



Center for BrainHealth 2024-2025 Advisory Board Responsibilities

The primary responsibility of the Advisory Board is to promote the vision and mission of the Center for BrainHealth by being an effective ambassador.

Our vision is to unlock human potential through improved brain health and performance.

Our mission is to focus on discovering and translating scientific breakthroughs into practical strategies that increase brain health and performance in meaningful ways.

This is best accomplished by:

- Attending at least two of the three annual board meetings.
- Making an annual contribution, ideally at a Friends of BrainHealth level, with a signed pledge by September 1 of each year. 100% board participation in annual giving is vital for BrainHealth's philanthropic grant acquisitions. Various levels of membership are available, and gifts can be paid in installments at all levels:
 - Friend: \$1,000
 - Special Friend: \$2,500
 - Esteemed Friend: \$5,000
 - Distinguished Friend: \$10,000
 - Visionary Friend: \$25,000
- Participating in the Advisory Board Orientation for new board members to learn about the programs, research projects, and involvement opportunities.
- Making your special interests and abilities known in order to enhance your involvement.

Additional ways to be an effective ambassador for BrainHealth:

- Attend at least two annual BrainHealth events (in addition to the board meetings).
- Invite others to become Friends of BrainHealth. This annual donor circle votes to grant pilot funding to an emerging scientist whose innovative research study is most compelling.
- Consider a long-term charitable gift to particular research or program interests, company matching, in memory/in honor contributions, or a planned gift.
- Serve on a special committee or task force.
- Get a BrainHealth Index to better understand cognitive and performance abilities, establish a baseline for yourself and gain ideas for long-term improvement.
- Enroll in The BrainHealth Project and/or participate in a research study.
- Participate in unique training opportunities.
- Invite your corporation or non-profit to participate in BrainHealth training opportunities.
- Make introductions within your personal and/or professional networks to corporations or institutions that may be interested in BrainHealth programs, training or other partnering opportunities.

Key Contacts

Gail Cepak
Advisory Board Liaison
gail.cepak@utdallas.edu
972.883.3408

Lindsay Wilson
Advisory Board Chair
lindsay.wilson@corgan.com
972.655.6192

Craig Kennington
Advisory Board Vice Chair
craig.kennington@gmail.com
214.417.7951