

From: [Amy Porter](#)
To: [Mike Dockery](#); [madhavtr71@gmail.com](#); [J Lee Dockery](#); [Cianciotto.Melanie](#); [Patricia Boyle](#); [Allison Brashear](#); [Richard Isaacson](#); [Sue Pekarske](#); [Gene Ryerson](#); [Robert Wah](#)
Cc: [Elba L Morales Magana](#); [Valerie Patmintra](#)
Subject: Additional Material to Add to Your Meeting Packets
Date: Tuesday, April 27, 2021 6:25:11 PM
Attachments: [Sanjay Video Promotion Results-final 4.23.21.docx](#)
[2021 MBRF AFAR Guidelines draft 04202021 MT.docx](#)
[2021 MBRF AFAR LOI 04162021 MT.docx](#)

Dear Trustees, As you prepare for the trustees' meeting on Friday, please review these additional items attached to this email as supplemental material to the meeting agenda, investment review, and other material already posted to the foundation's secure site.

Under the **Communications Committee report** on Friday's agenda, please see the attached minutes from the recent meeting and the attached report on the promotion of the Dr. Sanjay Gupta and Dr. Richard Isaacson video.

Under the **Education Committee report**, please look at the new Primary Care Physician section on McKnightBrain.org by going to this link to the landing page: <https://mcknightbrain.org/for-healthcare-professionals/>. The supporting pages are also live and ready for your review via the links on the landing page.

In addition, under the **Education Committee**, please review the link to an interview with Dr. Ron Lazar covering his AHA Scientific Statement, A Primary Care Agenda for Brain Health: <https://mcknightbrain.org/expert-interview-with-dr-lazar/>. His statement identifies primary care as the ideal setting to address the risk factors that can prevent cognitive decline before changes associated with aging even begin and it underscores the need for the new PCP section of the site being developed.

Under the **Research Committee report**, please review the attached draft of the mid-career award guidelines and the attached draft LOI. These were prepared by our contact at AFAR and edited by Dr. Madhav Thambisetty. This topic is not listed on Friday's agenda but will be added to the agenda at the outset of the meeting for discussion during Dr. Thambisetty's report.

As a reminder, the link to the secure site is tmbmf.org/board-login. Should you have any trouble accessing the site, please contact me or Melanie.

I look forward to seeing you on-line at the meeting tomorrow of the trustees with Dr. Ralph Sacco and Dr. Tanja Rundek. This meeting begins at 12 noon EDT via Web-Ex. You should have an invitation to tomorrow's call as well as an invitation to Thursday's call with the Leadership Council at 11:30 am EDT via Zoom.

If you do not have those invitations or have questions, please ask Melanie. She kindly registered all of us for those two meetings and the scientific sessions on Wednesday and Thursday afternoons.

Please let me know if I can provide you with any additional information - talk to you soon!!

Amy Porter
Executive Director
McKnight Brain Research Foundation
202-302-9849
www.mcknightbrain.org



McKNIGHT BRAIN RESEARCH FOUNDATION

Preserving memory, enhancing life

Dr. Isaacson/Sanjay Gupta Interview Social Media Promotion Results

Total Campaign Results – April 5 - April 20

Site Visits: 8,376

Video Landing Page Visits: 6,050

Fact Sheet Downloads: 120

Total Spend: \$2,348.88

Facebook Ads & Instagram Stories

Ran from April 5 - April 20

			Results	Demographics
			People Reached: 73,189	Men: 26%
			Video Views (in ad): 74,999	Women: 73%
			Post Engagements: 4,956	
			Landing Page Views: 3,249	
			Impressions: 85,475	
			Link Clicks: 3,768	
			Cost per Landing Page View: \$0.22	

Google Ads

Ran from April 5 - April 20

A

Your Google Ads
Only you can see this

Interview With Dr. Sanjay Gupta

ACTIVE Your ads show for this search

Ad · mcknightbrain.org/
Cognitive Aging 101 | Leaders in Brain Health | McKnight Brain Research Fdn
Learn the difference between dementia and cognitive decline—and how to spot them both. Get tips and resources from the McKnight Brain Research Foundation

A

Your Google Ads
Only you can see this

Interview With Dr. Sanjay Gupta

ACTIVE Your ads show for this search

Ad · mcknightbrain.org/
Build a Better Brain | How Sanjay Gupta Keeps Sharp | Top Tips From His New Book
Leading expert Dr. Sanjay Gupta shares the secrets to better brain health Watch the candid conversation with the McKnight Brain Research Foundation

A

Your Google Ads
Only you can see this

Interview With Dr. Sanjay Gupta

ACTIVE Your ads show for this search

Ad · mcknightbrain.org/
Boost Your Brain Health | Dr. Sanjay Gupta's Top Tips | How to Keep Sharp at Any Age
Leading expert Dr. Sanjay Gupta shares how to take care of your brain. From the McKnight Brain Research Foundation

Results

Total Site Visits: 8,375

Total Visits to Video Landing Page: 2,801

Cost Per Click: \$0.58

Detailed Breakdown of Google Ads:

\$1,633.25 Spend



Impressions

222K

How often your ads were shown



Clicks

2.83K

Actions on your ads



Conversions

383

Actions on your website from ads

See performance details

Actions on your website from ads

You're tracking actions on your website with [Google Analytics](#).

Ads insights



89%

New visits from your ad



65.09 sec

Average time spent on your website



1.71

Average number of pages viewed

383

Conversions

[Manage your Google Analytics goals](#)



248 Tips to Maintain Brain Health



116 Cognitive Aging 101



11 About Us



8 Blog

McKnight Brain Research Foundation Mid-Career Research Awards in Cognitive Aging and Memory Loss

Overview

[The Program](#)

[Eligibility](#)

[Application Procedures](#)

[Reporting Requirements](#)

Commented [OvdW1]: Anchors on website

Overview

The McKnight Brain Research Foundation (MBRF) and the American Federation for Aging Research (AFAR) will provide up to two 3-year awards of \$750,000 (USD) each to advanced Assistant Professors (MDs and PhDs.) One award will be made to support studies focusing on clinical translational research and another award toward understanding basic biological mechanisms underlying cognitive aging and age-related memory loss.

The Letter of Intent deadline for the 2021 program is **XXX, 2021**.

The Program

The major goal of the program is to build a cadre of outstanding research scientists across the United States with the potential to lead transformative research in the field of cognitive aging.

The program targets full-time independent investigators at the rank of Assistant Professor (or equivalent) with established independent research programs who have already demonstrated a firm commitment to cognitive aging research. It will add substantial start-up support for a period of three years to help these investigators develop and/or expand an outstanding research program in cognitive aging and memory loss.

One award will be made to support studies focusing on clinical translational research and another toward understanding basic biological mechanisms underlying cognitive aging and age-related memory loss. For example, this support could be deployed towards conducting a pilot clinical trial, developing proof-of concept interventions to ameliorate age associated cognitive impairment, gather preclinical data to accelerate testing of potential interventions, and further study the mechanistic basis of age-associated cognitive impairment [in relevant experimental](#)

models with a view to identifying novel treatment targets. Scientists proposing to pursue basic research should clearly articulate the potential of their findings to be translated to clinically relevant strategies and/or treatments and therapeutics. Research programs that are primarily focused on neurodegenerative diseases (eg: Alzheimer's disease) will not be supported. However research at the intersection of age-associated cognitive changes and disease-related cognitive impairment may be considered if a strong case can be made for its relevance to cognitive aging and age-related memory loss.

Commented [OvdW2]: How broadly/narrowly do we define cognitive aging? Do we say that proposals that focus on specific (neurodegenerative) diseases are considered only if they make clear and direct connections to cognitive aging?

Commented [TM([3R2]: Please see additional text here

Two 3-year awards of \$750,000 (USD) each will be made in 2021, of which a maximum of 10% may be used for indirect expenses or institutional overhead. **DISCUSS MATCHING FUNDS POLICY.**

Commented [OvdW4]: this is pretty standard indirect cost % for foundation grants

Recipients of this award are expected to attend the AFAR Grantee Conference. The purpose of the meeting is to promote scientific and personal exchanges among recent AFAR grantees and experts in aging research.

Eligibility

To be eligible, the applicant must:

- Have completed research/clinical training i.e. formal post-doctoral research training post-PhD and/or physicians who have completed post-residency fellowship training.
- Be an independent investigator at the rank of Assistant Professor who has received R01 funding (or equivalent funding such as an NIH DP5, R35 or NSF Research awards.)
- Be tenure-track faculty in an academic institution with evidence of long-term institutional support as indicated by commitment of resources including independent laboratory space, start-up research funds and personnel. Candidates not in a tenure-track position are also eligible and should demonstrate similar evidence of long-term institutional support and not be in a time-limited appointment.
- Have a proven track record of research accomplishments in cognitive aging as indicated by their publications in high-impact journals, awards, and other metrics of peer recognition.
- Provide **XXX %** institutional matching funds as described in **a form completed by the Dean or Department Chair**
- Be at an academic or non-profit research institution in the United States.

Commented [OvdW5]: Not sure if we need this here – if they are tenured asst professors

Commented [TM([6R5]: I think it would be good to retain this

Commented [OvdW7]: Add link

The program **does not** provide support for:

- Senior faculty, i.e. at the rank of Associate Professor level or higher
- Assistant Professors who have not yet received R01 or equivalent funding

Commented [OvdW8]: Discuss whether to include associate professors (maybe no more than two years ?)

Commented [TM([9R8]: Agree with text as is

- Investigators who are conducting research at a government or for-profit institution
- [See comment above about disease specific research](#)

Questions about eligibility and suitability of research project can be addressed to grants@afar.org.

Commented [OvdW10]: How narrowly or broad do we define cognitive aging and memory loss research?

Commented [TM([11R10): Please see additional text above

Selection Criteria

The following criteria are used to determine the merit of an application:

- [Qualifications of the applicant;](#)
- [Demonstrated commitment to research in cognitive aging and age-related memory loss](#)
- Quality and promise of the proposed research;
- Excellence of the research environment;
- The commitment by the institution to provide matching funds.

Application Procedures and Time Line

Please refer to the [LOI instructions](#). Incomplete applications cannot be considered. All Letters of Intent must be uploaded [here](#).

The Letters of Intent will be reviewed by a committee. A subset of applicants will be invited to submit a full application which will be reviewed by a Selection Committee. [The Selection Committee's recommendations will be presented to MBRF and AFAR and AFAR will make final funding decisions.](#)

Please review [this link](#) which includes suggestions for submitting an LOI or application to AFAR. Click [here](#) for our Frequently Asked Questions page. If you are using animals in your research, please review [Principles of Animal Use for Gerontological Research](#).

MBRF and AFAR will not provide reviewer critiques to any applicants at any review level.

Timeline: (TO BE DETERMINED)

LOI deadline:

Results LOI review:

Invitation to submit full application:

Award Announcement:

Award Start Date:

Commented [OvdW12]: Confirm this is how we are doing this

Commented [TM([13R12): Yes. Correct to assume that the selection committee will have MBRF representatives?

Reporting Requirements

Investigators will be required to submit a brief [narrative report](#) annually on the progress of their research. Final narrative and financial reports are required within three months following the end date of the award.

Funder



Commented [OvdW14]: Confirm description - Is there a shorter version that we can use?

Founded in 1999 by Evelyn McKnight, the Foundation's specific goal is to better understand and alleviate age-related cognitive decline and memory loss. Cognitive changes due to the normal aging process may affect up to 87 percent of people age 65 and older, impacting abilities like processing speed and decision-making and contributing to some types of memory loss. The [McKnight Brain Research Foundation](#) works to champion research to better understand age-related cognitive decline and memory loss and educate the public on the steps that can be taken to maintain cognitive and brain health and age successfully.

In its first 20 years, the Foundation established Evelyn F. McKnight Brain Institutes at the University of Alabama at Birmingham, the University of Arizona, and the University of Miami, and the Evelyn F. and William L. McKnight Brain Institute at the University of Florida.

By partnering with the Foundation for the National Institutes of Health, and with the support of three Cognitive Aging Summits and the National Academy of Medicine Cognitive Aging Report, we have made great progress to better understand the effects of age-related cognitive decline and memory loss over the last two decades.

The McKnight Brain Research Foundation and the McKnight Brain Institutes are leaders in cognitive aging research and together we are committed to sharing our exciting research findings and practical suggestions for maintaining brain health with the public in order to better understand and alleviate age-related cognitive decline and memory loss.



55 West 39th Street, 16th Floor, New York, NY 10018 (212) 703-9977

McKnight Brain Research Foundation Mid-Career Research Awards in Cognitive Aging and Memory Loss

Letter of Intent Instruction Sheet - Do not include with your Letter of Intent!

Please read the [application guidelines](#) carefully on the AFAR website before completing this LOI. Frequently asked questions can be found [here](#), and things to consider when applying can be found [here](#).

Commented [OvdW1]: Update link

INSTRUCTIONS: The Letter of Intent must be submitted [here](#) no later than **XXX, 2021, at 5:00 p.m., EST, as a single PDF file application, not to exceed 5 MB**. No late submissions will be accepted. The application file should be named as follows: last name, first name; for example, "Smith, Jane.pdf".

Commented [OvdW2]: Update link

Letter of Intent

Letters of intent will be evaluated on the relevance and significance of the proposed research to [cognitive aging and age-related memory loss as well as the mechanisms of aging and](#) qualifications of the applicant as outlined in the [McKnight Brain Research Foundation Mid-Career Research Awards in Cognitive Aging and Memory Loss Guidelines](#).

Commented [OvdW3]: Update link

Please submit the LOI in the order as described below. Insert page number and applicant's name at the top of each page and use a font that is not smaller than 11 pt. with at least 1/2 inch margins on all sides. Any figures and essential references must be included on page 2.

A complete Letter of Intent (no more than 7 pages total) includes:

- Page 1: [Title Page](#) with abstract (include in space provided, see below)
- Page 2: [Project Description](#), A-D **must** be addressed, following the format below:
- A. Significance of this research to **the field of cognitive aging and memory loss**
 - B. Brief description of hypothesis
 - C. List of Specific Aims
 - D. Any figures and essential references (optional)
- Pages 3-7: [NIH-style biosketch](#) (download template [here](#).) Up to 5 pages total. *Be sure to include past and current funding with dollar amounts.*

Your Dean or Department Chair must complete an institutional commitment form, to be submitted separately by email to afarapplication@afar.org. Download the form here: [MBRF AFAR Institutional Commitment Form](#)

Commented [OvdW4]: Confirm email address

Commented [OvdW5]: Update link

The Letters of Intent will be reviewed by a committee. Applicants will be notified by **XXX**: a subset of applicants will be invited to submit a full application by **XXX**.

THIS IS THE INSTRUCTION SHEET! DO NOT INCLUDE IT WITH YOUR LETTER OF INTENT. PLEASE FOLLOW THE INSTRUCTIONS CAREFULLY. LOIs THAT DO NOT FOLLOW THE REQUIRED FORMAT (FOR EXAMPLE, EXCEEDING PAGE LIMIT, MATERIALS IN WRONG ORDER) WILL BE ADMINISTRATIVELY ELIMINATED. Contact grants@afar.org should you have any questions.

**2021 McKnight Brain Research Foundation Mid-Career Research
Awards in Cognitive Aging and Memory Loss**

Letter of Intent

[Title Page: should be the first page of your application]

<u>Applicant Information</u> First Name: Last Name: Degree(s): Academic Title: Institution: Department: Mailing Address: City: State: Zip Code: Phone: E-mail:	Project Title: Model System(s):
Are you an Assistant Professor? Yes No Do you have an R01 or equivalent funding? Yes No Will your institution provide matching funds (at least XX%)? Yes No	

ONLY ONE LETTER OF INTENT PER INDIVIDUAL MAY BE SUBMITTED EACH YEAR.

ABSTRACT: Provide a summary of your research proposal. Do not exceed space provided.

Keywords: