careers of Northwestern students. For soprano Amanda Majeski ’06, the road to a successful career in opera began at the Henry and Leigh Bienen School of Music, where she discovered she had the talent – and the support – to pursue this goal. “Bienen School faculty influenced and shaped me into a more expressive and knowledgeable artist,” says Amanda. “I began studying with [voice teacher] Theresa Brancaccio as a freshman and continue to study with her today.”

Equipped with her training in the Bienen School’s outstanding voice and opera program, Amanda went on to gain high-level performance experience at the Patrick G. and Shirley W. Ryan Opera Center, the artist-development program of the Lyric Opera of Chicago. Her residency at the Ryan Center, named for Patrick ’59, ’09 H and Shirley Welsh Ryan ’61, gave Amanda the edge in a competitive field. “There are so many talented performers who want to sing professionally and so few roles available,” she says. “I had the best preparation possible to succeed in professional opera.” Amanda, who has added performances at Opernhaus Zürich and Carnegie Hall to her resume, returns to the Lyric in March 2014 in Mozart’s La Clemenza di Tito.

Many Northwestern students benefit from being in the heart of Chicago, and for those on the Evanston campus, it’s just a short train ride away. Proximity to Chicago provides students access to world-class cultural institutions, internship opportunities at local companies and nonprofit organizations, and engagement with a vibrant global city.
We will achieve this inspiring vision for Northwestern.

We have an exceptional group of volunteers – alumni, parents, and friends – committed to this endeavor. The University is immensely grateful for all they do to support our bold ambitions.

**Campaign Co-Chairs**
Chris ‘70 and Courtney Combe ’99 P, ’06 P, ’09 P  
Adam Karr ’93, Campaign Co-Chair, Participation  
Neil Bluhm ’62 JD, ’95  
Lanny ’68, ’73 JD and Sharon Martin ’02 P, ’08 P  
Patrick ’59, ’09 H and Shirley Welsh Ryan ’61, Campaign Co-Chairs for Major Gifts

**Campaign Steering Committee**
Peter J. Barris ’73  
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Chris Galvin ’73, ’77 MGMT, ’11 P  
Ellen Philips Katz ’70, ex-officio  
Bill Osborn ’69, ’73 MBA, ex-officio  
David A. Sachs ’81, ’15 P  
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Morton Schapiro, ex-officio  
Jeff Ubben ’87 MGMT, ’11 P  
Steve Wilson ’70, ’74 MBA
We are honored to serve as the inaugural co-chairs of We will. The Campaign for Northwestern. The University has been a potent force in our lives and careers and a priority in our philanthropy. We know how Northwestern can change the trajectory of a life, fuel a passion, or discover a solution that improves lives the world over.

Northwestern’s strategic goals are not only bold, they are true to who we are. Our alumni, students, and faculty are ambitious yet caring, thinkers and doers, well rounded and deeply committed. The Campaign seeks to build on the best of this community and continue our extraordinary work on an even grander scale. And it focuses support on the areas where we compete effectively with the best in the world.

Under President Schapiro’s leadership, and with your help, we are confident that the Campaign will succeed and the vision it supports will be realized. Northwestern is poised for even greater accomplishments ahead, which will require strong commitments from our entire community.

We hope you will join us in making what are, for many of us, the most significant gifts of our lifetimes. We ask you to imagine how an investment in Northwestern will amplify its impact – on first-generation college students and true scholar-athletes; on preparing tomorrow’s global business leaders and social entrepreneurs; and on breakthroughs from biomedical research labs to Broadway stages.

Chris Combe ’70, Trustee, and Courtney Combe ’99 P, ’06 P, ’09 P Campaign Co-Chairs

Adam Karr ’93, Trustee Campaign Co-Chair
We will. The Campaign for Northwestern has two principal goals:

Broaden the University’s base of annual support among alumni, parents, and friends – as reflected by 140,995 donors making a gift during the Campaign, including 40,000 donors in the NU Loyal* giving society.

Raise $3.75 billion in philanthropic investments across all of our schools and units to fund the strategic plan initiatives.

Learn more at wewill.northwestern.edu

*NU Loyal recognizes the thousands of alumni, parents, and friends of Northwestern University who make a gift every fiscal year. Supporters who give in three or more consecutive years become members of NU Loyal.