

SUNTRUST

Date: July 1, 2018

To: McKnight Brain Research Foundation Trustees
Amy Porter, Executive Director
Henry H. Raattama, Jr. Legal Counsel

From: Melanie Cianciotto

Subject: MBRF Meeting: July 16, 2018 (Orlando, FL)

Enclosed you will find the meeting package for the July 16, 2018 Trustees meeting to be held in Orlando, FL. Included in this package for your review are the following items: the agenda, final draft of the minutes of the April 4, 2018 Trustee's meeting, minimum distribution calculation and other supporting material for the agenda items. The investment review material will be sent under separate cover.

The meeting will begin on July 16 at 8:00 a.m. in the Discover Board Room (Lobby Level) of the Hyatt Regency Orlando International Airport, located at 9300 Jeff Fuqua Blvd., Orlando, FL. Breakfast will be served.

Reservations have been made at the Hyatt Regency Orlando International Airport. Following are the room confirmation numbers:

Dr. Lee Dockery	#63947085
Dr. Michael Dockery	#63947085
Dr. Nina Ellenbogen Raim	#63947085
Dr. Gene Ryerson	#63947085
Dr. Robert Wah	#63947085
Dr. Madhav Thambisetty	#63947085
Dr. Richard Isaacson	#63947085
Dr. Susan Pekarske	#3501910
Ms. Amy Porter	#63947085
Hank Raattama	#63947085

Look forward to seeing you all in Orlando!

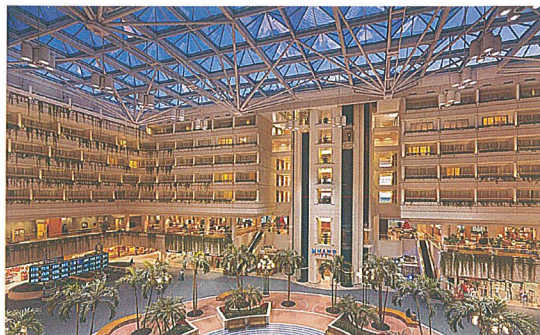
/mc

cc: Mike Hill

Enclosures



9300 Jeff Fuqua Boulevard Orlando, FL 32827



Directions to Hyatt Orlando Airport from an ARRIVING FLIGHT:

Once exiting the plane, passengers will proceed to the hub of the airside terminal.

There they will find the tram that will take you to the Main Terminal.

Follow the signs to the Hyatt Hotel and proceed to take the HOTEL elevator up to Level 4.

HOSTED DAY RATE SELF PARKING \$4.00 *Not valid when using E-PASS / SunPass Lane*

Follow Jeff Fuqua Boulevard to "B TERMINAL"

Enter the parking area by removing a parking ticket from the machine at the gate.

Hotel Guests may not use the EPASS/SUN-PASS Lanes and receive the discounted rate.

Follow the drive up and around the circular ramp to the **Third Level**.

Note the brown and white signed marked

"TERMINAL TOP PARKING – HYATT HOTEL."

As you cross over the ramp into **TERMINAL TOP PARKING** you will see the double doors leading into entrance of the hotel.

Park on levels 4 thru 10 and take Elevator Bank B to level 4 to enter the hotel.

Discounted Parking Voucher will be available in the meeting room

HOSTED DAY RATE VALET PARKING \$7.00 *Not valid when using E-PASS / SunPass Lane*

Follow Jeff Fuqua Boulevard until you see the **GREEN** and **WHITE** sign marked

"B TERMINAL"

Stay to the **RIGHT** side of the road.

Additional signs will direct you to the **HYATT HOTEL** Valet Parking Entrance.

The entrance will be on the left side, immediately past the large fountain.

Once the keys to your vehicle are given to the doorman, proceed to take the HOTEL elevator up to the 4th level.

Discounted Parking Voucher will be available in the meeting room

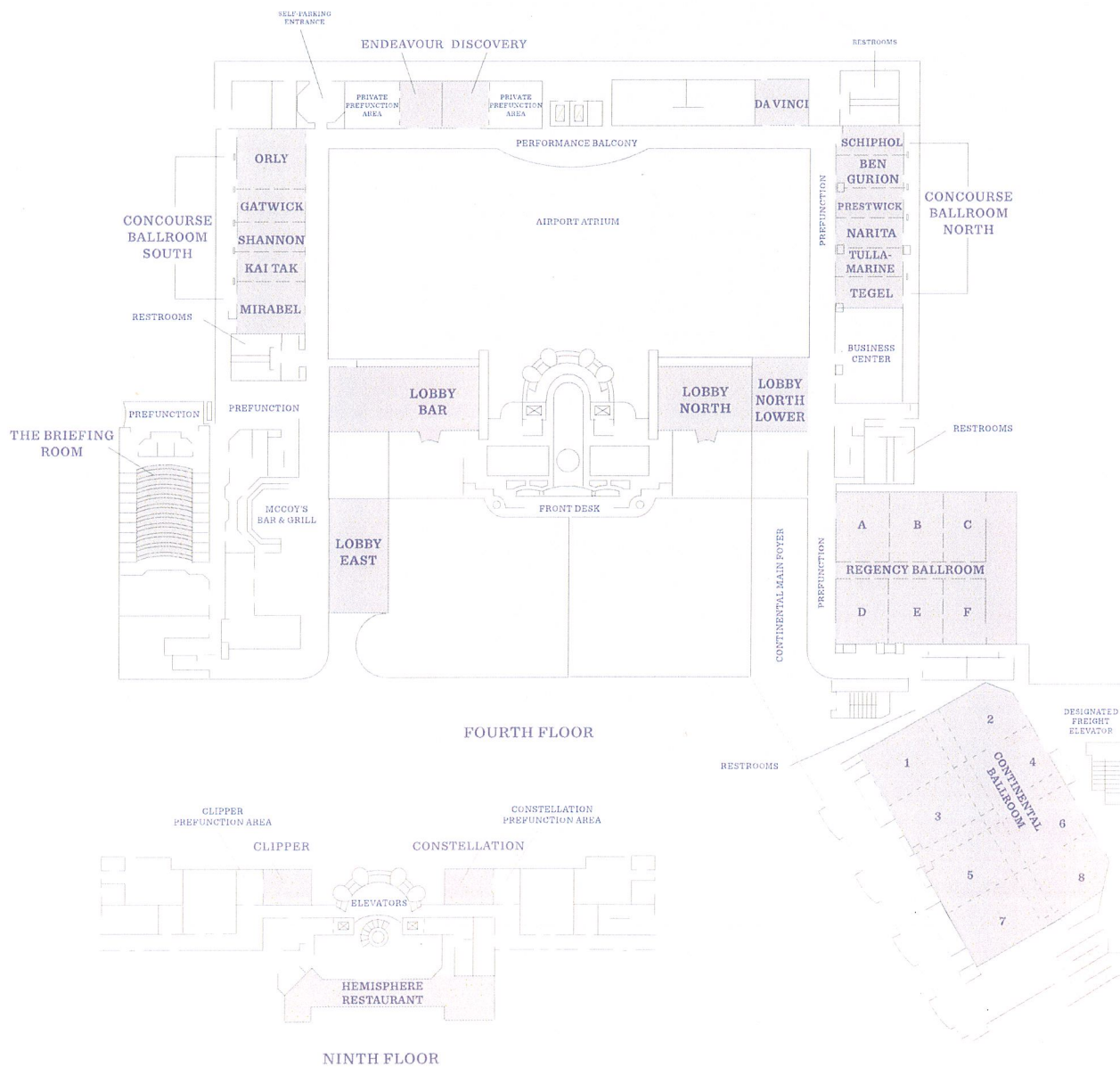
OVERNIGHT SELF PARKING \$12.00 // OVERNIGHT VALET PARKING \$16.00 *Not valid when using E-PASS / SunPass Lane*

HYATT REGENCY ORLANDO
INTERNATIONAL AIRPORT
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FLOOR PLANS



MCKNIGHT BRAIN RESEARCH FOUNDATION

Monday, July 16, 2018

8:00 am ET – 3:00 pm ET

Discovery Meeting Room – Lobby Level

Hyatt Regency Orlando International Airport

9300 Jeff Fuqua Blvd., Orlando, FL 32827

AGENDA

8:00 a.m.	1.	Call to Order/Breakfast	Ms. Amy Porter
	2.	Welcome to New Trustee, Dr. Susan Pekarske	Dr. Lee Dockery/ Dr. Mike Dockery
ACTION	3.	Approval of Minutes, April 4, 2018	Dr. Lee Dockery
	4.	Investment and Investment Policy Review ❖ Asset Allocation ❖ Efficient Frontier Analysis ❖ Monte Carlo Simulation	Mr. Mike Hill
	5.	Chair's Report	Dr. Lee Dockery
	6.	Executive Director's Report	Ms. Porter
	7.	Minimum Distribution Calculation	Ms. Melanie Cianciotto
	8.	Gifts and Grants Report	Ms. Cianciotto
	9.	Compensation Review	Ms. Cianciotto
ACTION	10.	Budget Review, 11 th Inter-Institutional Meeting	Dr. Lee Dockery/Ms. Porter
ACTION	11.	MBRF Scholarship Mentoring Proposal	Dr. Lee Dockery/Ms. Porter
	12.	Cognitive Aging Conference 2018	Dr. Lee Dockery/ Ms. Porter/ Dr. Richard Isaacson
	13.	The McKnight Clinical Translational Research Scholarship in Cognitive Aging and Age-Related Memory Loss ❖ Marketing Plan for RFAs	Dr. Lee Dockery/ Dr. Madhav Thambisetty/ Dr. Isaacson Ms. Porter
ACTION	14.	Awards, Society for Neuroscience Poster Session	Dr. Lee Dockery/Ms. Porter
	15.	MBRF Logo Designs and Usage	Dr. Lee Dockery
	16.	Discussion – Communication Strategy ❖ Posting Research to MBRF Website ❖ Increasing Awareness	Dr. Lee Dockery/ Dr. Isaacson Ms. Porter
ACTION	17.	Trustee Reappointment	Dr. Lee Dockery
	18.	Upcoming 2018 Dates & Events ❖ October 30-31, Trustees' Meeting, Miami, FL ❖ November 4, Society for Neuroscience, San Diego, CA ❖ February 2019 Trustees' Meeting; TBD ❖ April 10 - 12 Inter-Institutional Meeting, Gainesville, FL	Dr. Lee Dockery
	19.	Old Business	Dr. Lee Dockery
	20.	New Business	Dr. Lee Dockery
3:00 p.m.	21.	Adjournment	Dr. Lee Dockery
ACTION			

MINUTES
MCKNIGHT BRAIN RESEARCH FOUNDATION
BOARD OF TRUSTEES MEETING
April 4, 2018

The Trustee's meeting of the McKnight Brain Research Foundation (MBRF) was called to order at 12:15 p.m. on April 4, 2018, in the Centennial 1 Board Room at the DoubleTree by Hilton Birmingham, Birmingham, Alabama.

The following members were present:

- Dr. J. Lee Dockery, Trustee
- Dr. Michael Dockery, Trustee
- Dr. Richard Isaacson, Trustee
- Dr. Gene G. Ryerson, Trustee
- Dr. Madhav Thambisetty, Trustee
- Dr. Robert Wah, Trustee (via conference call)
- Ms. Melanie Cianciotto, Corporate Trustee,
SunTrust Bank Institutional Investment Solutions

Members absent:

- Dr. Nina Ellenbogen Raim

Others attending:

- Mr. Henry H. Raattama, Jr., Legal Counsel
- Mr. Mike Hill, SunTrust Bank Institutional Investment Solutions
- Ms. Amy Porter, Executive Director

1. University of Alabama at Birmingham Report

Dr. Ronald Lazar, Director of the Evelyn F. McKnight Brain Institute (EMBI) at the University of Alabama at Birmingham (UAB) and the Evelyn F. McKnight Chair for Learning and Memory in Aging, and Dr. Erik Roberson, Associate Director of the EMBI joined the trustees for lunch and to report on the status of the EMBI at the UAB (Attachment 1). The discussion included an update on the activities that have taken place since Dr. Lazar joined the EMBI on June 1, 2017, as the new director, ongoing EMBI inter-institutional projects and new projects at UAB.

2. Investment Review

Mr. Hill presented the investment review and commented on key economic and investment factors through February 28, 2018 (Attachment 2).

A. Market Environment

- In February, all of the global indices declined for the month as volatility returned. Emerging markets and non-U.S. developed declined, as Europe gave back more but Japan held up better than most. U.S. stocks were also battered after having their best January since 1997.
- Bond returns suffered as yields rose for a second straight month. With yields climbing, most bond indices suffered their first back-to-back down months in over a year.

B. Portfolio Review

Asset Allocation: The asset classes of the investments within the portfolio of the MBRF remain within the guidelines established by the trustees in the Investment Policy Statement of the Foundation.

Portfolio Performance: For the month ending February 28, 2018, the total return for the portfolio was -2.55% versus -3.11% for the Investment Policy Statement.

Action Item 1: The trustees received the investment report for information (Attachment 2).

3. Approval of Minutes

The minutes of the February 20, 2018, Board of Trustees Meeting of the McKnight Brain Research Foundation were reviewed (Attachment 3). The minutes were approved as amended.

Action Item 2: The trustees approved the minutes of the February 20, 2018, Board of Trustees meetings as amended (Attachment 3).

4. Minimum Distribution Calculation

The trustees reviewed the projected minimum distribution calculation for information (Attachment 4).

Action Item 3: The trustees reviewed the projected minimum distribution calculation for information (Attachment 4).

5. University of Florida 2017 Annual Report

The trustees reviewed the supplemental report (Attachment 5) from Dr. Ron Cohen, Professor and Evelyn F. McKnight Chair for Clinical Translational Research in Cognitive Aging and Memory. The trustees expressed disappointment that a clinical research scientist component to the cognitive aging and clinical translational program (CAM-CTRP) has not been identified or recruited. Dr. Lee Dockery will send a letter to Dr. Cohen expressing the concerns of the trustees, with copies to Dr. David Guzick, Vice President for Health Affairs and President of UF Health, Dr. Todd Golde, Executive Director of the McKnight Brain Institute at the UF and Dr. Stephen DeKosky, Deputy Director.

Action Item 4: Dr. Lee Dockery will send a letter to Dr. Cohen expressing the concerns of the trustees with copies to Dr. David Guzick, Dr. Todd Golde and Dr. Stephen DeKosky.

6. Travel Award Program

The trustees reviewed the additional information regarding the two proposals for research support that had previously been submitted through the MBRF Inter-Institutional Cognitive Aging and Memory Interventional Core (Attachment 6). The trustees discussed the proposals at length. Each proposal was approved for \$60,000 annually for a period of two years. Dr. Lee Dockery will send the grant award notice for the two proposals to members of the MBRF Inter-Institutional Cognitive Aging and Memory Interventional Core and the MBRF leadership council, defining the parameters for distribution of the grant funds.

Action Item 5: The two grants were approved for \$60,000, annually for each for a period of two year.

Action Item 6: Dr. Lee Dockery will send the grant award notice for the two proposals to members of the MBRF Inter-Institutional Cognitive Aging and Memory Interventional Core and the MBRF leadership council, defining the parameters for distribution of the grant funds.

7. Trustee Reappointment

The trustees held an executive session to discuss the renewal of the appointment of Dr. Gene Ryerson as a trustee for three more years. After discussion, the trustees unanimously agreed to renew Dr. Gene Ryerson's appointment as a trustee for a third and final three year term.

Action Item 7: The trustees unanimously approved the renewal of Dr. Gene Ryerson as an MBRF Trustee for a third and final three year term.

8. Upcoming Dates and Events

A. July 15-16, 2018 Trustees Meeting

The trustees have agreed to hold the July 2018 meeting of the MBRF in Orlando at the Hyatt Regency Orlando International Airport. The trustees will arrive the evening of July 15, 2018. There will be no social function that evening. The trustees meeting will begin with breakfast at 8:00 a.m. on July 16, 2018, and conclude no later than 3:00 p.m.

B. October Trustees Meeting

The trustees have agreed to hold the October 2018 meeting of the MBRF in Orlando at the Hyatt Regency Orlando International Airport. The trustees will arrive the afternoon of October 23, 2018, and there will be a trustee's dinner at 6:00 p.m. The trustees meeting will begin with breakfast at 8:00 a.m. on October 24, 2018, and conclude no later than 3:00 p.m.

C. Society for Neuroscience (SfN) 2018 McKnight Poster Session

The poster/reception is an MBRF sponsored and hosted event for graduate students and faculty who will be attending the annual meeting of the SFN from each of the four institutions to which the MBRF provides funding. The reception will feature scientific poster displays from each of the four McKnight Brain Institutes. The trustees are invited to attend the event, which will be held in San Diego on Sunday, November 4, 2018, from 5:00 p.m. to 7:00 p.m. Pacific Time.

9. NIA Initiatives/Research Partnership in Cognitive Aging

Dr. Molly Wagster, Chief, Behavioral & Systems Neuroscience Branch, National Institute on Aging, in a slide presentation provided the trustees with an update of the MBRF/NIA Research Partnership in Cognitive Aging (Attachment 7).

Action Item 8: Dr. Molly Wagster provided the trustees with an update on the MBRF/NIA Research Partnership in Cognitive Aging (Attachment 7).

Summary of Action Items:

Respectfully Submitted,

Melanie A. Cianciotto
SunTrust Bank, Corporate Trustee

Cianciotto.Melanie

Subject: Dr. Maraganore Correspondence

From: Demetrius Maraganore <dmaraganore@yahoo.com>

Sent: Tuesday, June 26, 2018 12:53 PM

To: J Lee Dockery <jld007@cox.net>

Cc: N39lgc <n39lgc@aol.com>; Mike Dockery <mike.dockery@orthocarolina.com>; Cianciotto.Melanie <Melanie.Cianciotto@SunTrust.com>; Amy Porter <aporter@mcknightbrf.org>; Gene Ryerson MD <generyerson@gmail.com>; Wah, Robert <rwah@dx.com>; Madhav Thambisetty <madhavtr71@gmail.com>; Richard Isaacson <rii9004@med.cornell.edu>; Hank Raattama <hank.raattama@akerman.com>; Pierson.Priscila <Priscila.Pierson@SunTrust.com>

Subject: Re: Thank you Dr. Dockery!

Dear Dr. Dockery and McKnight Board,

It is an honor and so very exciting to be joining UF soon, to preserve and improve brain health in the region and state, and hopefully to also create a model for the nation and world.

With best regards,

Demetri

Sent from my iPhone

On Jun 26, 2018, at 11:43 AM, J Lee Dockery <jld007@cox.net> wrote:

Dear Maraganore,

Thank you for your thoughtful email restating your goals and objectives as your transition from your current position to become the neurology-based Director of Aging-related Memory Loss and Brain Health, and the neurology-based Director of Biomarkers at the University of Florida. I, too, enjoyed meeting you and regret Dr. Ryerson who is also a trustee of the McKnight Brain Research Foundation (MBRF) and lives in Gainesville, was unable to join in the discussions as well. Your stated and written reoriented direction of your career and research interest from Parkinson's Disease to aging related memory loss, cognitive decline, and dementia and the evaluation and management of patients with aging related memory disorders under the broad architecture of "Brain Health" are very compatible and complementary to the Mission and Purpose of the MBRF. It is a desire of the trustees that the research in cognitive aging and age-related memory loss translate to clinical applications to maintain brain health in either

preventing, ameliorating or treating cognitive decline associated with the aging process.

On behalf of the trustees of the MBRF, we look forward to you beginning your work at the university of Florida and the beneficial collaborations within the university of Florida and between the other McKnight Brain Institutes in advancing the knowledge leading to the understanding and alleviation of cognitive decline and memory loss associated with the aging process. So that the trustees may have knowledge of your goals and objective, by copy of this reply, I will circulate your thoughtful email to each of the trustees in advance of your meeting them personally at the McKnight Inter-Institutional meeting, scheduled to meet at the University Florida, April 10-12, 2019?

In the meantime, on behalf of the trustees of the MBRF please accept my enthusiastic welcome and best wishes,

Lee

J. Lee Dockery, MD
Chair, Board of Trustees
McKnight Brain Research Foundation
352-377-5872; jld007@cox.net

From: Demetrius Maraganore <dmaraganore@yahoo.com>
Sent: Monday, June 25, 2018 1:13 PM
To: jld007@cox.net
Subject: Thank you Dr. Dockery!

Dear Dr. Dockery,

Thank you for meeting with me during my recent visit to UF! I was inspired by your dedication to Mrs. Evelyn McKnight, her legacy, and the McKnight Brain Institute. I am so happy that you share my passion for preserving and improving brain health, through successful brain aging and the primary prevention of aging related memory loss, cognitive decline, and dementia. It was also fun recalling friends in common at Mayo and at NorthShore!!!

Michael Okun made me an employment offer, to be the neurology-based Director of Aging-related Memory Loss and Brain Health, and to also be the neurology-based Director of Biomarkers. He also offered to pursue on my behalf a named

professorship. I would enjoy serving in these roles, and I look forward to supporting research in the McKnight Brain Institute.

I plan to move my Agency for Healthcare Research and Quality funded grant entitled “Quality Improvement and Practice-based Research in Neurology Using the EMR” to UF. It has two years of funding remaining. I will strive to renew the grant with a brain health and aging related memory emphasis.

I hope to focus my clinical practice on the evaluation and management of persons at risk for aging related memory loss, cognitive decline, and dementia (“brain health”); and on the evaluation and management of patients with aging related memory disorders. With respect to research, I hope to support the many aging and Alzheimer’s researchers at UF by setting up a clinical core (standardized assessments using the EMR, biobanking, observational studies, interventional clinical trials, community outreach, philanthropy etc). It would also be exciting to launch some regional and even statewide population health clinical and research initiatives, focusing on successful brain aging and preservation and improvement of brain health (primary prevention of aging related memory loss, cognitive decline, and dementia).

I am intrigued by the opportunity to define and characterize regional populations of healthy aging persons, and to risk stratify the populations genetically (APOE, genomic risk scores); to then observe cognitive outcomes dependent on genetic and other variables; and to intervene in the highest risk persons through lifestyle, behavioral, nutraceutical, medical, and experimental approaches so as to attenuate aging related memory loss and cognitive decline and to reduce dementia risk. The Villages and other senior communities proximate to the University of Florida may be initial candidate populations, and then subsequently we might scale the effort to target elderly populations statewide through the OneFlorida Clinical Research Consortium. I envision even the formation of national and international Brain Health Consortia, fellowship training in Brain Health, etc. Your thoughts as to whether this approach has merit or is feasible, and of how we might develop brain health and aging related memory loss and biomarker infrastructures within the McKnight Brain Institute, would be greatly appreciated.

I see myself as a utility player, coming off the bench to help the UF team win in any way that I am needed. So please be sure to tell me how I can be most helpful to the McKnight Brain Institute and to you!!!

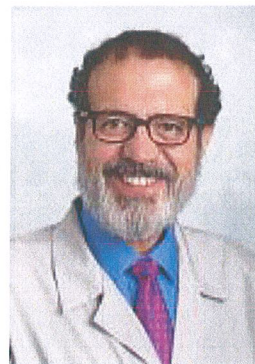
With best regards,

Demetri

CURRICULUM VITAE AND BIBLIOGRAPHY

Demetrius M. Maraganore, MD, FAAN

Revised May 15, 2018



PERSONAL INFORMATION

Place of Birth: Chicago, IL
Citizenship: United States of America

Mailing address: 2100 Fir Street
Glenview, IL 60025

E-mail address: dmaraganore@yahoo.com

LinkedIn profile: <http://www.linkedin.com/in/demetriusmaraganore>

PRESENT ACADEMIC RANK AND POSITION

Ruth Cain Ruggles Chairman, Department of Neurology, NorthShore University HealthSystem, November 2009 – Present
Medical Director, NorthShore Neurological Institute, NorthShore University HealthSystem, January 1, 2010 – Present
Clinical Professor of Neurology, University of Chicago, Pritzker School of Medicine, April 2010 - Present

PAST ACADEMIC RANK AND POSITION

Chair, Movement Disorders Division, Mayo Clinic, January 2009
Professor, Mayo Clinic College of Medicine, January 2002
Consultant, Department of Neurology, Mayo Clinic, Rochester, MN

EDUCATION

College/University: Northwestern University (Honors Program in Medical Education); Bachelor's of Science Degree, 1983.
Medical School: Northwestern University Medical School; Doctor of Medicine, 1985.
Residency: Mayo Graduate School of Medicine; Internal Medicine, 6/85-6/86; Neurology, 7/86-6/89.

Fellowship: Honorary Clinical Research Fellow in Movement Disorders to Professor C.D. Marsden, The National Hospital for Nervous Disorders, Queen Square, London, England, 7/89-7/90.

BOARD CERTIFICATION

National Board of Medical Examiners of the United States of America, 1986.
American Board of Psychiatry and Neurology; Neurology, 1990.

MEDICAL LICENSURE

State Board of Medical Examiners, Illinois
State Board of Medical Examiners, Minnesota.

HONORS/AWARDS

Mayo Foundation Scholarship, 7/89-7/90.
Movement Disorders Society, International Executive Committee, Member (by election) 2007-2010.
Recipient of the Paul Silverstein Community Service Award for Outstanding Contributions to the Parkinson's Community 2007.
Visiting Professor faculty appointment, University of Milano-Bicocca 2009
Team Neurologist, Chicago Bears, 2014-2016
Fellow, American Academy of Neurology, by Board of Directors election, 2015

PROFESSIONAL MEMBERSHIPS AND SOCIETIES

American Academy of Neurology, Member
American Academy of Neurology, Movement Disorders Section, Member
American Academy of Neurology Registry Committee, Member (2015-April 2017)
American Medical Association, Member
Movement Disorders Society, Member

EDITORIAL BOARDS

Movement Disorders, official journal of the Movement Disorders Society (past)
Parkinsonism and Related Disorders, Official Journal of the International Association of Parkinsonism and Related Disorders (2012-2015)
European Journal of Clinical Investigation, Official Journal of the European Society for Clinical Investigation; Editorial Board, Member 2009-2013

McKnight Brain Research Foundation

Minimum Distribution Calculation

Fiscal years 2000 - 2017

<u>Market Value</u> <u>Dec 1999 - \$69,126,583</u>	<u>Tax Year</u>	<u>Distributable Amount</u>	<u>Qualifying</u> <u>Distributions</u>	<u>Excess Distributions</u> <u>Carryover</u>	<u>Undistributed Income</u>
\$51,867,213	7/1/03 - 6/30/04	\$2,352,435	\$1,665,404	\$5,266,241 (last year we could carryover gift to UF)	\$0.00
\$51,898,266	7/1/04 - 6/30/05	\$2,450,345	\$3,026,049	\$575,704	\$0.00
\$55,777,369	7/1/05 - 6/30/06	\$2,620,008	\$2,036,659	\$0	\$7,645.00
\$62,782,831	7/1/06 - 6/30/07	\$2,843,725	\$3,299,931	\$448,561	\$0.00
\$54,753,484	7/1/07 - 6/30/08	\$2,817,569	\$3,110,508	\$292,939	\$0.00
\$39,447,094	7/1/08-6/30/09	\$2,016,762	\$2,517,340	\$500,578	\$0.00
\$39,991,364	7/1/09-6/30/10	\$1,952,550	\$3,789,616	\$1,837,066	\$0.00
\$44,648,921	7/1/10-6/30/11	\$2,058,313	\$3,983,492	\$1,925,179	\$0.00
\$41,206,393	7/1/11-6/30/12	\$1,973,938	\$2,615,808	\$641,870	\$0.00
\$43,820,218	7/1/12 -6/30/13	\$2,020,034	\$2,434,496	\$414,462	\$0.00
\$50,408,385	7/1/13-6/30/14	\$2,246,743	\$2,298,603	\$51,860	\$0.00
\$50,025,982	7/1/14 - 6/30/15	\$2,309,295	\$3,190,468	\$881,173	\$0.00

<u>Market Value</u> <u>Dec 1999 - \$69,126,583</u>	<u>Tax Year</u>	<u>Distributable Amount</u>	<u>Qualifying</u> <u>Distributions</u>	<u>Excess Distributions</u> <u>Carryover</u>	<u>Undistributed Income</u>
\$43,374,433	7/1/15 - 6/30/16	\$2,156,876	\$4,896,096	\$2,739,220	\$0.00
\$45,020,486	7/1/16 - 6/30/17	\$2,197,291	\$3,463,554	\$1,266,263	\$0.00
\$48,399,735	7/1/17 - 6/30/18	\$2,392,317	\$3,275,053 (estimate)	\$882,736 (estimate)	\$0.00
			\$60,973,416.13	\$5,821,252	(estimated total excess carryover)

McKnight Brain Research Foundation

Projected Minimum Investment Return Calculations

(As of 6/30/2018 for fiscal year ending 6/30/2018)

Average Fair Market Value	\$48,574,968.87
Less:	
Cash held for charitable purposes (1 1/2 %)	<u>(\$728,624.53)</u>
Net value of non-charitable use assets	\$47,846,344.34
Minimum Investment Return (5%)	\$2,392,317.22

Net Minimum Investment Return Calculation:

Minimum investment return	<u>\$2,392,317.22</u>
sub total Qualifying Distributions	<u>(\$3,275,053.79)</u>
	<u>(\$882,736.57)</u>
Excess distribution carryover (actual for '14, '15, '16, '17 estimate)	\$4,938,516.00
(estimate for '18)	<u>\$882,736.57</u>
	<u>\$5,821,252.57</u>

McKnight Brain Research Foundation

Gifts and Grants Summary

Fiscal years 2000 - 2024

	University of Alabama	University of Arizona	University of Florida	University of Miami	FNIH	American Brain Foundation
GIFTS	\$5,000,000 (5/15/2004) \$1,000,000 (10/19/2005) \$6,000,000 (8/3/2009)	\$5,000,000 (10/17/2006) \$300,000 (7/10/2008) \$5,600,000 (5/1/2014)	\$15,000,000	\$5,000,000 (7/3/2003) \$2,000,000 (date tbd)**	\$5,000,000 (5/6/2008) \$5,000,000 (10/2013) \$5,000,000 (6/2018)	\$1,650,000 (6/1/2017)
7/1/99 -6/30/00			\$15,000,000			
7/1/00 -06/30/01						
7/1/01 - 06/30/02						
7/1/02 - 6/30/03						
7/1/03 - 6/30/04				\$1,500,000		
7/1/04 - 6/30/05	\$2,000,000			\$875,000		
7/1/05 - 6/30/06	\$1,000,000			\$875,000		
7/1/06 - 6/30/07	\$1,000,000	\$1,000,000		\$875,000		
7/1/07 - 6/30/08	\$1,000,000	\$1,000,000		\$875,000		
7/1/08-6/30/09	\$1,000,000	\$1,300,000				
7/1/09-6/30/10	\$1,500,000	\$1,000,000			\$1,000,000	
7/1/10-6/30/11	\$1,500,000	\$1,000,000			\$1,000,000	
7/1/11-6/30/12	\$1,000,000				\$1,000,000	
7/1/12-6/30/13	\$1,000,000				\$1,000,000	
7/1/13-6/30/14	\$1,000,000				\$1,000,000	
7/1/14-6/30/15		\$200,000		\$1,000,000	\$1,000,000	
7/1/15-6/30/16		\$1,200,000		\$500,000	\$2,000,000 **	
7/1/16-6/30/17		\$1,200,000		\$500,000	\$1,000,000	
7/1/17-6/30/18		\$1,000,000			\$1,000,000	
7/1/18-6/30/19		\$1,000,000			\$1,000,000 ***	\$165,000
7/1/19-6/30/20		\$1,000,000			\$1,000,000	\$330,000
7/1/20-6/30/21					\$1,000,000	\$330,000
7/1/21-6/30/22					\$1,000,000	\$330,000
7/1/22-6/30/23					\$1,000,000	\$330,000
7/1/23-6/30/24						\$165,000
Total Balance	\$12,000,000 \$0	\$14,500,000 \$2,000,000	\$15,000,000 \$0	\$7,000,000 \$0	\$15,000,000 \$5,000,000	\$1,650,000 \$1,556,500

Total Gift *

\$65,150,000

Remaining Balance of Gifts *

\$8,556,500

* through 6/25/2018

** payment date has been changed from 7/1 to 5/1 so in the 7/1/2015 - 6/30/2016 FY they will receive two payments: 7/1/2015, 5/1/2016

*** assuming payment to FNIH starts 5/1/2019

McKnight Brain Research Foundation
Gifts and Grants Summary
Fiscal years 2000 - 2024

	Cognitive Test Battery Working Group	MRI Standardization Working Group	Epigenetic Working Group	Inter-Institutional Bioinformatics Core	Inter-Institutional Neuroimaging Core	Inter-Institutional Cognitive Assessment Core	IOM Study	Brain & Cognitive Health Working Group	A Novel Invention Tool (Levin)	Cognition in Older Adults (Bowers)
GRANTS				\$300,000 (9/1/2013) \$300,000 (9/1/2014)	\$339,623 (1/1/2015) \$415,159 (9/1/2016) \$176,977 (1/1/2017)	\$400,000 (9/1/2015) \$400,000 (9/1/2015)	\$87,713 (7/2012) \$700,000 (2/1/2013)		\$60,000 (5/1/2018) \$60,000 (5/1/2019)	\$60,000 (5/1/2018) \$60,000 (5/1/2019)
7/1/99 - 6/30/00										
7/1/00 - 6/30/01										
7/1/01 - 6/30/02										
7/1/02 - 6/30/03										
7/1/03 - 6/30/04										
7/1/04 - 6/30/05										
7/1/05 - 6/30/06										
7/1/06 - 6/30/07										
7/1/07 - 6/30/08										
7/1/08 - 6/30/09										
7/1/09 - 6/30/10										
7/1/10 - 6/30/11										
7/1/11 - 6/30/12										
7/1/12 - 6/30/13	\$22,756.59									
7/1/13 - 6/30/14	\$4,273.80	\$20,403.05	\$18,915.98				\$87,713			
7/1/14 - 6/30/15		\$1,094.20		\$52,000 UA						
7/1/15 - 6/30/16				\$94,795.73 UF	\$45,000 UM		\$350,000			
7/1/16 - 6/30/17				\$102,284.26 UA \$153,050.17 UF	\$33,409.04 UA \$95,000 UM	\$102,735 UM \$5,991.48 UF \$11,516.32 UA \$7,451.05 UAB	\$350,000			
7/1/17 - 6/30/18				\$250.00 UA	\$8,175.01 UA \$70,000 UM \$2,319.99 UF	\$67,678.50 UAB \$66,545.99 UA \$89,770 UM \$1,655.87 UF		\$10,454.20		
7/1/18 - 6/30/19					\$6338.36 UF \$17,868.28 UA	\$80,225.75 UAB \$48,544.07 UF \$35,286.88 UA				
7/1/19 - 6/30/20										
7/1/20 - 6/30/21										
7/1/21 - 6/30/22										
7/1/22 - 6/30/23										
7/1/23 - 6/30/24										
7/1/24 - 6/30/25										
Total	\$27,030.39	\$21,497.25	\$18,915.98	\$600,000	\$931,759	\$800,000	\$787,713	\$10,454.20	\$120,000.00	\$120,000.00
Balance	\$0	\$0	\$0	\$76,276.49	\$647,656.84	\$282,599.09	\$0	\$0.00	\$120,000.00	\$120,000.00

Total Grants

\$3,436,649.82

Remaining Balance of Grants

\$1,246,532.42

		MBRF Cores			
	Inter-Institutional Bioinformatics Core	Commitment: \$600,000 (9/1/2013 - 8/31/2015)	Paid		
1/28/2014	Inter-Institutional Bioinformatics Core	University of Arizona	\$52,000.00		
10/28/2014	Inter-Institutional Bioinformatics Core	University of Florida	\$21,092.48		
5/18/2015	Inter-Institutional Bioinformatics Core	University of Arizona	\$121,343.35		
6/18/2015	Inter-Institutional Bioinformatics Core	University of Florida	\$73,703.25		
9/22/2015	Inter-Institutional Bioinformatics Core	University of Arizona	\$101,922.80		
11/6/2015	Inter-Institutional Bioinformatics Core	University of Florida	\$62,714.87		
1/29/2016	Inter-Institutional Bioinformatics Core	University of Arizona	\$361.46		
6/16/2016	Inter-Institutional Bioinformatics Core	University of Florida	\$90,335.30		
10/13/2016	Inter-Institutional Bioinformatics Core	Univeristy of Arizona	\$250.00		
			\$523,723.51	\$76,276.49	Remaining Balance
	Inter-Institutional Neuro-Imaging Core	Commitment: \$931,759 (1/1/2015 - 12/31/2017)	Paid		
4/23/2015	Inter-Institutional Neuro-Imaging Core	University of Miami	\$45,000.00		
7/29/2015	Inter-Institutional Neuro-Imaging Core	University of Arizona	\$21,660.31		
1/27/2016	Inter-Institutional Neuro-Imaging Core	University of Miami	\$95,000.00		
1/27/2016	Inter-Institutional Neuro-Imaging Core	University of Arizona	\$11,748.73		
3/21/2016	Inter-Institutional Neuro-Imaging Core	University of Florida	\$5,991.48		
8/1/2016	Inter-Institutional Neuro-Imaging Core	University of Arizona	\$8,175.01		
4/21/2017	Inter-Institutional Neuro-Imaging Core	University of Miami	\$70,000.00		
6/27/2017	Inter-Institutional Neuro-Imaging Core	University of Florida	\$2,319.99		
8/23/2017	Inter-Institutional Neuro-Imaging Core	University of Florida	\$70.00		
10/3/2017	Inter-Institutional Neuro-Imaging Core	University of Florida	\$870.00		
10/27/2017	Inter-Institutional Neuro-Imaging Core	University of Florida	\$1,500.00		
12/20/2017	Inter-Institutional Neuro-Imaging Core	University of Florida	\$730.45		
1/24/2018	Inter-Institutional Neuro-Imaging Core	University of Arizona	\$17,868.28		
2/1/2018	Inter-Institutional Neuro-Imaging Core	University of Florida	\$647.32		
3/1/2018	Inter-Institutional Neuro-Imaging Core	University of Florida	\$171.98		
4/2/2018	Inter-Institutional Neuro-Imaging Core	University of Florida	\$1,595.93		
5/1/2018	Inter-Institutional Neuro-Imaging Core	University of Florida	\$70.00		
6/4/2018	Inter-Institutional Neuro-Imaging Core	University of Florida	\$682.68		
			\$284,102.16	\$647,656.84	Remaining Balance
	Inter-Institutional Cognitive Aging Assessment Core	Commitment: \$800,000 (9/1/2015 - 8/31/2017)	Paid		
1/27/2016	Inter-Institutional Cognitive Aging Assessment Core	University of Miami	\$102,735.00		
3/1/2016	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$923.96		
3/21/2016	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$1,154.89		
3/21/2016	Inter-Institutional Cognitive Aging Assessment Core	University of Florida	\$5,991.48		
3/30/2016	Inter-Institutional Cognitive Aging Assessment Core	Univeristy of Arizona	\$11,516.32		
4/14/2016	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$1,501.50		
5/16/2016	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$1,582.45		

6/29/2016	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$2,288.25		
7/19/2016	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$1,570.22		
9/8/2016	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$4,226.49		
9/8/2016	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$4,468.20		
9/22/2016	Inter-Institutional Cognitive Aging Assessment Core	University of Arizona	\$30,269.81		
11/4/2016	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$5,576.49		
12/15/2016	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$5,938.55		
1/18/2017	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$6,686.87		
2/10/2017	Inter-Institutional Cognitive Aging Assessment Core	Univeristy of Arizona	\$19,299.22		
2/17/2017	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$5,606.64		
3/7/2017	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$10,330.40		
4/18/2017	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$6,003.77		
4/21/2017	Inter-Institutional Cognitive Aging Assessment Core	University of Miami	\$89,770.00		
5/10/2017	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$8,167.95		
5/24/2017	Inter-Institutional Cognitive Aging Assessment Core	University of Arizona	\$16,976.96		
6/7/2017	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$9,102.92		
6/26/2017	Inter-Institutional Cognitive Aging Assessment Core	University of Florida	\$1,655.87		
7/28/2017	Inter-Institutional Cognitive Aging Assessment Core	University of Florida	\$12,556.43		
8/7/2017	Inter-Institutional Cognitive Aging Assessment Core	Univeristy of Alabama	\$13,021.96		
8/17/2017	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$18,313.75		
8/22/2017	Inter-Institutional Cognitive Aging Assessment Core	University of Florida	\$2,089.09		
9/12/2017	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$7,084.24		
10/3/2017	Inter-Institutional Cognitive Aging Assessment Core	University of Florida	\$4,025.81		
10/16/2017	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$3,297.02		
10/27/2017	Inter-Institutional Cognitive Aging Assessment Core	University of Florida	\$727.86		
11/16/2017	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$6,421.74		
11/30/2017	Inter-Institutional Cognitive Aging Assessment Core	University of Florida	\$4,898.29		
12/13/2017	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$6,848.59		
12/20/2017	Inter-Institutional Cognitive Aging Assessment Core	University of Florida	\$6,101.18		
1/16/2018	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$4,517.27		
2/1/2018	Inter-Institutional Cognitive Aging Assessment Core	University of Florida	\$3,551.17		
2/6/2018	Inter-Institutional Cognitive Aging Assessment Core	University of Arizona	\$18,308.60		
2/15/2018	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$2,187.19		
3/1/2018	Inter-Institutional Cognitive Aging Assessment Core	University of Florida	\$3,597.05		
3/7/2018	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$6,999.33		
4/2/2018	Inter-Institutional Cognitive Aging Assessment Core	University of Florida	\$3,699.98		
4/6/2018	Inter-Institutional Cognitive Aging Assessment Core	Univeristy of Arizona	\$16,978.28		
4/12/2018	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$4,103.85		
5/1/2018	Inter-Institutional Cognitive Aging Assessment Core	University of Florida	\$3,543.47		
5/21/2018	Inter-Institutional Cognitive Aging Assessment Core	University of Alabama	\$7,430.81		
6/4/2018	Inter-Institutional Cognitive Aging Assessment Core	University of Florida	\$3,753.74		
			\$517,400.91	\$282,599.09	Remaining Balance

McKnight Brain Research Foundation

Annual Compensation Survey

June 21, 2018

Taken from Exponent Philanthropy's Foundation Operations & Management Report

Full Time CEO/Top Administrator – Averaging more than 30 hours a week

Annual Survey 2017

Average	\$134,622
Median	\$133,900
25 th Percentile	\$110,647
75 th Percentile	\$152,000

Annual Survey 2018

Average	\$142,291
Median	\$135,000
25 th Percentile	\$111,154
75 th Percentile	\$166,381

Part Time CEO/Top Administrator – Averaging less than 30 hours a week

Annual Survey 2017

Average	\$109.43 per hour
Median	\$129.00 per hour
25 th Percentile	\$60.00 per hr.
75 th Percentile	\$138.00 per hr.

Annual Survey 2018

Average	\$93.44 per hour
Median	\$67.31 per hour
25 th Percentile	\$44.23 per hour
75 th Percentile	\$142.49 per hour

SALARIES

Full-Time Staff Annual Base Salary: An Overview

Median base salary for full-time CEO/top administrators is \$132,943. Median base salary for full-time professional/grantmaking staff is \$86,268 and for full-time administrative/support staff is \$56,500.

TABLE 35 Full-Time Staff Annual Base Salary, by Asset Size

Staff Role	Overall	Asset Size					
		<\$5M	\$5-9.9M	\$10-24.9M	\$25-49.9M	\$50-99.9M	\$100+M
CEO/TOP ADMINISTRATOR							
Average	\$139,263	\$84,381	\$81,104	\$114,462	\$134,622	\$164,322	\$193,454
Median	\$132,943	\$72,000	\$84,723	\$110,000	\$133,900	\$160,716	\$192,936
25th percentile	\$96,380	\$70,625	\$66,000	\$86,180	\$110,647	\$134,254	\$152,443
75th percentile	\$169,975	\$96,000	\$91,424	\$130,857	\$152,000	\$186,221	\$221,700
90th percentile	\$214,220	\$127,158	\$110,900	\$170,248	\$181,250	\$230,700	\$264,000
(n)	(196)	(7)	(18)	(45)	(49)	(48)	(29)
PROFESSIONAL/GRANTMAKING STAFF							
Average	\$90,920	*	*	\$80,526	\$84,382	\$96,406	\$98,055
Median	\$86,268	*	*	\$69,500	\$80,000	\$89,500	\$91,985
25th percentile	\$68,168	*	*	\$55,219	\$64,887	\$80,000	\$72,143
75th percentile	\$110,188	*	*	\$104,218	\$102,400	\$107,858	\$124,478
90th percentile	\$135,000	*	*	\$148,400	\$116,500	\$144,800	\$136,250
(n)	(104)	*	*	(14)	(16)	(33)	(34)
ADMINISTRATIVE/SUPPORT STAFF							
Average	\$62,596	*	*	\$60,222	\$68,055	\$60,313	\$64,028
Median	\$56,500	*	*	\$45,202	\$58,344	\$57,000	\$61,210
25th percentile	\$44,640	*	*	\$41,050	\$42,530	\$50,000	\$47,774
75th percentile	\$72,220	*	*	\$85,690	\$83,875	\$72,150	\$76,077
90th percentile	\$94,940	*	*	\$123,700	\$130,000	\$91,280	\$102,000
(n)	(72)	*	*	(10)	(15)	(23)	(22)

*Insufficient data (five or fewer cases) to report.

Note: Full time = 30+ hours/week. For descriptions of staff roles, see Key Terms.

Part-Time Staff Hourly Rate: An Overview

Median hourly rate for part-time CEO/top administrators is \$50. Median hourly rate for part-time professional/grantmaking staff is \$43 and for part-time administrative/support staff is \$29.

Note: Hourly rates for part-time employees were directly reported or converted to hourly rates from annual compensation data based on the number of hours worked per week:

Hourly Rate = [Annual Rate ÷ (Weekly Hours × 52 weeks)]

TABLE 36 Part-Time Staff Hourly Rate, by Asset Size

Staff Role	Overall	Asset Size					
		<\$5M	\$5–9.9M	\$10–24.9M	\$25–49.9M	\$50–99.9M	\$100+M
CEO/TOP ADMINISTRATOR							
Average	\$58.56	\$46.77	\$50.42	\$50.84	\$109.43	*	*
Median	\$50.00	\$50.00	\$46.00	\$47.00	\$129.00	*	*
25th percentile	\$38.00	\$33.00	\$38.00	\$40.40	\$60.00	*	*
75th percentile	\$66.00	\$62.44	\$62.00	\$53.25	\$138.00	*	*
90th percentile	\$95.80	\$80.00	\$87.00	\$87.80	\$200.00	*	*
(n)	(51)	(11)	(12)	(18)	(7)	*	*
PROFESSIONAL/GRANTMAKING STAFF							
Average	\$47.79	*	\$44.78	\$54.75	\$51.29	*	*
Median	\$43.27	*	\$44.97	\$54.09	\$41.62	*	*
25th percentile	\$36.00	*	\$39.23	\$34.46	\$35.49	*	*
75th percentile	\$54.18	*	\$52.72	\$74.52	\$72.12	*	*
90th percentile	\$75.96	*	\$52.88	\$76.92	\$84.02	*	*
(n)	(33)	*	(8)	(6)	(12)	*	*
ADMINISTRATIVE/SUPPORT STAFF							
Average	\$34.80	*	\$31.81	\$31.43	\$29.55	\$30.57	*
Median	\$29.00	*	\$22.59	\$29.17	\$28.83	\$27.17	*
25th percentile	\$20.00	*	\$20.00	\$19.23	\$24.47	\$16.00	*
75th percentile	\$38.46	*	\$31.25	\$42.31	\$35.50	\$38.46	*
90th percentile	\$59.23	*	\$45.44	\$57.69	\$44.73	\$60.56	*
(n)	(71)	*	(9)	(23)	(18)	(11)	*

**Insufficient data (five or fewer cases) to report.*

Note: Part time = less than 30 hours/week. For descriptions of staff roles, see Key Terms.

SALARIES

Full-Time CEO/Top Administrator Annual Base Salary

Median base salary for full-time CEO/top administrators is \$130,000. Compensation is generally higher among foundations with greater assets; it also is higher at non-family foundation than at family foundations.

TABLE 43 Full-Time CEO/Top Administrator Annual Base Salary, by Asset Size and Foundation Type

		Asset Size					
	Overall	<\$5M	\$5-9.9M	\$10-24.9M	\$25-49.9M	\$50-99.9M	\$100+M
All foundations							
Average	\$135,857	\$111,100	\$93,831	\$111,005	\$142,291	\$151,757	\$198,322
Median	\$130,000	\$94,750	\$91,016	\$110,000	\$135,000	\$155,500	\$180,000
25th percentile	\$97,538	\$84,000	\$75,395	\$85,000	\$111,154	\$130,000	\$152,250
75th percentile	\$162,299	\$135,000	\$110,625	\$127,123	\$166,381	\$176,800	\$252,000
(n)	(183)	(10)	(20)	(47)	(43)	(42)	(21)
Family foundations							
Average	\$127,484	*	\$93,607	\$104,906	\$140,511	\$146,368	\$178,833
Median	\$125,000	*	\$88,016	\$105,500	\$136,000	\$147,525	\$159,873
25th percentile	\$91,032	*	\$72,500	\$82,500	\$117,026	\$118,500	\$130,000
75th percentile	\$150,000	*	\$120,350	\$125,000	\$150,000	\$175,000	\$220,000
(n)	(95)	*	(12)	(27)	(21)	(21)	(10)
Non-family foundations							
Average	\$144,896	*	\$94,166	\$119,238	\$143,990	\$157,145	\$216,039
Median	\$134,502	*	\$92,000	\$120,548	\$132,302	\$165,000	\$235,000
25th percentile	\$105,593	*	\$82,895	\$95,000	\$110,748	\$138,000	\$152,250
75th percentile	\$176,176	*	\$96,769	\$130,000	\$181,000	\$176,800	\$280,000
(n)	(88)	*	(8)	(20)	(22)	(21)	(11)

Note: Full time = 30+ hours/week. For descriptions of staff roles, see "Key Terms."

* Insufficient data (five or fewer cases) to report.

Part-Time CEO/Top Administrator Hourly Rate

Median hourly rate for part-time CEO/top administrators is \$53.90. Note: Hourly rates for part-time employees were directly reported or converted to hourly rates from annual compensation data based on the number of hours worked per week.

$$\text{Hourly Rate} = [\text{Annual Rate} \div (\text{Weekly Hours} \times 52 \text{ Weeks})]$$

TABLE 44 Part-Time CEO/Top Administrator Hourly Rate, by Asset Size

	Overall	Asset Size					
		<\$5M	\$5-9.9M	\$10-24.9M	\$25-49.9M	\$50-99.9M	\$100+M
Average	\$65.26	*	\$49.30	\$59.51	\$93.44	*	*
Median	\$53.90	*	\$44.71	\$51.15	\$67.31	*	*
25th percentile	\$39.34	*	\$38.46	\$48.09	\$44.23	*	*
75th percentile	\$78.67	*	\$57.69	\$78.67	\$142.49	*	*
(n)	(39)	*	(8)	(13)	(8)	*	*

Note: Part time = < 30 hours/week. For descriptions of staff roles, see "Key Terms."

* Insufficient data (five or fewer cases) to report.

McKnight Brain Research Foundation

Annual Compensation Survey

June 21, 2018

Taken from Council on Foundations Grantmakers Salary & Benefits Report

Chief Executive Officer

Annual Survey 2016 Assets < 50 M

Average	\$124,399
Median	\$114,000
Minimum	\$30,000
Maximum	\$726,000

Annual Survey 2017 Assets < 50 M

Average	\$124,945
Median	\$117,031
Minimum	\$24,000
Maximum	\$395,000

*Compensation Summary for Foundation Staff (Position by Asset Size)



Compensation Summary for Foundation Staff

Position by Asset Size

2016 - National

Assets <50M

Title	Average	Median	Minimum	Maximum	Number of Positions	Number of Organizations
Executive Staff						
CEO	124,399	114,000	30,000	726,000	323	320
Assoc Dir / EVP	110,225	93,000	41,718	212,731	37	34
VP (Admin)	110,953	112,200	34,407	225,000	23	23
Finance Staff						
CFO / Treasurer	113,127	109,527	40,700	320,000	48	47
Controller	73,607	72,000	43,000	135,054	47	47
Accountant	58,733	55,944	25,000	102,270	47	39
Accounting Clerk	38,859	38,253	20,000	69,004	30	20
Program Staff						
VP (Program)	106,241	95,347	44,814	261,749	35	28
Program Director	92,478	85,049	36,140	225,000	124	81
Senior Program Officer	89,695	85,000	40,700	175,440	55	37
Program Officer	64,944	62,868	15,000	168,000	145	79
Program Associate	52,631	51,500	22,880	148,853	101	45
Program Assistant	43,153	42,354	24,000	75,000	38	22
Advancement/Development Staff						
VP / Chief Dev / Adv Officer	105,812	95,334	41,200	217,063	38	36
Dir/Officer	76,059	68,000	39,850	150,000	41	31
Donor Services	74,233	60,260	45,000	174,539	27	11
Dir/Officer of Gift Planning	74,233	60,260	45,000	174,539	27	11
Donor Svcs / Dev / Adv Asst	50,745	45,302	33,000	86,803	54	31



Compensation Summary for Foundation Staff

Position by Asset Size

2017 - National

Assets <50M

Title	Average	Median	Minimum	Maximum	Number of Positions	Number of Organizations
Executive Staff						
CEO	124,945	117,031	24,000	395,000	283	282
Assoc Dir / EVP	118,854	115,334	38,170	225,000	43	35
VP (Admin)	98,924	96,790	47,840	174,300	22	22
Finance Staff						
CFO / Treasurer	97,871	89,397	31,620	237,276	32	32
Controller	73,292	69,813	44,100	120,000	42	42
Accountant	54,847	53,844	18,000	90,345	38	27
Accounting Clerk	41,790	41,205	21,300	74,720	20	14
Program Staff						
VP (Program)	108,164	93,015	46,814	220,012	42	32
Program Director	84,840	78,000	36,729	211,201	117	78
Senior Program Officer	81,369	76,000	41,200	184,212	51	30
Program Officer	60,091	58,435	15,000	110,638	145	81
Program Associate	51,104	50,000	21,869	125,000	71	44
Program Assistant	42,592	41,246	15,000	76,343	36	24
Advancement/ Development Staff						
VP / Chief Dev / Adv Officer	95,376	92,205	43,785	183,469	34	31
Dir/Officer Donor Services	70,888	65,382	23,700	140,306	42	33
Dir/Officer of Gift Planning	63,394	55,000	49,000	95,000	17	6
Donor Svcs / Dev / Adv Asst	47,547	45,500	29,250	83,000	31	23

**McKnight Inter-Institutional Meeting - April 10 - 12, 2019
Gainesville, FL**

	Estimated Attendance	Per Person	TOTAL
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**Lodging (2 nights) 65x2=130 x
\$159/night**

65

\$318.00

\$20,670.00

Wednesday, April 10

Welcome Reception Dinner @ Hilton
(includes all meals & mtg.rooms)

\$10,000.00

Thursday, April 11

Breakfast, Breaks, Lunch, Mtg package

100

Harrell Bldg - Seminar Series

\$350.00

Break - @ Harrell Bldg

100

\$700.00

Speaker -

\$3,000.00

Cade Museum - Dinner

Cater for Dinner -

100

\$12,250.00

Rental Fee - Cade

\$3,000.00

Transportation

Transportation - Shands Vans -2
(4/10-12/2019)

\$3,000.00

Friday, April 12

Breakfast, Breaks

100

Trustees/Directors Breakfast

Box Lunch

100

\$

32.00

\$3,200.00

Program Printing & Incidentals (Target)

\$1,200.00

Travel for 65

Attendees

Tucson Air

24

\$650.00

\$15,600.00

Miami Air

17

\$500.00

\$8,500.00

Birmingham

16

\$330.00

\$5,280.00

Meals/parking/incidentals

70

\$100.00

\$7,000.00

AV equipment - @ Hilton

\$1,750.00

(microphone, projector, computer, pointer)

Misc Items. - (name tags, note

pads, pens)

\$750.00

TOTAL

\$96,250.00

PROPOSAL

**Evelyn F. McKnight Clinical Translational Research Scholar Dinner
American Academy of Neurology (71st AAN annual meeting)
Philadelphia, PA
May 4-10, 2019**

Objective

This is a proposal for funding the **Evelyn F. McKnight Clinical Translational Research Scholar Dinner** at the 71st AAN annual meeting in order to provide Scholars with opportunity to learn about the McKnight Brain Research Foundation and its mission, meet and network with the Trustees, leaders of the McKnight Brain Institutes, and share future opportunities for participating in inter-institutional meeting and potential collaborations.

Background

The McKnight Brain Research Foundation and the American Brain Foundation have announced a new scholarship award last year in order to advance research in cognitive aging to benefit people with age-related memory loss. Ten *McKnight Clinical Translational Research Scholarships in Cognitive Aging and Age-related Memory Loss* will be awarded for the period 2018 to 2022. The scholarships are funded by a \$1.65 million grant from the McKnight Brain Research Foundation, through the American Brain Foundation and the American Academy of Neurology. The partnership between the McKnight Brain Research Foundation and the American Brain Foundation, in collaboration with the American Academy of Neurology, has enormous potential to advance clinical translational research for alleviation and treatment of age-related cognitive decline and memory loss.

This new Scholarships directly aligns with the McKnight Brain Research Foundation mission to inspire commitment and shared vision in the understanding and alleviation of age-related memory loss, promote collaboration and communication among research scientists, institutions, and organizations engaged in research in age-related memory loss, and nurture scientists dedicated to the exploration and innovative research in the understanding and alleviation of age-related memory loss.

Proposal

This is proposal to organize the *McKnight Clinical Translational Research Scholars in Cognitive Aging and Age-related Memory Loss* dinner during the 71st AAN annual meeting that will be held in Philadelphia, PA from May 4 to 10, 2019.

This event may be an initial step towards potential broader collaboration and integration of *McKnight Clinical Translational Research Scholars* with MBI institutions, investigators, additional mentors, and other scholars interested in clinical translational age-related memory loss research.

Currently, 2 McKnight Clinical Translational Research Scholars are awarded and another 2 scholars will be awarded and will start their 2-year awards before the 2019 AAN meeting.

Date

The exact date needs to be determined.

If the event is approved by the Trustees, the proposer (Tatjana Rundek) will contact current scholars, the Trustees, and MBI leaders to determine the best date for the event.

Venue

If the event is approved, the *Evelyn F. McKnight Clinical Translational Research Scholar Dinner* will be organized at a restaurant with available private room and conveniently located to the 2019 AAN meeting venue. The proposer will arrange for the venue and prepare and send the invitations.

Budget

We expect that 15-20 people will attend the *Evelyn F. McKnight Clinical Translational Research Scholar Dinner*. This estimate includes 4 Scholars, the Trustees, and MBI leaders. Current mentors can also be invited, if Trustees deem appropriate, and in order to potentially extend partnerships and collaborations.

We estimate a cost of \$150-200 per person (including beverages).

A small administrative fee may be included for the preparation and printing of the invitations (\$500).

The maximum requested budget is \$4,000.

**Questions that were addressed at the AARP Sponsored Symposia and Roundtable:
Translation and Dissemination of Cognitive Aging Research
At the Cognitive Aging Conference 2018
(See the conference program for Friday, May 4, 6:00 pm for list of panelists)**

1. Do you think the public is more concerned about maintenance of cognitive function now than they were years ago?
2. Do you think it is important to communicate scientific findings to the general public about risk and protective factors related to maintenance of cognitive function with age?
3. The Global Council on Brain Health has tried to present some of what is known about risk and protective factors related to brain health to the general public– which of these topics do you think have been most helpful?
4. What topics would be useful to cover in the future?
5. There have been several recent efforts to gather expert opinion about factors that may influence brain health, including the recent IoM reports and the GCBH program. Are there other ways to fill the knowledge gaps in the evidence?
6. Do you think it is important for cognitive scientists to communicate their research findings directly to older adults, or is it better to leave the communication of their findings from their scientific research to others?
 - a. If you think that scientists should communicate their findings directly to the public, what is the best way for cognitive scientists to communicate what works to promote healthy brain aging?
 - b. If you think scientists should leave communication of their findings to others which groups are the best equipped to do so? Health care journalists, or advocacy groups, or government agencies?
7. What do you think are the most effective ways of disseminating information about brain health to the general public?
8. How best should we engage older adults to institute the behavior change necessary to reduce risks for cognitive decline?
9. What can we do to promote brain health at the individual, community and societal level?



2018
cognitive aging
conference
atlanta

Symposium Session 1

Thursday May 3 (5:15 pm – 6:45 pm)

Risk and Protective Factors for Cognitive Decline: New insights from Longitudinal Studies

Overview Speaker

Anja Soldan, *Department of Neurology, Johns Hopkins University School of Medicine*

Cognitive Decline in Preclinical Alzheimer's Disease

Elizabeth Mormino, *Neurology & Neurological Sciences, Stanford University*

Amyloid/Tau/Neurodegeneration (ATN) Profiles Among Cognitively Normal individuals and their Cognitive Outcomes

Anja Soldan, *Department of Neurology, Johns Hopkins University School of Medicine*

Predictors of Neurodegeneration in Cognitively Healthy and Subsequently Impaired Older Adults

Nicole Armstrong, *Laboratory of Behavioral Neuroscience, National Institute on Aging, National Institutes of Health, Baltimore, MD*

Relationship Between Self-Reported Lifestyle Activities and Longitudinal Cognitive Change

Corinne Pettigrew, *Department of Neurology, Johns Hopkins University School of Medicine*

Keynote Session

Thursday May 3 (6:45 pm – 7:45 pm)

From Satisficing to Optimizing: The Future of Cognitive Aging

Neil Charness, *Department of Psychology, Florida State University*

Welcome Reception

Thursday May 3 (7:45 – 8:45 pm)

Symposium Session 2

Friday May 4 (10:30 am – 12:30 pm)

Cognition and the Aging Brain: Maintenance, Reserve and Compensation

Overview Speaker

Maria Natasha Rajah, *Department of Psychology, McGill University*

Brain Maintenance

Lars Nyberg, *Department of Radiation Sciences, Umeå University, S-90197 Umeå, Sweden;* *Department of integrative Medical Biology, Umeå University, S-90197 Umeå, Sweden;* *Umeå Center for Functional Brain Imaging (UFBI), Umeå University, S-90197 Umeå, Sweden*

Compensation-Related Utilization of Neural Circuits (Hypothesis) Across the Life Span

Patricia A. Reuter-Lorenz, *Department of Psychology, University of Michigan, Ann Arbor*

Compensation in the Aging Brain: Networks and Representations

Roberto Cabeza, *Center for Cognitive Neuroscience, Duke University*

Age-Related Differences in the Neural Correlates of Cognitive Processing: From Description to interpretation

Michael D. Rugg, *Center for Vital Longevity and School of Behavioral and Brain Sciences, University of Texas at Dallas*

Discussant

Maria Natasha Rajah, *Department of Psychology, McGill University*

Plenary Session 1

Friday May 4 (2:00 pm – 4:00 pm)

Individual Differences

Overview Speaker

William S. Kremen, *University of California, San Diego*

Generational Effects for School Performance and Educational Attainment as Early-Life Predictors of Age-Related Memory Decline

Sara Pudas, *Department of integrative Medical Biology, Umeå University*

Change in Bold Modulation to Difficulty in Cognitively Normal Middle-Aged and Older Adults: Nonlinear Effects of Beta-Amyloid

Chris M. Foster, *Center for Vital Longevity, School of Behavioral and Brain Sciences, the University of Texas at Dallas*

Markers of Olfactory Memory As Predictors of Future Dementia: Comparisons to Episodic and Semantic Memory for Verbal information

Erika J. Laukka, *Aging Research Center, Karolinska Institutet, Stockholm, Sweden*

Multiple Brain Markers Mediate Age-Related Changes in Cognition

Trey Hedden, *Massachusetts General Hospital, Harvard Medical School*

AARP Round Table

Friday May 4 (6:00 pm – 7:30 pm)

Translation and Dissemination of Cognitive Aging Research

Introduction

Sarah Locke

Senior Vice President, Policy, Research and International, AARP

Executive Director, Global Council on Brain Health

Panelists

Marilyn Albert

John Hopkins University

Chair of Global Council on Brain Health

Institutes of Medicine Committee Member

Richard Isaacson

Weill Cornell Medical College

McKnight Brain Research Foundation Trustee

Institute of Medicine Report co-sponsor

Lisa McGuire

Centers for Disease Control and Prevention (CDC)

Global Council on Brain Health Liaison

Institutes of Medicine Report co-sponsor

Jacobo Mintzer

Roper St. Francis

Governance Committee of Global Council on Brain Health

George Rebok

Johns Hopkins University

Issue Expert, Global Council on Brain Health

Molly Wagster

National Institute on Aging (NIA)

Global Council on Brain Health Liaison

Institutes of Medicine Report co-sponsor

AARP Sponsored Reception

Friday May 4 (7:30 pm - 8:30 pm)

Plenary Session 2

Saturday May 5 (10:30 pm – 12:30 pm)

Memory

Overview Speaker

Cindy Lustig, *University of Michigan*

Memory Guides the Comprehension of Event Changes in Older and Younger Adults

Chris Wahlheim, *University of North Carolina at Greensboro*

Age Differences in False Memory Are Magnified at Longer Delays

Yana Fandakova, *Max Planck Institute for Human Development*

Neuropsychological Correlates of Source Memory for Actions Depend Upon the Number of Sources

Alan Kersten, *Florida Atlantic University*

Age-Related Enhancements in Prefrontal Recruitment During Retrieval of Negative Events From One's Past

Jaclyn Ford, *Boston College*

Symposium Session 3

Saturday May 5 (2:00 pm – 4:00 pm)

Prosocial Tendencies Across the Adult Life Span: Cognitive, Motivational, and Neural Factors

Overview Speaker

Ulrich Mayr, *Department of Psychology, University of Oregon*

Decisions Between Self-interested vs. Altruistic Outcomes Across Adulthood

Ryan Best, *Developmental Psychology Unit, University of Zurich*

Aging and Altruism in Intertemporal Choice

Julia Spaniol, *Department of Psychology, Ryerson University*

Greater Emotional Gain from Giving in Older Adults: Age-Related Positivity Bias in Prosocial Behaviors

Pär Bjälkebring, *Göteborgs Universitet*

Uncovering Age-Related Vulnerabilities in Trust-Related Decision Making

Natalie C. Ebner, *University of Florida*

Symposium Session 4

Saturday May 5 (4:30 pm – 6:30 pm)

Cognitive and neural plasticity in older age: Mechanisms of change in cognitive training interventions

Overview Speaker

Julia Karbach, *University of Koblenz*

Training Working Memory in Older Adults Using Tablet Technology – The Effects of Spacing and Consolidation

Susanne Jaeggi, *University of California, Irvine, CA*

Prospective Memory Training in Healthy Aging: Moderators of Strategy- and Process-Based Training and Transfer Effects

Matthias Kliegel, *University of Geneva, Switzerland*

Improving Cognitive Control Processes in Older Adults by Means of Task-Switching Training: An ERP Approach

Katharina Stenger, *Saarland University, Germany*

Comparing Cognitive Benefits From Single-Component and Multi-Component Cognitive Training Modules: A Meta-Analysis of Randomized Controlled Trials in Healthy Aging and Mild Cognitive Impairments

Chandramallika Basak, *University of Texas at Dallas*

Discussant

Paul Verhaeghen, *Department of Psychology, Georgia Institute of Technology*

Summary of Marketing Efforts for 2019 McKnight Clinical Translational Research Scholarships in Cognitive Aging and Age-Related Memory Loss with the American Brain Foundation (ABF) and the American Academy of Neurology (AAN)

Prepared for review by the MBRF Board of Trustees at their July 16 meeting

Last year, the McKnight Scholarship received 7 applications, exceeding the goal of 5 applications. This was more than several of the other AAN Research Program scholarships received. For instance, the Tourette Syndrome scholarship received 1 application.

The applications were generated from these sources: an AAN Publication (1), the AAN website (3), and colleagues (3).

The goal for this year is to receive 8 or more applications for the two McKnight Scholarship awards. The Request for Application flyer was distributed at the Cognitive Aging Conference in May.

Comparison between marketing plans for 2018 Award and 2019 Award

Ideas for target audiences included in last year's marketing plan (noted as MBRF suggestions) will be part of the outreach in 2019 although they are not specifically listed in this year's plan, as confirmed by Suzi Sherman, ABF staff member. They are:

- American Neurological Association
- American Psychiatric Association
- American College of Psychiatrists
- American Medical Association (for Psychiatry only – in resident section newsletter)
- Fellowship Directors for Cognitive Disorders and Behavioral Neurology

This item was included in last year's plan but will not be part of this year's:

- Online Banner Ad - Green Journal (this group charges a fee)

The marketing costs for the entire AAN Research Program (offering 21 scholarships) is increasing this year from \$3,605 for the 2018 Awards to \$4,500 for the 2019 Awards. This is due to increased postage costs and additional staff hours to develop a social media ad, digital advertising and partner website ads. (These fees are paid by ABF.)

For MBRF Trustee Discussion

- How can MBRF and the MBIs encourage applications?
 - Continue to post the RFA on the MBRF website. Ask each MBI to post as well?
 - Circulate the RFA among colleagues and on Linked-In and inter-institute networks?
- Are there opportunities for MBI Leadership to share information at conferences?
 - Mention in presentations?
 - Send copies of the Request for Application flyer to conference organizers? (We did this at the Cognitive Aging Summit 2018)
- Is the Alzheimers Association International Meeting a good opportunity? Suzi Sherman, ABF, will have copies of the flyer at the AAN booth.
- Other ideas for enlisting the MBI researchers and leadership, and current scholarship recipients in encouraging applications?

McKnight Clinical Translational Research Scholarship in Cognitive Aging and Age-Related Memory Loss

Funded by the McKnight Brain Research Foundation through the American Brain
Foundation, and the American Academy of Neurology

Application Deadline: October 1, 2018

This award aims to encourage young investigators in clinical studies relevant to age related memory loss. The award also recognizes the importance of rigorous training in clinical research, and encourages young investigators seeking opportunities to establish future careers in the area of human cognitive aging.

The award will consist of a commitment of \$65,000 per year for two years, plus a \$10,000 per year stipend to support education and research-related costs for a total of \$150,000. Supplementation of the award with other grants is permissible, but to be eligible to apply for this award, the other grant source(s) cannot exceed \$75,000 annually.

HOW TO APPLY

1. Visit AAN.com/view/ResearchProgram
2. Select "2019 McKnight Clinical Translational Research Scholarship"
3. Select "Apply now"

Please only submit one application - applicants are not allowed to submit applications for more than one award. Your application may be considered for another category at the discretion of the review committee, however, the system will only allow one application per person. Visit the [Frequently Asked Questions](#) portion of the website for more information.

IMPORTANT DATES

October 1, 2018: Application deadline – Note that this is the deadline for all documents, including those from the reference, mentor, and chair.
Applications will be declined if this information is not submitted by October 1.
January 2019: Notification of recipients
July 1, 2019: Funding begins

ELIGIBILITY

1. For the purpose of this scholarship, research is defined as "patient-oriented research conducted with human subjects, or translational research specifically designed to develop treatments or enhance diagnosis of neurologic disease. These areas of research include epidemiologic or behavioral studies, clinical trials, studies of disease mechanisms, the development of new technologies, and health services and outcomes research." Disease-related studies not directly involving humans or human tissue are also encouraged if the primary goal is the development of therapies, diagnostic tests, or other tools to prevent or mitigate neurological diseases.
2. Recipient must be an AAN member interested in an academic career in neurological research who has completed residency or a PhD no more than 5 years prior to the beginning of this award (July 1, 2019). If you have completed both residency and a PhD, your eligibility is based on when you completed residency. If you completed a fellowship of any kind after residency, your eligibility is still based on the date you finished residency.

EVALUATION AND SELECTION

Applications are evaluated by reviewers based on the following criteria:

- Applicant's ability and promise as a clinician-scientist based on prior record of achievement and career plan, letters of reference, and NIH Biosketch (30 percent)
- Quality and nature of the training to be provided and the institutional, departmental, and mentor-specific training environment (30 percent)
- Quality and originality of the research plan for cognitive aging and age-related memory loss (40 percent)

REQUIRED ATTACHMENTS FOR APPLICATION

1. PDF of Three-page Research Plan, including brief statements of aims, background, contemplated approaches to methodology and any supporting preliminary data/figures. References do not count toward the page limit. The research plan should be written by the applicant and should represent his/her original work. However, the applicant is expected and encouraged to develop this plan based on discussion with the proposed mentor. It is appropriate, but not required, for the proposed work to be specifically related to the mentor's ongoing research.
2. PDF of Applicant's NIH Biosketch. See this [link](#) for the most recent NIH biosketch template

Once the above information is fully completed and submitted by the applicant:

3. The **chair** will receive an email with a link asking them to check a box confirming that the applicant's clinical service responsibilities will be restricted to no more than 20 percent of your time. The chair will NOT be asked to submit a letter.
4. Two **references**, identified by applicant, will receive an email with a link to submit a letter of reference supporting the applicant's potential for a clinical, academic research career and qualifications for the scholarship.
5. The **mentor** will receive an email with a link to submit a letter of reference detailing his or her support of and commitment to the applicant and the proposed research and training plan. The letter should specifically indicate the mentor's role in the development and preparation of the applicant's research plan and should include:
 - How the proposed research fits into the mentor's research program
 - Expertise and experience in the area of research proposed and the nature of the mentor's proposed time commitment to the supervision and training of the applicant
 - Mentor's prior experience in the supervision, training, and successful mentoring of clinician scientists
 - Potential for applicant's future research career and comparison of applicant among other residents
6. The **mentor** will also be required to upload a NIH biosketch.
7. Applications will not be processed or reviewed until the letters of recommendation are submitted. The applicant will receive an email confirmation upon receipt of each support letter. To send a reminder email to the letter writer, log back into the application and select "Re-send Recommendation Request" located in the Support Information section of the application.

Contact Information:

Kristin Roehl, Grants Program Manager
Phone: (612) 928-6082
Email: kroehl@aan.com

Marketing and Communications Plan

Prepared by the American Brain Foundation (ABF) and American Association of Neurology(AAN)

Project Title: 2019 Research Program

Date June 18, 2018

This is the overall marketing plan for the AAN Research Program. Messaging specific to the McKnight Clinical Translational Research Scholarships in Cognitive Aging and Age-Related Memory Loss is incorporated into each step of this plan to ensure we get the most number of applicants.

SCOPE

- This marketing communications plan has been developed to promote the open application period for the 2019 AAN Research Program with the goal of acquiring applicants.
- The 2019 AAN Research Program will offer a total of 21 scholarship opportunities.

GOAL

- Build awareness within AAN membership and the larger neurology community of the AAN Research Program and the MBRF and ABF's significant commitments to neuroscience.

OBJECTIVE

- Secure 8 or more applications for the 2019 McKnight Clinical Translational Research Scholarships in Cognitive Aging and Age-Related Memory Loss.

STRATEGIES

- Personalize emails by targeting AAN member segments and providing them with information for the applicable scholarship(s) opportunities
- Incorporate variable data capabilities into email communications
- Utilize web tracking to monitor program website page traffic
- Utilize promotional space within AAN publications and online platforms
- Leverage AAN Career Center audience to feature funding opportunities
- Segment disease funding opportunity topics with targeted LinkedIn ads to groups who would be interested in research funding in those specific areas
- Engage past Research Program recipients/applicants, Program Directors, Program Chairs, Clerkship Directors, and Mentors through email and direct mail to help recruit applicants
- Work with MBRF and other cosponsoring non-profits on cross promotion efforts

TARGET AUDIENCES

- AAN Junior Residents (US) (AUDIENCE SIZE: 2,853)
 - AAN Junior residents (US; International) (AUDIENCE SIZE: 3,897)
- Junior Fellows (US; graduating 2017, 2018, 2019) (AUDIENCE SIZE: 1,038) (Audience size includes

members who completed residency but do not have any training info on file. 474 have fellowship training information on file)

- Junior PhD (US; graduating 2017, 2018, 2019) (AUDIENCE SIZE: 68)
- Program Directors (US; International) (AUDIENCE SIZE: 317)
- Associate Program Directors (US; International) (AUDIENCE SIZE: 90)
- Program Chairs (US) (AUDIENCE SIZE: 170)
- Clerkship Directors (US) (AUDIENCE SIZE: 152)
- AAN sections and AAN Synapse Online Communities
- Past recipients
- Past applicants
- Mentors of past applicants and recipients
- People who have expressed interest

CREATIVE CONCEPT AND KEY MESSAGES

- PRINT, DIRECT MAIL, ONLINE, SOCIAL MEDIA

CREATIVE CONCEPT

- Share the story and use the face of a recent Research Program recipient (must include diversity)

KEY MESSAGING

- Sample headline: AAN is committed to research careers
- Include recipient story paragraph
- Apply for a 2019 AAN Research Program Scholarship now.
- Highlight the dollars amount of funding available, TEXT: Scholarships range from \$130,000-\$450,000
- POST CARD: List all scholarships
- AAN.com/view/ResearchProgram
- October 1, 2018 deadline date

- SECTION EMAILS to Research Program past applicants/recipients, Program Directors, Program Chairs, Clerkship Directors, Mentors, AAN Sections

KEY MESSAGING

- ABF is committed to making a profound difference in the lives of researchers, which in turn will make a difference in the lives of patients with brain disease.
- MBRF promotes research and investigation of the brain in the fundamental mechanisms that underlie the neurobiology of memory with clinical relevance to the problems of age related memory loss
- The McKnight Clinical Translational Research Scholarships aim to encourage young investigators in clinical studies relevant to age related memory loss and also encourage young investigators in seeking opportunities to establish future careers in the area of human cognitive aging.
- 2019 AAN Research Program offers 21 scholarship opportunities.
- Funding comes from the American Academy of Neurology, American Brain Foundation, McKnight Brain Research Foundation and others.
- Know someone who is in need of research? Encourage them to apply for a 2019 McKnight Clinical Translational Research Scholarship or one of the other AAN Research Program scholarships.

- 78% of AAN Research Program recipients go on to receive further longer-term research funding
- List the applicable scholarships and dollar amounts of funding available for each (details under each email in this plan)
- Include link to AAN Research Program flyer (share/print and distribute)
- AAN.com/view/ResearchProgram
- October 1, 2018 deadline date

DELIVERABLES

PRE-PROMOTION (March—April)

- ✓ AAN.com
 - RFA PDF for each scholarship
- ✓ Research Program Flyer
 - Distribute at Annual Meeting
 - Place flyer PDF on website; use for social media; use link in emails
- ✓ Press Release: Announcing awards/collaborations
- ✓ Cosponsor Marketing
 - Connect with each scholarship non-profit sponsor and their marketing and communications team(s) to discuss cross-promotional efforts.

PROMOTION (July—October)

Application Deadline: October 1, 2018

- ✓ *Neurology Today* Conference Reporter
 - Emails covering the Alzheimer's Association International Conference (AAIC), July 22-26
 - Promotional link will be included featuring the *2019 Research Program Opportunities*
 - TIMING: July 22-26
- ✓ AANnews
 - July issue: AAN Research Program article listing all awards (applications to open in July)
 - August issue: President's Column focused on AAN Research Program
- Leadership Update
 - TEXT: All Research Awards; Highlight large awards; If you know someone in need of time or funding for their research please encourage them to apply. Application Deadline October 1
 - TIMING: July and September issue (TBD by RFA availability on AAN.com)
- *Neurology* White-space Filler Copy
 - TEXT: All Research Awards; Highlight program; large awards; Application Deadline October 1
 - TIMING: Placement scheduled in following *Neurology* issues:
 July 18, 25
 August 1, 8, 15, 22, 29
 September 5, 12
- AAN Career Center
 - MCC submit all awards to AAN Career Center for placement on job board

- TIMING: week of July 30 (TBD by RFA availability on AAN.com)
- AANe-news
 - TEXT 1: 2019 AAN Research Program Opportunities
 - TIMING: July 25
 - TEXT 2: 2019 AAN Research Program. View all award opportunities and apply now!
Application deadline October 1
 - TIMING: August 8 (BANNER STORY)
 - TEXT 3: October 1 deadline approaching to apply for AAN Research Awards. View and apply.
 - TIMING: September 12
- Emails (July through September)
 - Emails will be sent 7/10, 8/2 and 9/6 to segmented audiences promoting all available awards.
- Direct Mail
 - Postcard # 1
 - Send date: August 1 (arrive in homes)
 - Postcard # 2
 - Send date: September 1 (arrive in homes)
- Print Ad
 - Publications:
 - AAN News
 - August & September issues
 - *Neurology Today*
 - August 2 and September 6 issues
 - *Neurology*
 - August 7, 21 and September 4 issues
- Online Banner Ad (All awards)
 - Publications (August 1 – September 30):
 - Neurology.org
 - Neurology RESIDENTS and FELLOW SECTION
 - NeuroTodayOnline.com
 - AAN.com
- Sign Template
 - Partners:
 - MDA
 - IHS
 - MBRF
 - AA
 - Size 24 x 36"
 - Due July 1
- AAN.com
- Paid Social Ads
 - Individual ads will be created for the scholarships/topics
 - Each ad will tag the appropriate scholarship sponsors; sponsors will share on their social media channels

- Facebook
 - Run 8/1 – 9/1
 - LinkedIn
 - Run 8/1 – 9/30
- Social Media
 - 3 posts (7/16, 8/13, 9/10)
 - Post on ABF/AAN Facebook, Twitter, Instagram, LinkedIn
 - Post on AAN Residents and Fellows Facebook
 - Post on *Neurology* Journal Facebook
 - Consortium of Neurology Residents and Fellows
- Media Publications
 - One press release will disseminate the week of the 2018 Annual Meeting

BUDGET

	Printing	Postage	Professional
Press Release (2019 Recipients)	-	-	1000
Postcards	2750	2000	-
Letter	125	150	-
Signs	250		-
Social Media Ad	-	-	3000
Digital/SEM Advertising	-	-	1000
Partner Website Ads	-	-	500
Total Estimate	3125	2150	4500

APPENDIX A
2017 Campaign Results

- 9% increase in the amount of total applications received from 2017 to 2018.
 - Received 7 applications last year for these two awards
 - How they heard about the awards:
 - AAN Publication (1)
 - AAN website (3)
 - Colleague (3)
- Emails sent to sections targeting disease specific scholarships. The targeted approach is key in assisting in securing applications.

Sent Mailings						
Name	Subject	Date	Delivery%	Open%	Click%	Recipients
18 Research Program Email 1F	Application Deadline Approaching for 2018 Research Program	9/14/2017 13:58	96.88%	31.87%	7.51%	12028
18 Research Program Email 2A	Research Funding Opportunities up to \$450,000!	8/16/2017 15:40	97.04%	28.78%	12.80%	11800
18 Research Program Email 1F	19 Research Funding Opportunities	7/25/2017 15:29	97.34%	29.05%	17.28%	11625

- Postcards were mailed to residents, fellows, past program recipients, Program Directors, Program Chairs, Clerkship Directors, and Mentors.
- The majority of applications were received the week leading up to the October 1 deadline.
- LinkedIn sponsored advertising targeted people within the neurology and medical fields who may be looking for scholarship opportunities. This allowed us to reach a larger audience for a minimal budget.

Tab 14: Awards, Society for Neuroscience Poster Session

Background:

In 2016, Dr. Molly Wagster and Dr. Jon King agreed to judge the poster presentations at the annual meeting of the Society for Neuroscience.

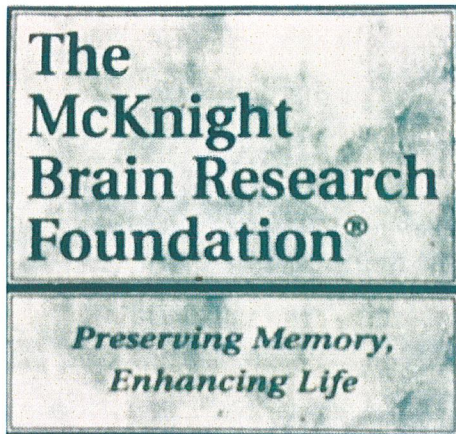
The MBRF awarded three cash awards for the first (\$500) second (\$300) and third (\$200) place winners.

In 2017, the MBRF also awarded three honorable mention award winners who were awarded certificates in addition to the three cash award winners.

Action: Convert the three Honorable Mention awards to \$100 each in addition the three existing cash award winners at \$500, \$300, and \$200. Total budget \$1,300

McKnight Brain Research Foundation Logos

#1



Copyrighted logo

Used for MBRF Letterhead and Envelope, trustee and executive director personal cards.

#2



The above logo has been used for inter-institutional programs and on the announcement of the McKnight Scholarships with the American Brain Foundation. Not copyrighted.

#3



The logo above has been used only for Inter-institutional publication purposes. However, these publications are also posted on the MBRF and Inter-Institute websites. Not copyrighted.

Question: What is the recommendation by the MBRF for the use of each of the above logos? 1. Use model #1 as universal logo

2. Copyright model #2 and #3 and continue current practice

3. Redesign letterhead using Model #2 and use it as universal

Logo

4. Other?

**The
McKnight
Brain Research
Foundation®**

*Preserving Memory,
Enhancing Life*

The McKnight Brain Research Foundation®

*Preserving Memory,
Enhancing Life*

*Established by
Evelyn F. McKnight
to Alleviate Memory Loss
in the Aging.*

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McKnight Clinical Translational Research Scholarship in Cognitive Aging and Age-Related Memory Loss

Funded by the McKnight Brain Research Foundation through the American Brain Foundation, and the American Academy of Neurology

Application Deadline: October 1, 2018

This award aims to encourage young investigators in clinical studies relevant to age related memory loss. The award also recognizes the importance of rigorous training in clinical research, and encourages young investigators seeking opportunities to establish future careers in the area of human cognitive aging.

The award will consist of a commitment of \$65,000 per year for two years, plus a \$10,000 per year stipend to support education and research-related costs for a total of \$150,000. Supplementation of the award with other grants is permissible, but to be eligible to apply for this award, the other grant source(s) cannot exceed \$75,000 annually.

HOW TO APPLY

1. Visit AAN.com/view/ResearchProgram
 2. Select "2019 McKnight Clinical Translational Research Scholarship"
 3. Select "Apply now"
- Please only submit one application - applicants are not allowed to submit applications for more than one award. Your application may be considered for another category at the discretion of the review committee, however, the system will only allow one application per person. Visit the [Frequently Asked Questions](#) portion of the website for more information.**

IMPORTANT DATES

October 1, 2018: Application deadline – Note that this is the deadline for all documents, including those from the reference, mentor, and chair. Applications will be declined if this information is not submitted by October 1.
January 2019: Notification of recipients
July 1, 2019: Funding begins

ELIGIBILITY

1. For the purpose of this scholarship, research is defined as "patient-oriented research conducted with human subjects, or translational research specifically designed to develop treatments or enhance diagnosis of neurologic disease. These areas of research include epidemiologic or behavioral studies, clinical trials, studies of disease mechanisms, the development of new technologies, and health services and outcomes research." Disease-related studies not directly involving humans or human tissue are also encouraged if the primary goal is the development of therapies, diagnostic tests, or other tools to prevent or mitigate neurological diseases.
2. Recipient must be an AAN member interested in an academic career in neurological research who has completed residency or a PhD no more than 5 years prior to the beginning of this award (July 1, 2019). If you have completed both residency and a PhD, your eligibility is based on when you completed residency. If you completed a fellowship of any kind after residency, your eligibility is still based on the date you finished residency.

EVALUATION AND SELECTION

Applications are evaluated by reviewers based on the following criteria:

- Applicant's ability and promise as a clinician-scientist based on prior record of achievement and career plan, letters of reference, and NIH Biosketch (30 percent)
- Quality and nature of the training to be provided and the institutional, departmental, and mentor-specific training environment (30 percent)
- Quality and originality of the research plan for cognitive aging and age-related memory loss (40 percent)

REQUIRED ATTACHMENTS FOR APPLICATION

1. PDF of Three-page Research Plan, including brief statements of aims, background, contemplated approaches to methodology and any supporting preliminary data/figures. References do not count toward the page limit. The research plan should be written by the applicant and should represent his/her original work. However, the applicant is expected and encouraged to develop this plan based on discussion with the proposed mentor. It is appropriate, but not required, for the proposed work to be specifically related to the mentor's ongoing research.
2. PDF of Applicant's NIH Biosketch. See this [link](#) for the most recent NIH biosketch template

Once the above information is fully completed and submitted by the applicant:

3. The **chair** will receive an email with a link asking them to check a box confirming that the applicant's clinical service responsibilities will be restricted to no more than 20 percent of your time. The chair will NOT be asked to submit a letter.
4. Two **references**, identified by applicant, will receive an email with a link to submit a letter of reference supporting the applicant's potential for a clinical, academic research career and qualifications for the scholarship.
5. The **mentor** will receive an email with a link to submit a letter of reference detailing his or her support of and commitment to the applicant and the proposed research and training plan. The letter should specifically indicate the mentor's role in the development and preparation of the applicant's research plan and should include:
 - How the proposed research fits into the mentor's research program
 - Expertise and experience in the area of research proposed and the nature of the mentor's proposed time commitment to the supervision and training of the applicant
 - Mentor's prior experience in the supervision, training, and successful mentoring of clinician scientists
 - Potential for applicant's future research career and comparison of applicant among other residents
6. The **mentor** will also be required to upload a NIH biosketch.
7. Applications will not be processed or reviewed until the letters of recommendation are submitted. The applicant will receive an email confirmation upon receipt of each support letter. To send a reminder email to the letter writer, log back into the application and select "Re-send Recommendation Request" located in the Support Information section of the application.

Contact Information:

Kristin Roehl, Grants Program Manager
Phone: (612) 928-6082
Email: kroehl@aan.com

Agenda item 16: Discussion— Communication Strategy

- ❖ **Posting Research Articles on MBRF Website**
- ❖ **Increasing awareness**

Background:

Executive director, Amy Porter, and trustee, Dr. Richard Isaacson, attended the cognitive aging conference in Atlanta May 4-6, 2018, representing the McKnight Brain Research Foundation (MBRF). Dr. Isaacson participated in a round table discussion/symposium at the conference on *Translation and Dissemination of Cognitive Aging Research* developed by the AARP (see attached list of questions which formed the structure of the symposium).

Following the meeting, Dr. Kristina Visscher, a faculty member at the Evelyn F. McKnight Brain Institute at the University of Alabama at Birmingham (UAB) who attended the cognitive aging conference, sent an email to Dr. Isaacson asking if the MBRF could or would be able to facilitate the dissemination of research to the Public.

Attached is a string of emails starting with Dr. Visscher's dated May 8, 2018 and concluding with a reply to Dr. Isaacson's email with questions about the policy surrounding the use and purpose of the MBRF website.

In the email reply to Dr. Isaacson dated May 8, 2018, the current informal policy surrounding the use and purpose of the website was stated with the agreement to place the item on the agenda for discussion and review of current policy in the context of the current time and circumstances.

- Attachments:**
1. List of Questions for Round Table discussion
 2. String of emails re: Questions about Media based on CNS Discussion

- Action:**
1. Review role of the MBRF in the translation and dissemination of cognitive aging research.
 2. Review existing policy regarding the use, purpose and management of the MBRF website.
 3. Future directions?

Cianciotto.Melanie

Subject: FW: Question about media, based on CAS panel discussion

From: J Lee Dockery <jld007@cox.net>

Sent: Tuesday, May 8, 2018 2:32 PM

To: 'Richard Isaacson' <rii9004@med.cornell.edu>; 'Amy Porter' <aporter@mcknightbrf.org>

Subject: RE: Question about media, based on CNS panel discussion

Importance: High

Dear Richard and Amy,

Congratulations, again Richard in making a favorable impression on the attendees at the round/table symposium at the Cognitive Aging Conference.

You will recall Kristina Visscher is associated with the Evelyn F. McKnight Brain Institute at the University of Alabama at Birmingham (UAB).

She is a collaborator in the McKnight Brain Research Foundation (MBRF) funded block grant for the Neuroimaging Core and the Brain Aging Registry. She does all the fMRI studies for the grant at UAB.

You may remember her as the person who kept “fixing” the projection of the presentations at the Inter-Institutional meeting.

Now to her question, which is really beyond the scope of the role of the MBRF at this time. I agree with you Richard that any advice you provide is personal and does not represent an official opinion of the MBRF.

The current design and function of the current website of the MBRF is based upon previous discussion by the trustees at the time the website was established.

As you can imagine, several opinions were put forth. The consensus opinion, at the time, was that the MBRF is not in the role of providing scientific information and advice and cannot be responsible for posting articles which have not been vetted.

It was also the opinion of the trustees that publication in scientific literature accompanied by appropriate and complementary press releases and public interviews satisfy the requirements for public access to the scientific information.

Time and circumstances require the existing policy by the MBRF on the purpose and use of the MBRF be reviewed and agree to place the item on the agenda for the July 16, 2018, meeting of the trustees.

Thank you, Richard for your sensitivity to complexity of the issue and the avoidance of placing the MBRF at risk by providing informal unofficial advice and assistance to Dr. Visscher, a valued colleague.

With best wishes,

Lee

From: Richard Isaacson <rii9004@med.cornell.edu>

Sent: Tuesday, May 8, 2018 12:53 PM

To: Amy Porter <aporter@mcknightbrf.org>

Cc: jld007@cox.net

Subject: Re: Question about media, based on CNS panel discussion

I would definitely support a Trustee discussion about the website in July (eg goals, potential budget etc).

Also, re: her questions below about the press release her colleagues were interviewed about, I've been in situations like that so can give some general advice, but it would be safer to tell them I was giving that feedback based on my personal opinion, rather than on behalf of my McKnight role. Do you agree?

Sorry for the complexity but want to make sure I represent the Foundation responsibly.

Richard

Sent from my iPhone

On May 8, 2018, at 12:45 PM, Amy Porter <aporter@mcknightbrf.org> wrote:

Hi, Richard! It's neat that this person followed up on your comment.

Lee, You will know more about this than I can offer. I like the idea of creating an area on the website later on.

Thinking about the website, it seems like we need board discussion/agreement on pursuing more outward facing efforts for MBRF (including a new website) if we are to make doing so a major priority. (Unless you have already had these discussions and have board support for doing so.). Is this something for board discussion in July?

Sent from my iPhone

On May 8, 2018, at 12:28 PM, Richard Isaacson <rii9004@med.cornell.edu> wrote:

Hi Lee and Amy

This is a nice follow up from last weeks discussion. Adding the study to our website is an easy option (and as we build out our new website, a dedicated section on new studies would make a lot of sense), but before I reply wanted to share this with you.

We should not take the lead with a press release etc at this time as that would be the responsibility of her home institution. That being said, we may want to discuss a structured approach to this at the next Trustees meeting. Also, sharing tools to help with dissemination strategies for our McKnight investigators is another mid-long term option to consider.

Suggestions or thoughts appreciated!
Richard

Sent from my iPhone

Begin forwarded message:

From: "Visscher, Kristina M" <kmv@uab.edu>
Date: May 8, 2018 at 11:32:17 AM EDT
To: "rii9004@med.cornell.edu" <rii9004@med.cornell.edu>
Cc: Lesley Ross <lross@psu.edu>, Christina Webb <cej5049@psu.edu>
Subject: [EXTERNAL] Question about media, based on CNS panel discussion

Hi, Richard,

It was great to see the panel discussion on Friday night at the CNS meeting. The discussion on dissemination of research to the public was particularly salient, so I thought I would email. I'm a McKnight researcher at UAB; **we have a paper that is coming out on Friday (this project wasn't funded through McKnight, but some of my lab's start up was, so it's related!). You mentioned in your talk that McKnight and other funders would love to be part of making research accessible to the public.** So I'm emailing about that now.

This project looks at neural mechanisms of training. I think it's good work, but our N is small. The paradigm (useful field of view) is related to the Posit Science paradigm. Posit Science is going to do a press release about it, after interviewing the first and second authors last week (Lesley Ross and Christina Webb are cc'd here). **We are a little nervous about being characterized by Posit, however.** Our paper is NOT examining efficacy or effectiveness of the Posit paradigm. Instead, we are exploring neural mechanisms of a similar paradigm. No one potentially buying the posit program should buy it because of the mechanisms, they should decide to buy it or not because of efficacy, which we make no claims about. The first draft of Posit's press release, which they did let us see, included some potentially misleading statements, which we told them about, and hope they'll fix. However, **we have no control over what they ultimately release.**

Mechanisms are super interesting, however, so we're not against having a press release about our paper. We show evidence that there is improved efficiency of processing these visual inputs, and that the efficiency may happen because of increases in connection strength between brain regions involved in performing the task.

So, as you suggested, I'm contacting our funders for advice about how to proceed with possible media. Any suggestions?

Thanks for your help!

best,
Kristina

Kristina Visscher, Ph.D.
UAB Department of Neurobiology
kmv@uab.edu | <http://labs.uab.edu/visscher/>

Kristina Visscher, Ph.D.
UAB Department of Neurobiology
kmv@uab.edu | <http://labs.uab.edu/visscher/>

<gby041 (1).pdf>

**Questions that were addressed at the AARP Sponsored Symposia and Roundtable:
Translation and Dissemination of Cognitive Aging Research
At the Cognitive Aging Conference 2018**

1. Do you think the public is more concerned about maintenance of cognitive function now than they were years ago?
2. Do you think it is important to communicate scientific findings to the general public about risk and protective factors related to maintenance of cognitive function with age?
3. The Global Council on Brain Health has tried to present some of what is known about risk and protective factors related to brain health to the general public– which of these topics do you think have been most helpful?
4. What topics would be useful to cover in the future?
5. There have been several recent efforts to gather expert opinion about factors that may influence brain health, including the recent IoM reports and the GCBH program. Are there other ways to fill the knowledge gaps in the evidence?
6. Do you think it is important for cognitive scientists to communicate their research findings directly to older adults, or is it better to leave the communication of their findings from their scientific research to others?
 - a. If you think that scientists should communicate their findings directly to the public, what is the best way for cognitive scientists to communicate what works to promote healthy brain aging?
 - b. If you think scientists should leave communication of their findings to others which groups are the best equipped to do so? Health care journalists, or advocacy groups, or government agencies?
7. What do you think are the most effective ways of disseminating information about brain health to the general public?
8. How best should we engage older adults to institute the behavior change necessary to reduce risks for cognitive decline?
9. What can we do to promote brain health at the individual, community and societal level?

**Understanding and Alleviating Age-Related Memory Loss:
Should the McKnight Brain Research Foundation (MBRF)
Answer the Call to Increase Public Awareness?**

The Global Council on Brain Health (GCBH), an independent collaborative of scientists, health professionals, scholars, and policy experts from around the world working in areas of brain health related to human cognition, asked the following questions of panelists, including trustee, Dr. Richard Isaacson, at the May 4 – 6, 2018, Cognitive Aging Conference in Atlanta.

- Is it important to communicate scientific findings to the general public about risk and protective factors related to maintenance of cognitive function with age?
- If you believe it is important, what is the best way for cognitive scientists to communicate what works to promote healthy brain aging? Directly or through others?
- If through others, which groups are best equipped to do so? Health care journalists, advocacy groups, or government agencies?

These questions point to the need for a central entity, or organization, 1) to act as a credible, available resource to health and science news writers, lifestyle bloggers, and online media; 2) to advocate for increased research funding and 3) to act as messenger to the public on cognitive decline and memory loss with aging.

MBRF is the philanthropic leader in this area of research. Its commitment to discovering the underlying causes of cognitive aging and age-related memory loss and its twenty-year history of visionary grantmaking are recognized and highly valued by the scientific community and federal agencies. MBRF continues to fulfill its goal to *“Lead in generating interest and support of scientific research to understand and alleviate age-related memory loss”* through the research programs of the four McKnight Brain Institutes (MBI), convening thought-leader summits, and supporting programs and partnerships such as the National Institute on Aging (NIA).

After 20 years of philanthropic leadership, is there now a need and an opportunity for MBRF to help promote research findings and clinical applications, to connect media with expert researchers and clinicians, to build awareness with the public and federal lawmakers? There is no other non-profit organization better suited to do this than the MBRF because of its 1) history 2) credibility 3) resolute focus 4) reputation and 5) affiliated network of experts at the McKnight Brain Institutes.

Is increasing public awareness an activity for MBRF to explore?

If so, the first steps of a pilot program might be:

- identification of influential media and healthy aging bloggers
- an internal assessment of expertise within the McKnight institutes
- convening a working group of MBI communications staff
- developing key messages for MBRF trustee review and approval
- developing FAQs for website posting

Examples:

Barbara Hannah Grufferman is a 50+ lifestyle and health blogger. She writes for **Huffington Post** and **AARP** and is the author of a new book on healthy aging which includes information related to activities, nutrition and exercise for brain health. Barbara has a large following and generates tens of millions of hits with her articles and posts. Barbara participated in the June 25 announcement of AARP's \$60 million campaign "Disrupt Dementia." She has begun writing regularly about brain health. She is an ideal candidate for MBRF to approach.

<https://www.barbarahannahgrufferman.com/ten-small-steps-brilliant-brain/>

Carina Wolff's article "7 Ways To Tell The Difference Between Early-Onset Dementia And Age-Related Memory Loss" was featured on **BUSTLE**, a popular site attracting younger women (age 20-40) with over 50 million visits a year. Ms. Wolff's article featured a quote from trustee, Dr. Richard Isaacson. <https://www.bustle.com/p/7-ways-to-tell-the-difference-between-early-onset-dementia-age-related-memory-loss-8629771>

A systematic review on exercise and cognition conducted by Dr. Joyce Gomes-Osman of the Evelyn F. McKnight Institute at the University of Miami was featured on **MEDPAGE TODAY** as well as by **TIME**. The study, entitled "1 Hour of Exercise, 3 Times a Week Boosts Cognition in Older Adults," would be ideal content for MBRF to share with online media contacts.

<http://time.com/5294493/exercise-healthy-brain-aging/>

If MBRF were to reach out to online media and lifestyle bloggers, we would:

- provide information about new studies like the "1 Hour of Exercise..." systematic review
- provide key messages about brain health, cognitive aging and memory loss associated with aging (these messages would be approved in advance by trustees and MBI leadership)
- identify any specific area of interest to the media contact and connect him/her to appropriate McKnight experts and communications staff at the relevant MBI
- post and promote resulting media coverage
- encourage trustees and MBI researchers and leadership to share media coverage with their professional colleagues and networks

Expanding activities to leverage the research generated by the McKnight Brain Research Foundation and the experts behind the research, would raise awareness for the MBRF and its efforts to understand cognitive aging and alleviate the effects of age-related memory loss. It would help elevate this research on the national agenda, raising awareness with Members of Congress and federal agencies. Additionally, this effort by the MBRF would help bring the MBIs closer to each other and to the MBRF through a collaborative approach to messaging and outreach.

Request for Consideration:

Should the Trustees agree to explore a media outreach program, additional staff support will be needed to identify and research influential media and to assist in developing messages and FAQs with the communications working group. The amount allocated for this support will not exceed \$4,000.

In October, a report will be presented to the Trustees which will include a list of targeted media, a list of McKnight experts and relevant expertise, 3 to 5 key messages and preliminary FAQs, and information about the communications working group's membership and activities. A more detailed media outreach plan will be presented to the Trustees at their October meeting for consideration should they find the results of the pilot program to be promising.

History, McKnight Brain Research Foundation Website

1. April 23, 2001: Domain names for the McKnight Brain Research Foundation were registered with aplusnet (A+NET)

- a. www.tmbmf.org

- b. www.tmbmf.com

2. Annual fee: \$34.98 annually
 - ❖ Billed to and paid by Dr. Lee Dockery with personal credit card on file.
3. Design: University of Florida
Health Center Communications and Technology Services Department
4. Hosting: University of Florida
UF Health Communications
5. Content: All current content has been developed by Trustee, Dr. J. Lee Dockery
6. Web manager: University of Florida
UF Health communications
7. Fees: The U of FL has hosted the MBRF website free of charge since it was established

Comment: All submissions, changes to the content on the MBRF website are made by personal contact by Dr. Lee Dockery with individuals in the office of UF Communications.

MBRF Trustees

Trustee Name	Date First Became Trustee	Date of Renewal of Trustee	Self Evaluation - 2016	Self Evaluation - 2017
J. Lee Dockery	5/26/1999	n/a	yes	yes
Michael Dockery	5/26/1999	n/a	yes	yes
Nina Ellenbogen Raim	5/26/1999	n/a	no	yes
Gene Ryerson	4/11/2012	4/29/2015 & 4/4/2018	yes	yes
Robert Wah	8/8/2012	8/12/2015	yes	yes
Madhav Thambisetty	8/12/2015		yes	yes
Richard Isaacson	4/27/2016		yes	yes

McKnight Brain Research Foundation
Qualifications for New Trustee

1. The Board of Trustees must be composed of at least three (3) and not more than seven (7) individual trustees and one (1) Corporate Trustee.
2. A Trustee must have either a Medical Degree or a Ph.D. Degree in one of the Basic Sciences or an equivalent degree in science related fields.
3. It is desirable for a Trustee to have been an active practitioner, an active research scientist, or have experience in administrative medicine or as a medical educator.
4. An additional Trustee or replacement Trustee must be elected by a unanimous vote of the current Trustees.
5. A Trustee must be committed to the Values, Vision, Mission and Code of Ethics of the McKnight Brain Research Foundation.

Approved, April 19-20, 2005, Trustees' Meeting
Reviewed and reaffirmed, April 16-18, 2008, Trustees' Meeting
Reviewed and reaffirmed, March 14, 2012, Trustees' Meeting
Approved October 14, 2014
Reviewed and reaffirmed, July 25, 2017

Dr. **Robert M. Wah, M.D.** serves as the Chief Medical Officer of North American Public Sector and Vice President of North American Public Sector at DXC Technology Company (formerly, Computer Sciences Corporation) and also has been its Vice President since January 17, 2007.



Robert M. Wah, MD; Global Medical Officer

DXC Technology

Robert M. Wah, MD, a reproductive endocrinologist and ob-gyn in McLean, Va., was president of the American Medical Association from June 2014 to June 2015. A nationally recognized expert in health information technology, Dr. Wah is global chief medical officer at DXC Technology. He is regularly ranked in *Modern Healthcare* magazine's "50 Most Influential Physician Executives." Dr. Wah previously served as associate chief information officer for the Military Health System in the Office of the Secretary of Defense and served as the first deputy national coordinator in the Office of the National Coordinator for Health Information Technology (ONC), U.S. Department of Health and Human Services (HHS). He practices and teaches at the Walter Reed National Military Medical Center in Bethesda, Md., and the National Institutes of Health. He has served on the faculties of Harvard Medical School, University of California, San Diego, and Uniformed Services University of the Health Sciences.

McKnight Brain Research Foundation

Upcoming Dates/Events 2018/2019

2018

<i>MBRF Board of Trustees Meeting</i>	<i>Society for Neuroscience Poster Session/Reception</i>
Miami, FL October 30 - 31, 2018 October 30, 2018 - 12:00 p.m. - 5:00 p.m. Trustee's Meeting October 31, 2018 - 8:00 a.m. - 1:00 p.m. Scientific Presentation and Installation of Dr. Rundek followed by lunch	San Diego, CA November 4, 2018 The Westin San Diego Gaslamp Quarter 5:00 p.m. to 7:00 pm.

2019

<i>MBRF Board of Trustees Meeting</i>	<i>MBRF Board of Trustees Meeting 11th Annual Inter-Institutional Meeting</i>
February 2019 TBD	Gainesville, FL April 10 - 12, 2019 April 10, 2019 12:00 p.m. - 5:00 p.m. Trustee's Meeting followed by social reception April 11, 2019 8:00 a.m. - 5:00 p.m. Scientific Program April 12, 2019 8:00 a.m. - 12:00 p.m. Scientific Program

Annual Report

**McKnight Brain Research Foundation
Sponsored Institutes and Research Programs
(Include activity of all McKnight supported faculty and trainees)
Report Period: _____**

Some gift agreements require both Institute reports and Chair reports. If applicable, please clearly state whether a particular response relates to a Chair or Institute.

Any capitalized terms used on the template are intended to have the same meaning as the term is defined in the Gift Agreement.*

1. Summary of scientific achievements since last report
2. Publications in peer reviewed journals
3. Publications (other)
4. Presentations at scientific meetings
5. Presentations at public (non-scientific) meetings or events
6. Awards (other)
7. Faculty. Please include abbreviated CV with publications for previous 12 months
8. Trainees
 - a. Post doctoral
 - b. Pre-doctoral
 - c. Other
9. Clinical/translational programs
 - a. New programs
 - b. Update on existing clinical studies
10. Technology transfer
 - a. Patents applications
 - b. Revenue generated from technology
11. Budget update (last year's budget and actual results - with an explanation of material variances)
 - a. Status of matching funds, if applicable
 - b. Projected budget for coming year
 - c. Extramural funding

***When using acronyms, please spell out all acronyms not universally understood.**

12. Educational programs focusing on age related memory loss
 - a. Scientific
 - b. Public
13. Collaborative programs with other McKnight Institutes, institutions and research programs
14. Collaborative programs with non McKnight Institutes, institutions and research programs
15. Briefly describe plans for future research and/or clinical initiatives
16. If applicable, please provide endowment investment results for the report period.
17. Where any funds used for a Prohibited Purpose during the report period?
18. Do you recommend any modification to the Purpose or mandates in the Gift Agreement?
19. Did all activities during the report period further the Purpose?
20. Please describe any negative events (loss of personnel, space, budget, etc.) that occurred during the report period and the possible impact on carrying out the Gift Agreement.
21. Please provide any general comments or thoughts not covered elsewhere – a response is not required. Please respond only if you would like to add something not otherwise covered elsewhere.
22. What do you consider your most important scientific achievement this year?
23. Signature, date, and title of person submitting the report.

***When using acronyms, please spell out all acronyms not universally understood.**