

# SOUTHWESTERN NEWS

Contact: Jennifer Donovan  
(214) 648-3404

## DONORS SAY YES TO MEDICAL RESEARCH

DALLAS — October 31, 1994 — Seven out of 10 prospective donors approached during a two-year period decided to contribute to The University of Texas Southwestern Medical Center's Fund for Molecular Research campaign. Their average gift: \$900,000.

A pool of 250 people were approached, and the positive response rate was 70 percent.

One of the largest fund-raising campaigns ever undertaken by an American medical school, the Fund for Molecular Research raised more than \$156.4 million in gifts and pledges in two years. UT Southwestern has collected approximately \$108 million, and the rest is pledged over the next two years.

Gifts and pledges ranging from \$500 to \$30 million came from 175 individuals, corporations and foundations. The largest contribution came from the Excellence in Education Foundation, established by the founders of Texas Instruments: Erik Jonsson, Cecil H. Green and the late Eugene McDermott. That gift, along with two anonymous \$25 million donations and \$5 million from Southwestern Medical Foundation launched the campaign in October 1992.

The Excellence in Education Foundation contribution and the two anonymous gifts are among the largest donations ever made to an American medical school. Two of the lead gifts were challenge grants providing dollar-for-dollar matching funds for research endowments made to the campaign.

"We asked, and our friends responded with an unparalleled outpouring of support during this campaign," said Dr. Kern Wildenthal, UT Southwestern president.

Gifts from the Fund for Molecular Research will support research in cancer,

(MORE)

THE UNIVERSITY OF TEXAS SOUTHWESTERN MEDICAL CENTER AT DALLAS

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neuroscience, molecular genetics and developmental biology at UT Southwestern. Research at the molecular level in these fields will form the foundation for significant advances in clinical medicine.

"Although UT Southwestern is a public institution, it is private support that is enabling us to attract and retain Nobel Prize-winning scientists and to recruit additional researchers of potential Nobel Prize-winning quality," Wildenthal said.

"With four Nobel Prize-winners and 11 members of the faculty elected to the National Academy of Sciences in the past 15 years, UT Southwestern clearly has taken its place among the top medical research institutions in the country. To remain a research leader, however, we must continue to recruit and hold the best and brightest research minds in the world. The Fund for Molecular Research was designed to help us do exactly that."

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