TO CHANGE THE WORLD

As human beings, our challenge is to make the world a better place. In *Rising to the Challenge: The Campaign for Johns Hopkins*, we have set out to do nothing less.

To get involved, start by exploring our three campaign priorities:

*Advancing Discovery and Creativity.* When you support our excellent faculty and researchers, you will help drive the development of new knowledge, new forms of expression, and new clinical care across our core disciplines.

*Enriching the Student Experience.* By investing in financial aid, new learning, social, and athletic spaces, and new programs, you will help us to attract the best students—regardless of their financial capacity—and prepare them to serve as future leaders for our nation and our world.

*Solving Global Problems as One University.* We’re prepared to take on enormous environmental, social, scientific, health, and educational problems that touch us all. With your help we can implement the new cross-disciplinary approaches such problems require, and improve life for millions of people.

In envisioning these profound possibilities, *Rising to the Challenge* stands as a campaign worthy of Johns Hopkins—the university and the man. We ask that you join with us, and help us change the world.
Dear Friends of Johns Hopkins,

*Rising to the Challenge: The Campaign for Johns Hopkins* is unlike any campaign the university has undertaken. It is by far our most ambitious, seeking to raise $4.5 billion. It is transformational, both in the exciting challenges we have set for ourselves and the new cross-disciplinary approaches those challenges will demand. And it focuses on people—on supporting our excellent faculty members, clinicians, and students who, with your help, will achieve the vision the campaign embodies, on our campuses, in our communities, and around the world.

*Rising to the Challenge* is also part of a long tradition of Johns Hopkins campaigns. Its success will depend on a broad and deep array of philanthropic partners who, as so many have done before them, will come forward with their insights, their commitment, and their gifts. We welcome all who can see the challenges before us and share in our determination to rise up in answer to them.

Ronald J. Daniels
President
The Johns Hopkins University
ADVANCING DISCOVERY AND CREATIVITY

Assemble the smartest and most dedicated people, give them the resources and facilities they need, and they’ll change the world. With this seemingly simple formula, the faculty and students of Johns Hopkins have produced unparalleled new knowledge in science and technology, public health and medicine, and the arts and humanities.

Through Rising to the Challenge we will invest in our faculty at the highest level in our history. With your help, we will nearly double our named professorships, enabling us to recruit, retain, and resource the top minds in our fields—men and women who will help us achieve new heights of discovery and creativity, cut across disciplinary boundaries to solve major problems, and develop new generations of leaders.

SHINING A BRIGHT LIGHT ON DARK ENERGY

Adam Riess, PhD, was only 28 when he made the unexpected discovery that the expansion of the universe is accelerating, and that acceleration is caused by the unexplained “dark energy” that comprises the majority of the universe. The discovery stunned the world of astrophysics, and led to Riess being awarded the 2011 Nobel Prize in Physics, along with Saul Perlmutter of Berkeley and Brian Schmidt from the Australian National University. For his contributions to the advancement of his field, Riess was named the Thomas J. Barber Professor of Physics and Astronomy at the Krieger School of Arts and Sciences, allowing him to pursue his research while enlightening the minds of undergraduates.
THE ROLE OF A LIFETIME
The dynamic mezzo-soprano Denyce Graves has graced the stage of every major opera house, thrilling reviewers and fans alike. While building a career and jetting across the globe, Graves has learned to manage the demands of her multiple roles—leading lady, acclaimed soloist, award-winning recording artist, and cultural ambassador for the U.S. State Department. Now Graves has added a new role at Peabody, where she guides her students to excel in both their musicianship and entrepreneurship and flourish as 21st century musicians. Funding to recruit and retain faculty members of Graves’ stature ensures Hopkins students the very best in teaching, mentorship, and career preparation.

MICROCHIPS FOR MICROENVIRONMENTS
Peter Searson, the director of the Johns Hopkins Institute for NanoBioTechnology and the inaugural Joseph R. and Lynn C. Reynolds Professor of Materials Science and Engineering at the Whiting School of Engineering, has created the first “lab-on-a-chip” aimed at understanding metastasis. About the size of a smart phone, the device recreates the entire microenvironment of a tumor and blood vessels necessary to study the spread of cancer.

COMPASSIONATE CARE WITH ETHICS IN MIND
With joint appointments at the schools of Nursing and Medicine and the Berman Institute of Bioethics, Cynda Rushton has recently been named the inaugural Anne and George L. Bunting Professor of Clinical Ethics. This new role will allow her to explore the intersections of nursing and clinical ethics, finding answers to the difficult questions that arise in patient care.
ENRICHING THE STUDENT EXPERIENCE

Johns Hopkins will always be a place where the best young minds can come to find their life’s work. In *Rising to the Challenge* we will enable more students to share in the rigors of a Johns Hopkins education through scholarships and fellowships, and at the same time bring new richness to the experience: more opportunities to interact with professors, to engage in independent research, to participate in internships, community-focused programs, and athletics, and to lead student organizations that apply classroom learning. With your support, we will not only better serve our students but also improve our ability to compete for them.

HIGH TABLE

With support from the Johns Hopkins Parents Program, freshmen have the opportunity to meet new mentors and friends—and dine in style—with President Daniels, deans, and faculty at the annual High Table event. Giving a nod to Oxford’s academic traditions, High Table has grown in popularity as the early bonds between students and faculty established at this dinner become lasting relationships.

EXPANDING HER TASTING PALATE

“I always knew I should attend a college that would give me a broader experience before deciding where to establish my life,” says Raychel Santo, the Smilow Family Scholarship recipient from the Krieger School. With her scholarship support, and the help of a Bander Family Fund research grant, she has done just that. Santo spent six weeks in France working on an organic vegetable farm to study labeling of genetically modified foods. Back at Hopkins, she brought her French experience to the Blue Jays Perch, a community garden she helped to form with the student organization she co-founded, Real Food Hopkins. “My family and I are deeply grateful for the education and new perspectives my Hopkins experience has brought me.”
FOOD AND SOCIAL JUSTICE
As a child, Desmond Flagg became obese on a steady diet of deep-fried, high-fat foods. Now healthy, the PhD candidate and recipient of the C. Sylvia and Eddie C. Brown Community Health Scholarship at the Bloomberg School of Public Health views the lack of healthy foods in urban neighborhoods as a social justice issue. He plans to take on the food industry and help give people access to healthy dietary choices, no matter where they live.

MODERN DAY ATHENAEUM
The Sheridan Libraries are digitizing important academic collections, from Italian Renaissance manuscripts to historical photos documenting the development of Baltimore’s Inner Harbor. Students can access these collections and analyze multiple objects at the same time, thanks to the new Balaur Display Wall in the Brody Learning Commons. Developed by computer science graduate student Kel Guerin of the Whiting School, in collaboration with the Libraries’ Digital Research and Curation Center, the display wall is the physical embodiment of the modern-day Athenaeum.

SUMMER IN THE CITY
Alex Garcia, of south-central Virginia, received a full scholarship to attend a summer engineering course at the Johns Hopkins Center for Talented Youth, thanks to CTY’s new Rural Connections program. Funded by the Jack Kent Cooke Foundation, Rural Connections scholarships give bright, low-income, rural students the opportunity to come to a CTY summer program and engage in challenging course work surrounded by an international community of gifted students.
CONNECTING THE DOTS

Surgical oncologist-scientist Nita Ahuja, MD, Med ’03, and epigeneticist Stephen Baylin, MD, the Virginia and Daniel K. Ludwig Professor of Cancer Research and Kimmel Cancer Center deputy director, work across disciplines to transform data—large swaths of clinical information plus DNA sequences, methylation analyses, RNA expression levels, protein structures, and structural and functional images—into knowledge that guides a more personalized approach to cancer diagnosis and treatment. Ahuja and Baylin have shown that DNA methylation changes can serve as a marker for early detection and risk of recurrence of colorectal cancer, and are collaborating on trials using epigenetic therapy to treat gastrointestinal cancers. Their key discoveries and their collaborative spirit epitomize Johns Hopkins’ efforts to advance individualized health care—and save lives.

SOLVING GLOBAL PROBLEMS AS ONE UNIVERSITY

Across our campuses and schools, the faculty of Johns Hopkins have set their sights on complex global problems which we are exceptionally well positioned to take on, and launched programs to foster the new cross-disciplinary approaches these problems will demand:

The Johns Hopkins Institute for Water
The Johns Hopkins Individualized Health Initiative
The Johns Hopkins Institute for the American City
The Johns Hopkins Science of Learning Institute
The Johns Hopkins Global Health Initiative

With your support for these initiatives—$700 million is needed for these five, with additional initiatives under consideration—we will strengthen and coordinate our many existing activities, attract additional leaders from around the world, and use our convening power to extend and drive our already significant network of academic, industry, foundation, and government partners. Together, we will develop and implement evidence-based solutions for these critical issues, and improve life for millions.
A SOURCE OF LIFE OR RIVALRY?
“Water has always been a contentious issue,” notes World Bank Senior Water Resource Specialist and SAIS Adjunct Professor of International Relations Winston Yu, PhD. “The word ‘rivalry’ comes from the Latin root for rivalis, meaning two people who share the same river bank. To ensure that water serves as a source of life rather than rivalry, we must bring together within an academic framework the best minds in public health, engineering, economic development, and public policy, and work to improve water infrastructure, our knowledge of water’s complex environmental role, and our response to water disasters.”

HOPE, EMPOWERMENT, AND HEALTH
As co-founder of Pigs for Peace, a non-profit microfinance program in the Democratic Republic of Congo, Nancy Glass, PhD, collaborates with Congolese partners to address economic and health disparities by lending women an asset with a strong return on investment—pigs. With training and veterinary support, the School of Nursing professor and associate director of the Center for Global Health guides families in breeding the loaned pig. Families repay the program with two piglets, keeping others for food or selling them to pay for school fees, food, and important health care services.

SOLVING SOCIETAL PROBLEMS
“Giving is only meaningful if the money will make a difference in people’s lives, and I know of no other institution that can make a bigger difference in lives around the world through its groundbreaking research.”
–Michael R. Bloomberg, Engr ’64, announcing his $350 million gift to support cross-disciplinary research and financial aid.

HELP FOR NEIGHBORHOOD MICRO-ECONOMIES
Successful start-up businesses are crucial to the micro-economies of urban neighborhoods, like Baltimore’s Jonestown. There, the Carey Business School’s Lindsay Thompson and a team of students have established the CityLab program. CityLab helps neighborhoods establish business incubators that stimulate capital investment, idea generation, and managerial support for business start-ups to grow and stand on their own.
RISING TO THE CHALLENGE: JOIN WITH US

Dear Friends,

It’s enormously inspiring to be associated with Johns Hopkins faculty and students who are working to improve the world. Yet, as many of these brilliant and dedicated men and women will attest, their work cannot progress without you—the creative and committed Johns Hopkins volunteers, alumni, and friends around the world who bring crucial passion, insight, and resources to our enterprise.

I ask that you give a little of your valuable time to learn more about the bold ideas of this, our most ambitious campaign. Allow yourself to imagine the possibilities we hope to realize. Spread the word to your families, friends, and colleagues. Join with us—and experience, again or for the first time, the unique sensation of rising.

Jeffrey H. Aronson, A&S ’80
Chair, Rising to the Challenge: The Campaign for Johns Hopkins
Chair-Elect, Johns Hopkins University Board of Trustees

LEARN AND SHARE

Visit rising.jhu.edu to learn more about the campaign, hear directly from faculty and students engaged in research across our campuses, and engage with others who are passionate about improving the world. Share your thoughts with us and help spread the word through your personal and professional networks.

MAKE A GIFT

When you give to Rising to the Challenge, you make a real difference in the lives and work of our exceptional faculty and students, and help us take on some of the most significant problems facing the world today. Please visit us online or contact our development officers, who will help you explore gift opportunities and plan gifts in ways that answer your goals and ours.

CONTACT US TODAY

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