

by Jennifer Arnold

Ambitious campaign to take

A comprehensive fundraising campaign announced this past fall by the University of Nebraska and the University of Nebraska Foundation will bring UNMC closer to its goal of becoming a world-class academic medical center.

The Campaign for Nebraska seeks to raise \$500 million for UNMC priorities as part of a \$1.2 billion, four-campus initiative.

“To be world-class means that we will be excellent in everything and outstanding in two or three areas,” said UNMC Chancellor Harold M. Maurer, M.D. “Campaign for Nebraska is a tremendous opportunity to raise the private support needed for key priorities at UNMC that, when achieved, will shape health care and benefit Nebraskans in unprecedented ways.”

To date the foundation has raised more than \$682 million toward its goal – the most ambitious in the organization’s 73-year history.

The nine-year campaign began in 2005 and will conclude at the end of 2014.

University of Nebraska President James B. Milliken said the university is one of the most important resources in the state. A primary goal of the campaign is to enhance the university’s ability to serve Nebraskans.

“We want the University of Nebraska to be the best public university in America in terms of the impact we have on the people we serve,” he said. “That’s what motivates us, and it’s what we’re working to achieve.”

In the past decade, donors have invested more than \$350 million in new facilities at UNMC and millions more for student scholarships, endowed faculty positions and education and research program support.

“Because of the new facilities, we have been able to recruit outstanding faculty,” Dr. Maurer said. “We’ve developed new programs

and have more outstanding students than we’ve ever had in the past. And we’ve done this primarily through private support.”

Every UNMC college, as well as the School of Allied Health Professions, the Munroe-Meyer Institute and the UNMC Eppley Cancer Center have determined their campaign priorities related to research, education and patient care. Individual leadership in each college also has developed campaign committees that involve volunteers from the community and beyond who work closely with deans to achieve the colleges’ goals.

Following are a few of the college fundraising priorities:

- Advance research in head and neck cancer at the College of Dentistry;
- Strengthen research programs in heart, brain and gastrointestinal disease in the College of Medicine;

Members of the UNMC Campaign Committee:

Gail Walling Yanney, M.D., '61, co-chair
Michael Yanney, co-chair
Richard Bell
Lynne Boyer
Tim Daugherty
Richard Holland
Terry Kroeger
Bruce Lauritzen
John P. Nelson
John A. Scott
Stanley Truhlsen, M.D., '44




UNMC to the top

- Address the nursing shortage through initiatives and programs in the College of Nursing;
- Develop a laboratory for the study of drug response in the College of Pharmacy to advance personalized medicine;
- Advance maternal and child health, tobacco research and global health programs in the College of Public Health; and
- Create a radiation science technology education simulation center so allied health students can more effectively master the skills needed to use sophisticated radiation technologies.

Although Dr. Maurer is optimistic about UNMC's future and what that means for Nebraskans, he fully realizes that the possibilities require donors to invest in UNMC's vision.

"If you walk through this campus you hear a certain hum," he said. "That's everybody working together to build the future of health care for Nebraska and beyond — whether it's education, research, patient care or outreach.

"Many institutions claim that they would like to be world-class. We intend to achieve that goal," he said. "The campaign can help us complete the journey."

Learn more about the Campaign for Nebraska at campaignfornebraska.org. For a complete listing of your college's campaign priorities contact Amy Volk at the University of Nebraska Foundation at 402-502-4112 or avolk@unfoundation.org. 



Michael Yanney and Gail Walling Yanney, M.D., '61, co-chairs of the UNMC Campaign Committee, stand with UNMC Chancellor Harold M. Maurer, M.D. The campaign's goal is to raise \$500 million for UNMC.

UNMC's top campaign priorities include:

Cancer Campus

With completion of this \$250 million project, UNMC will become one of the nation's premier centers for cancer treatment. The campus will feature state-of-the-art treatment and research facilities that allow physicians and scientists to work collaboratively on the most challenging issues affecting cancer patients. UNMC plans to strengthen research programs in lymphoma, breast, pancreatic and prostate cancers, and in cancer vaccines.

Stanley M. Truhlsen Eye Institute

Development of the \$40 million eye institute, named for a longtime UNMC faculty member and legendary Omaha ophthalmologist, will bolster education, research and patient care related to ophthalmic health. The incidences of eye diseases related to aging are expected to increase by 30 percent in the next 20 years. The institute will feature clinical research and patient care facilities and an outpatient surgery center.

Center for Drug Discovery

The \$16 million center will facilitate the discovery and development of drugs to treat new, emerging and neglected infectious diseases such as malaria, HIV and drug-resistant tuberculosis. This facility will allow UNMC to become the first academic medical center in the United States with a drug discovery program focused on infectious diseases. The top five infectious causes of death account for 11.6 million deaths worldwide each year.