

Fall 2019

## Giving Matters: Donors Making a Difference

UNLV Foundation

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# Giving

UNLV

# Matters

Donors Making a Difference

## Rebels Make It Happen

Donors are creating opportunities for student success, research, and community engagement through gifts of all sizes.



Beverly Rogers, 2019 Alumna of the Year

## A New Chapter for UNLV Libraries

Her love of books drew Beverly Rogers back to UNLV as a student and a donor

Rare book lovers and researchers, rejoice! UNLV alumna Beverly Rogers is donating \$5 million to fund a rare books curator at UNLV University Libraries. Rogers also will be gifting her personal book collection that includes, among other genres, Victorian literature and John Steinbeck first editions to the libraries' Special Collections and Archives division.

"I am thrilled to establish this endowment for the UNLV Libraries because UNLV is my school," Rogers says. "I've seen awe on the faces of students, professors, and book lovers when shown one unique piece of the collection, or when they run their fingers across a title page."

Rogers is the UNLV Alumni Association's 2019 Alumna of the Year, and describes herself as a lifelong student of the humanities and a "rather unconventional" rebel.

"I rebel against the stereotypical notion of Las Vegas as it's often perceived from the outside," she says.

"That's why I've made it my life's goal to help raise the cultural barometer of our community through philanthropic endeavors that stimulate long-term change and generate exponential benefit."

**"I rebel against the stereotypical notion of Las Vegas."**

## Giving students a jump start

Fund created by former faculty boosts nursing success

Emeriti faculty in UNLV's School of Nursing are helping pay for additional tuition fees and essential supplies that can be a burden for nursing students.

The Jump Start Award was founded by a friendly group of former professors who, over coffee, talked about how they could keep supporting students.

"We are very proud that we can help with start-up funds for three students a year," says Professor Emerita Maureen Kane '75, a faculty member from 1977 to 2004 who was in from the beginning. Jump Start has been in effect since 2011 and is still going strong. "The award has grown over the years due to the increase in the number of our members and to their continued generosity," Kane says.

## 10 Years of service and scholarship

Scholars learn leadership and more by helping others

UNLV Engelstad Scholars are turning their scholarships into not only education, but a stronger community. The Engelstad Scholars Program is celebrating its 10th anniversary this fall, and students who participate are making a difference through hands-on service. Engelstad Scholars receive mentoring, tuition, and to date, they have given back more than 43,000 hours of service to 25 local nonprofit partners.

More than 200 students, representing over 40 Clark County high schools, have benefited from the scholarship program since it was created by the Engelstad Foundation with a \$12.6 million gift in 2009. The endowment is the largest in the history of the Nevada System of Higher Education.

## Taking Tech to the Streets

Tech Trekker brings STEM to 20,000 K-12 students

UNLV faculty and students, in fields ranging from education to engineering, are hitting the roads with the UNLV Tech Trekker Mobile Engineering Lab.

The lab-on-wheels provides hands-on experience with STEM (science, technology, engineering, and math) tools. Activities tie in with age-appropriate lesson plans at Clark County School District K-12 schools.

So, seventh graders can use a mini-landslide kit to learn about erosion and flooding; while high school geoscience students can operate a solar thermal water heater to learn about renewable energy and sustainability.

Tech Trekker is funded with a gift from the Nevada National Security Site, managed and operated by Mission Support and Test Services (MSTS).

## RESEARCH IN ACTION

### The Gamification of Giving

Researcher says play adds to the philanthropic experience

Philanthropy is imperative. It's influential. It's rewarding.

And it's also fun, according to UNLV professor Dan Sahl, associate director at the UNLV Center for Gaming Innovation. Sahl is an expert in gamification – the process of adding elements of traditional game-playing to engage people in other settings. Gamification is used everywhere now, from fitness apps that set goals for your calorie burning and let you compete with friends, to shopping apps that give you bonuses for frequent purchases.

The gamification of giving is an increasingly popular way to connect donors with their passions and make giving enjoyable. It is particularly helpful to engage new, young donors.

"Gamification in giving campaigns is a powerful tool. Setting up matching funds challenges and leaderboards and benchmark goals, or pitting groups against each other for friendly competition, these are all ways to keep people engaged — and they want to be engaged," says Sahl, whose Ph.D. is in sociology.

"Plus, it's for a good cause, and who doesn't want to have fun for a good cause?" A great example of the gamification of giving at UNLV is Rebels Give, now in its second year.

Rebels Give is a 1,957-minute online blitz that allows anyone — students, faculty, community friends, businesses — to give any amount to their favorite program or college, and to watch a real-time leaderboard online.



**“Who doesn't want to have fun for a good cause?”**

Donors also participate in giving challenges, competitions, and on-campus parties as they race to raise funds before the campaign ends.

The inaugural blitz last October brought in nearly \$950,000, laying the groundwork for another successful Rebels Give this November 7th and 8th.

# Celebrating Philanthropy

*UNLV Foundation Recognizes Donors at its 2019 Annual Dinner with 43rd President George W. Bush*

UNLV leaders and UNLV Foundation Board Chair Greg McKinley '80 welcomed more than 1,000 friends and donors to the UNLV Foundation Annual Dinner at the Bellagio Resort on Oct. 7. Guests – including UNLV's most prominent supporters and some of Nevada's most notable dignitaries, including Gov. Steve Sisolak – came to celebrate philanthropy and hear the 43rd President of the United States George W. Bush in conversation with his former White House press secretary, Ari Fleischer.

The landmark event honors new awardees to the UNLV Palladium Society, whose members have donated \$1 million or more to UNLV. This year's honorees are Dignity Health, St. Rose Dominican; Gardner Company; Klai Juba Wald; Joe and Julie Murphy; and Workday.

The Foundation also welcomed MGM Resorts International to the Palladium Diamond Society, in recognition of their more than \$10 million of cumulative giving to UNLV.

Here are some takeaway moments from the sold-out event:

- UNLV President Marta Meana spoke about the importance of philanthropy. "At its root, philanthropy literally means 'love of humanity,'" she said. "It's a way we express connection and compassion. It's an action we take to create the type of world we want to live in and we want to leave to future generations."

“**Philanthropy literally means 'love of humanity.' It's a way we express connection and compassion.**”

- UNLV Honors College student Akaisha Cook, a senior in political science, shared how attending UNLV has placed her "once seemingly impossible" dream of being a U.S. diplomat in East Asia within reach. As she prepares for a semester abroad in China, she told donors, "If it weren't for the people in this room, I would not be the first in my family to earn a bachelor's degree."
- President Bush and Ari Fleischer presented an engaging conversation on a range of topics including stories from Bush's White House years and 9/11, his journey as a visual artist, his thoughts on the significance of preserving democracies across the world, and his belief in doing what we can to improve the lives of others.



2019 Palladium honorees impact all facets of UNLV. Clockwise from bottom left: Dominio Architecture, learns from Klai Juba Wald Lecture Series; Rebel student-athletes gain win; Joe and Julie Murphy; Gardner Company's new innovation space at the UNLV Harry Reid Park; Dignity Health, St. Rose Dominican Scholar Stephanie Bell; study time at the MGM Plaza at Hospitality Hall; The PRACTICE's Workday Endowed Executive Director Michelle

## HONORS

# 2019 PALLADIUM SOCIETY

The UNLV Palladium Society recognizes philanthropists whose lifetime giving to UNLV has reached \$1 million or more. The Palladium Society's 100-plus members are an influential group of donors whose leadership philanthropy has transformed UNLV and Southern Nevada.

Palladium Society donors have built classrooms and labs, brought star faculty to campus, launched research and initiatives, and made higher education affordable for thousands of UNLV students and alumni.

We welcome a new Palladium Diamond honoree whose cumulative giving to UNLV has reached \$10 million and five new Palladium honorees whose lifetime gifts have reached or exceeded \$1 million.

## CONGRATULATIONS TO OUR 2019 DIAMOND SOCIETY HONOREE

**MGM Resorts International's** support of UNLV is as bold as it is broad. The MGM Resorts Public Policy Institute at UNLV addresses the most urgent issues facing American businesses and communities. MGM Resorts supports dozens of students through the MGM Resorts Academic Excellence Scholarship program, the Dolores Owens Scholarship, and the Robert Faiss Fellowship for Community Service. They are also a founding donor to Hospitality Hall.

In addition, MGM Resorts has provided vital support for Brookings Mountain West; Rebel Athletics; diversity, sustainability, and leadership initiatives; and more. All of their investments in UNLV exemplify an unfaltering commitment to education as a pathway to success.



*Armen Armandariz '19, B.S. honing skills with support from Gardner Company, Research and Technology Partners, Resorts International Café and Paul.*



# SOCIETY HONOREES CELEBRATED

## CONGRATULATIONS TO OUR 2019 PALLADIUM SOCIETY HONOREES

Building a workforce of competent, compassionate doctors, dentists, and nurses is critical to our community's long-term health – and it's a charge being led by **Dignity Health, St. Rose Dominican**. Southern Nevada's only not-for-profit, faith-based healthcare organization, Dignity Health funds scholarships at UNLV's School of Dental Medicine, School of Medicine, and School of Nursing. They also are avid supporters of Rebel Athletics.

**Klai Juba Wald** provides scholarships and internships, and has sponsored its namesake lecture series at the UNLV School of Architecture since 1997. Celebrating its 24th anniversary this fall, the firm is also a dedicated supporter of UNLV Athletics and proudly served as architect of record for the UNLV Fertitta Football Complex.

When the October 1 tragedy stunned Las Vegas two years ago, **Workday's** instinct to help was quick and caring. Realizing that the healing process would be deep-rooted, they funded a \$1 million endowment for The PRACTICE, a UNLV clinic that trains students to become mental health care providers. Located on main campus, The PRACTICE provides mental health support to 600+ clients a year.

As the master developer for the UNLV Harry Reid Research and Technology Park, **Gardner Company** will manage and operate the Tech Park in partnership with UNLV and the UNLV Research Foundation. Throughout 2019, they have been developing a new corporate campus for Black Fire Innovation, a public-private partnership between Caesars Entertainment Corporation and UNLV.

UNLV's relationship with **Joe and Julie Murphy** stretches back to 1999. Their belief in giving back to the community started early in the development of Joe's career — and UNLV became a beneficiary of that belief. They have contributed to the university in many ways, especially as tremendous supporters of Rebel Athletics and as scholarship donors to the UNLV School of Medicine's charter class.

See how our 2019 honorees are making an impact



“Your support has made the impossible possible for me.

AKAISHA COOK '20

HONORS COLLEGE, POLITICAL SCIENCE

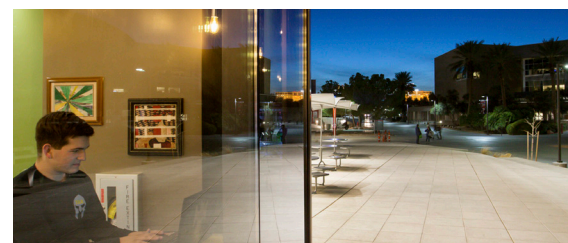
## Giving Matters | *INSIDE*



**P1** | Beverly Rogers gives rare book lovers reason to rejoice



**P2** | Akaisha Cook speaks & other Annual Dinner takeaways



**P3** | Palladium Society honorees make a campus-wide impact

### 2019 Year End Giving Tips

Here are some ways to make giving easy:

- ✓ Was the stock market good to you this year? Giving a gift of appreciated stocks or other assets may reduce your taxable income. Notify your professional advisor of the transfer ASAP.
- ✓ If you're over 70-1/2 years of age and need to take a distribution from your IRA, a gift of a Qualified Charitable Distribution (QCD) to the UNLV Foundation may work to your benefit. Gifts must be received by Dec. 31.
- ✓ Like to procrastinate? Checks sent via U.S. mail, FedEx, UPS, or other carriers can be postmarked on Dec. 31 (or before). Send to: UNLV Foundation, Box 451006, 4505 S. Maryland Pkwy., Las Vegas, NV 89154-1006.
- ✓ If you're thinking about your legacy in the middle of the night and want to take action, gifts may be made online 24/7 at: [unlv/philanthropy/give-online](http://unlv/philanthropy/give-online).
- ✓ Make a gift by phone with your credit card by calling the UNLV Foundation at 702.895.3641, M-F, 8:00 a.m. - 5:00 p.m.
- ✓ Recognize someone who's made a difference in your life in 2019 with a tribute or memorial gift. Learn how here: [unlv.edu/philanthropy/tribute-memorial](http://unlv.edu/philanthropy/tribute-memorial) or call Marian Alper at 702.895.3641.

### INNOVATION

## The intersection of sports, science, & success

Switch partners with UNLV Athletics to gather and analyze data



Athletic success has always been about more than brute force. And increasingly, it's about analytics – using data to improve performance and safety.

Enter Switch. The global technology infrastructure company, based in Las Vegas, and UNLV announced this fall that they have entered into a multi-year technology initiative that will focus on data analytics, sports-science, and student-athlete success. The partnership with the UNLV Athletic Department and UNLV's Division of Research and Economic Development is being fueled by a substantial gift from Switch.

“Switch is excited to build the technology foundation to accelerate the emergence of the UNLV Athletic Department as a nationally preeminent program through the intersection

of data analytics, sports technology, and physical athletics,” says Switch Founder and CEO Rob Roy.

At the heart of the collaboration will be the Switch Sports Science Studio, located in UNLV's planned Center for Student-Athlete Excellence on campus. Additional services to be featured in the center will include nutrition, counseling, academic support, and sports medicine, alongside professional placement and leadership development.

The studio, says UNLV Director of Athletics Desiree Reed-Francois, “begins our journey to becoming the industry leader in the use of information to drive new levels of safety, efficiency, and ultimately competitiveness.”