In the 1950s, the U.S. put all of its top talent, greatest minds, and vast resources toward winning the race for the first person to land on the moon. Now the race is on to explore the infinite complexities of the brain and the key to bolstering its resilience and igniting its regenerative capabilities. The Hoglund Foundation has joined the cause, donating $500,000 to the Brain Performance Institute building campaign.

“Brain health is the next major scientific frontier,” said Forrest Hoglund. “The Brain Performance Institute will put Texas on the map as a brain science leader, catalyzing brain awareness and creating a destination that can help just about anyone improve their brain performance.”

Most scientific discoveries take at least 20 to 30 years before they are converted to clinical practice. In 2015, 45 years after the first man on the moon, the Center for BrainHealth will break ground on what will be the first facility of its kind. Dedicated to expanding and extending cognitive health, the Brain Performance Institute will provide solutions to the public to maximize brain performance in health, injury and disease.

“Motivated by the Moon Shot, it’s high time that we had a Brain Shot. We are so grateful to The Hoglund Foundation for helping us make that leap,” said Center for BrainHealth Founder and Chief Director Dr. Sandra Chapman. “Science has shown that our brain changes every single day depending on whether we use or abuse it. The public needs to adopt healthy brain habits to build stronger, more resilient cognitive performance to keep pace with what medicine has achieved with our extended lifespan.”

One of the Institute’s first offerings will be BrainHealth’s signature program, Strategic Memory Advanced Reasoning Training (SMART). Research has revealed that SMART increases brain blood flow in healthy adults equivalent to regaining years of brain health. Teens across socioeconomic levels displayed 30% gains in higher-order reasoning. SMART has also shown increases in cognitive performance and decreases in depressive symptoms for veterans and civilians who experienced a brain injury as recently as six months to more than 30 years post-injury.

“Just like heart health, brain health touches every life,” said Sally Hoglund. “The Brain Performance Institute’s forward-thinking programs enhance cognitive capacity in school children, corporate executives, veterans, athletes, aging adults and so many others.”

Kelly H. Compton, Executive Director of The Hoglund Foundation, explained, “The Foundation’s primary focus is on education, health and providing support to families. The Brain Performance Institute is collaborating with many other organizations to reach veterans and other populations that can benefit from their services. We are confident that it will make a positive and measurable impact in the community on multiple levels.”

Since its founding in 1989, The Hoglund Foundation has contributed more than $40 million in funding to more than 482 agencies. The Foundation was a major contributor to the Perot Museum of Nature and Science that opened in Dallas in 2012. Like the Perot Museum, the Brain Performance Institute will boast iconic architecture and attract visitors from across the country and around the globe.
ENRICH YOUR MIND:
Friends Launch Four Research Studies

WINSON CHURCHILL ONCE SAID, “WE SHAPE OUR BUILDINGS; THEREAFTER THEY SHAPE US.” THANKS TO A $400,000 GRANT TO THE CENTER FOR BRAINHEALTH’S BRAIN PERFORMANCE INSTITUTE, THE HILLCREST FOUNDATION DONATES $400,000 TO CAPITAL CAMPAIGN

Building the Institute
Hillcrest Foundation Donates $400,000 to Capital Campaign

Winston Churchill once said, “We shape our buildings; thereafter they shape us.” Thanks to a $400,000 grant to the Center for BrainHealth’s Brain Performance Institute, the Hillcrest Foundation donates $400,000 to Capital Campaign.

“The Hillcrest Foundation’s support of the building campaign is an investment in the Center for BrainHealth’s vision and ability to translate the latest research discoveries into life-improving solutions that help people achieve smarter, healthier and more economically sustainable futures through cognitive enhancement,” explained Hillcrest Foundation President Mr. W.W. “Bill” Caruth III. “This grant shows the Foundation’s commitment to creating positive brain change for Dallas and beyond.”

Even though the Center for BrainHealth has not yet broken ground on the new translational facility, the Brain Performance Institute is already providing cognitive enhancement opportunities. Since its founding in 2013, the Institute has trained almost 500 warriors, including special operations forces, veterans from all branches of service as well as military spouses and caregivers. Programs for teens, athletes, and executives are also already underway.

“The Hillcrest Foundation’s grant is a heartfelt endorsement for brain-based solutions that will influence our population, with renewed, revitalized and resilient minds,” said Dr. Sandra Chapman, the Center’s Founder and Chief Director. “We are so grateful for their generous and supremely strategic gift.”

Founded by Mrs. W.W. Caruth, Sr. in 1958, the Hillcrest Foundation was created to carry the Caruth family’s generosity to the people of Texas. Its legacy is a tribute to the pioneering spirit, vision, courage, and hard work of four generations of Caruths. The family settled in Dallas in 1848, amassing 50,000 acres of farmland that is now home to prominent city sites, including downtown Dallas, Southern Methodist University, Uptown, the West End, and Park Cities.

BRAIN PERFORMANCE BENEFICIARIES

Jean Ann Brock: Match Maker Extraordinaire

“From its first mention, I knew that to truly revolutionize the way we care for our families and ourselves that we must build the Brain Performance Institute,” said Jean Ann Brock, Center for BrainHealth Leadership Council member. “The work touches on the very fabric of our lives.”

Ms. Brock joined the building capital campaign at a pivotal interval, donating the amount needed to leverage a matching opportunity.

“We are so indebted to Jean Ann for her timely and generous gift. She came through, helping us close the gap when state matching funds were at stake,” said Center Founder and Chief Director, Dr. Sandra Chapman. “This is our second campaign to raise inestimable support and she has again held the fort for the next levels.”

Ms. Brock was integral in purchasing the site for Center for BrainHealth’s current state-of-the-art research facility. With this latest gift, she and fellow contributors help ensure that the Center’s life-changing, scientifically proven programs, rooted in expert cognitive neuroscience, will now be available to everyone.

Tamara Mattison and Mark Ford: Frontal Lobe Fascination

After her first visit to the Center for BrainHealth, Tamara Mattison broadcast in an online blog her excitement after taking a BrainHealth Physical and shared mental performance enhancing tips she learned on a subsequent visit. That was four years ago. Since then Tamara’s passionate support has grown, serving as an active Advisory Board member and, now, with husband Mark Ford, donating $100,000 to the Brain Performance Institute building campaign. “The brain is incredibly fascinating,” said Tamara. “I am and my family are especially intrigued with the way the Center for BrainHealth is revolutionizing our outlook about aging and what we can do to help our brains age healthfully.”

“Tamara was blogging about us before we were even talking about the Brain Performance Institute, and Mark was at the forefront as I launched my book Make Your Brain Smarter. He provided the voice when the Institute was just a big idea in my head,” explained Dr. Sandra Chapman, Center for BrainHealth and Chief Director. “Their gift is so meaningful at multiple levels, adding fuel to our vision. We are grateful for their commitment to the Institute and their initiative to let people know that you can change your mind.”

Carry The Load: First Responder Fortitude

Carry The Load, a charitable organization whose mission is to restore the true meaning of Memorial Day, selected the Brain Performance Institute as its 2014 nonprofit partner, donating a portion of the funds raised during the organization’s Dallas Memorial March.

Carry The Load’s mission is to remember, honor and celebrate the incredible sacrifices that our service men and women, law enforcement officials, firefighters, rescue personnel and their families make – it is a noble one,” said Eric Bennett, Executive Director of the Brain Performance Institute. “Thanks to your partnership, we have expanded our high-performance brain training for any adult interested or any first responder.

“We are so honored to be working with these like-minded parties, like the Brain Performance Institute, whose missions align with our own,” said Stephen Holley, one of two former Navy SEALs from Dallas who co-founded the organization. 30,000 people participated in the 2,000-mile, 27-day relay walk that started in West Point, New York, and ended on Memorial Day in Dallas, Reverchon Park.

...translating its findings into useful solutions uniquely positions the Center to address pressing brain health needs quickly...

2014 Friends of BrainHealth Chars. Tracy and Ballard Castiliano, along with Membership Chairs Helen and Bues Castiliano, spearheaded this year’s efforts that culminated with a vote to select one of three finalists live.

Bob Parry who, along with wife Katherine, made the luncheon possible and has also committed to sponsoring next year’s, a key fundraising piece, of the Rouse’s $300,000 to the building that will house the latest innovations in cognitive enhancement programs.

“We have the utmost trust in the people and leadership of the Center for BrainHealth, and along with thousands of donors who have committed to solving brain-related problems confronting us as a nation,” stated Tommy Rouse, Senior Board Advisor and Director of TransFirst Health Services, Inc.

The Rouses’ dedication to furthering brain health was recently recognized at former Chairman of the Board, and CEO Mr. W.W. “Bill” Caruth III. “This grant shows the Foundation’s commitment to creating positive brain change for Dallas and beyond.”

“Eric’s involvement is a major boost. We, of course, appreciate the vision for the Institute, but Eric’s background makes us confident that the money will be spent properly and the vision for the Institute, but Eric’s background makes us confident that the money will be spent properly and will addressed the need. We believe the building will proceed as planned.”

“We are so thrilled to have the Rouses’ backing,” said Mr. Bennett. “I made the move from Texas because the Rouses’ generosity was calling to me. Now, I am helping people in a way I never thought I would — through scientific breakthroughs.”

“The work touches on the very fabric of our lives,” he added. “The Hillcrest Foundation’s support of our building campaign is an investment in the Center for BrainHealth’s vision and ability to translate the latest research discoveries into life-improving solutions that help people achieve smarter, healthier and more economically sustainable futures through cognitive enhancement.”

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Five years ago Phyllis Blanck joined the Center for BrainHealth to help transform education and children’s lives through neuroscience-based programs. As the Shirley Tims Family Initiative Director, she was instrumental in the rollout of the Center for BrainHealth’s Middle School Brain Years initiative, also known as the Adolescent Reasoning Initiative.

“Her spirit was bigger than life itself, her laugh was infectious, and her sense of humor was outrageous,” Dr. Gamino said. “Her generosity and caring for friends and family were unparalleled.”

Phyllis courageously battled cancer for the last 14 years of her life while remaining fiercely engaged in the pursuit of living, raising son Max with devoted husband Arthur, and working for UTD’s main campus as the Associate Dean of Students before coming to BrainHealth. She wrote an autobiography: PHE: a Modern American Story of Human Emotion, Frailty and Triumph, published in 2012. In it she says, “What would happen if I died today? What would my life have meant? Sometimes I think: unremarkable. She was born in Texas, she had many things we look back on – what she was doing, what she was thinking at the time. As the Shirley Tims. In August 2012, at age 65, Shelley’s mother, Kathy Tims, was diagnosed with frontal dementia and possible early onset Alzheimer’s. Warning signs appeared as early as 2005, but were misattributed to personality quirks and stubbornness. “Until we can solve the disease,” said Shelley, “we want to help make the transition easier.” Shelley and her father, Lamar, have pledged an ongoing commitment to the Center for BrainHealth for what they have deemed the Initiative for Early Discovery, starting with a $50,000 donation to help families who will find themselves in a similar situation. The initiative takes a three-pronged approach to improve quality of life after diagnosis and raise awareness about the signs of dementia.

People deal with it in a lot of different ways. Shelley and I wanted to find the opportunity,” said Lamar Tims. “There are things that you can see and pick up on, and we want people to know what they are and what choices you can make to make it easier for you and your loved one.”

“The unique program engages the patient, the caregiver and healthcare graduate students in building a framework for moving forward. For individuals newly diagnosed with Alzheimer’s disease, he maintained his uncanny sense of humor,” explained Doug’s three children. “He had a big smile, a big personality, and an ever bigger heart. He was a friend to all who was loved by all.”

A man deeply dedicated to faith and family, Doug served as an elder in his church and worked for his family’s business, A.C. Horn & Co., which started in 1907.

My story is not particularly unusual or special. But it is in the emotions and realities that each person goes through – there’s something about documenting all of it that makes it worth something. I remember after my mother died there were all these things everywhere: his clothes, his medicines, and his big recliner. I started to realize that my things would outlive me. We’re all just living an amount of time, we don’t know for how long. I am fifty-four years old and I don’t want to leave this world anytime soon. But if I write it all down, at least there will be a record of it…another thing to leave behind, yes, but a representation of what was me, my life. Among the many “things” that she leaves behind is her work with the SMART program that is currently being implemented in 78 middle school classrooms in Texas and several other states across the country. It has touched the lives of more than 30,000 teens, 250 teachers, and 100 administrators. It is a gift that continues to grow and touch lives, much like Phyllis.

In one of her last text messages to Dr. Gamino, she conveyed her sentiment about her work with the initiative, “We have had a lot of fun doing meaningful work together.”

The Center has established The Phyllis Blanck SMART Teacher Award as a lasting legacy of her life’s continued meaning.

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