2016-2017 COMMUNITY IMPACT REPORT

CREATING A HEALTH & WELLNESS EVOLUTION
WELL. INTO THE FUTURE.

The Cooper Institute
WELL. INTO THE FUTURE.
The Cooper Institute was founded in 1970 by Dr. Kenneth H. Cooper as a non-profit organization with a simple vision to prove that exercise is medicine.

For more than 47 years, The Institute has not only established the benefit of regular physical activity but helped provide links between fitness and many chronic and potentially preventable illnesses.

**OUR MISSION:**

The Cooper Institute is dedicated to promoting life-long health and wellness through research and education.

**OUR VISION:**

Rebuild a healthy and safe world and workforce through prevention, physical activity and healthy living.

**WELL. INTO THE FUTURE.**
Our purpose is to investigate in an effort to inform and ultimately inspire the world to live Well. Into the Future. Thank you for joining us on this journey.
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For nearly five decades, The Cooper Institute® has provided the science behind the philosophy that exercise is medicine, and shown the world the positive effects that health and fitness have on quality and quantity of life.

RESEARCH
Influencing Global Health for Over 47 Years

The Institute is internationally recognized for landmark findings in exercise physiology, Alzheimer’s disease and healthcare economics. Our principal research asset, the Cooper Center Longitudinal Study (CCLS), is the world’s largest and longest running observational study with measured cardiorespiratory fitness. Research with the CCLS, which is funded through an endowment, has shown the world the relationship between fitness and cardiovascular diseases, cancer, dementia and more; effectively proving that exercise truly is medicine.

CERTIFICATION
Empowering Adults to be Fit for Life

The Institute continues to be one of only a handful of nationally accredited certifying organizations for personal trainers. Close to fifty years of scientific excellence have allowed The Cooper Institute – Certified Personal Training (CI-CPT) certification to remain one of the most coveted and well respected credentials in the industry.
“Dr. Cooper and The Cooper Institute revolutionized the way we think about fitness and preventive medicine. The Institute touches so many parts of society and in particular the CCLS, which has amassed over 47 years’ worth of data that will help scientists for years to come.”

- Jim Keyes
Board of Trustees
The Cooper Institute
“At Communities Foundation of Texas, we believe that making FitnessGram available in Spanish will create a healthier future for all young people. Partnering with The Cooper Institute gives us tremendous leverage because of the incredible knowledge, expertise and credibility that Dr. Cooper and his team have built over many years.

Our grant will literally support thousands of kids who have never had access to information about their own health and wellness before, and that’s a great return on our investment.”

- Monica Egert Smith, Chief Relationship Officer, Communities Foundation of Texas
YOUTH INITIATIVES
Raising a Healthier Generation

It is estimated that over 33 percent of America’s youth are overweight or obese, and 80 percent do not achieve 60 minutes of daily physical activity. The Cooper Institute®'s youth programs and partnerships address the health and fitness needs of millions of children across the nation every day.

Powered by FitnessGram®, one of the most widely used health-related youth fitness assessment tools in the world, and amplified in the US through powerful partnership programs with the NFL and the United Way of Metropolitan Dallas, The Institute impacts over 10 million children each year across the country.

ADVOCACY
Advocating for Change

The path to creating a culture shift that moves away from healthcare and into well-care requires smart, common sense public policies. The Institute continues to be a trusted voice on critically important public health issues, and a driving force behind legislative solutions. From removing barriers to physical activity to providing schools much needed resources to create healthier environments, The Institute works to bring the community together to ensure all have the opportunity to live Well. Into the Future.
The Cooper Institute® developed FitnessGram®, the first “student fitness report card” in an effort to improve school physical education programs and bring awareness to children’s health.

FitnessGram is a non-competitive, health-related youth fitness assessment that utilizes evidence-based Healthy Fitness Zone® standards to measure the level of fitness needed for good overall health.

Today, FitnessGram is implemented in 20,000 schools and affects over 10 million students annually.

The Perot International Youth Data Center is one of the largest international repositories of youth fitness data, and was created through a generous grant of $2 million from Mr. H. Ross Perot of the Perot Foundation.

This important resource allows educators, administrators and researchers to evaluate and analyze health-related fitness data in an effort to make improvements to school environments and population health.
“Children are our future, and it’s imperative that we make solid investments in their health so that they have the opportunity to become the healthy leaders that tomorrow deserves. The Cooper Institute, guided by the vision of Dr. Kenneth Cooper, the ‘Father of Aerobics’, and nearly 50 years of scientific research, is home to FitnessGram, which is the gold standard of youth health-related fitness assessments. Every year, millions of children across tens of thousands of schools in the United States are exposed to the importance of health and fitness through FitnessGram and The Cooper Institute; learning healthy behaviors along the way that will last a lifetime, and a lifetime of good health is exactly what every child in this country deserves. How could we not support this critically important work?”

– Jeremy Smith, Co-President & Executive Director on the Rainwater Charitable Foundation’s support of The Cooper Institute’s youth initiatives through a 2016-2017 grant.
“The Healthy Zone School Recognition Program is the start of a great success story in overcoming childhood obesity, one of the most pressing health issues of our time. Together, we’re making tremendous strides in creating, sustaining and scaling healthy school environments to grow the next generation of healthier, high-achieving students.”

- Jennifer Sampson, McDermott-Templeton President and CEO, United Way of Metropolitan Dallas

The United Way of Metropolitan Dallas is a founding partner of the Healthy Zone School Recognition Program alongside The Cooper Institute.
Since 2009, the NFL Foundation has worked with The Cooper Institute® to implement FitnessGram® in more than 1,100 schools in the 32 NFL markets, as well as develop training, resources, and tools to promote physical activity in participating schools.

During the 2016-2017 year, a pivotal research paper was published in the American Journal of Preventive Medicine, and revealed annual improvements in aerobic capacity and body mass index for participating students, suggesting the utility of the NFL PLAY 60 physical activity programming as a potential viable intervention to help students be lighter and fitter.

Launched in 2011, the Healthy Zone School Recognition Program® is a partnership program between the United Way of Metropolitan Dallas and The Institute. This vital program supports and recognizes schools in North Texas that are fighting the childhood obesity epidemic and creating healthy school environments. During the 2016-2017 school year, the program expanded to 141 schools and impacts more than 96,000 students in North Texas.

Through a generous grant provided by Communities Foundations of Texas, The Institute launched FitnessGram Spanish, a pilot program in North Texas, which will provide the opportunity for native Spanish-speaking students to learn critically important and universal health-related fitness concepts in their native language. Research suggests that early learning in an individual’s native language can lead to a better understanding of important concepts.
The Cooper Center Longitudinal Study® (CCLS) is a treasure in Dallas that allow researchers, including partners from UT Southwestern, the UT School of Public Health, and UT Dallas, to evaluate the effect of healthy lifestyle behaviors on development of chronic conditions, mortality, and even healthcare costs.

A unique feature of this population-based study is the measurement of cardiorespiratory fitness by exercise treadmill testing. Higher cardiorespiratory fitness has been shown to decrease the risk of many diseases and mortality and can be increased with regular exercise. Despite clear evidence that exercise is medicine, inactivity and obesity remain widespread threats to our nation’s health.

Research from the CCLS continues to evaluate the benefits of regular exercise, healthy lifestyle, and preventive healthcare looking for amazing discoveries that will encourage all people to get up, start moving, and make healthy choices! In the past year, key research from The Cooper Institute® has provided insight into how to help yourself age well. Important findings include:

- Being highly fit at mid-life resulted in better health beyond age 65 with:
  » 34% less chronic kidney disease
  » 37% less hospitalization for stroke
  » 74% less hospitalization for heart failure

- Regular exercise and cognitive training each improve brain health in healthy adults aged 56 to 75.

- Being more fit at ages 50 to 90 in women is associated with 70% lower risk of having osteoporosis.

More evidence that exercise and prevention can help one live Well. Into the Future.
“Over the years I have done different things to support the CCLS, and I will be supporting it into the future so that it can be endowed and continued.

There is no other place in the world where you can find this amount of data amassed over such a long period, and that is so important to science. What Dr. Cooper has done is move the whole nation in the direction it needs to go.”

- Lyda Hill
2015 Legacy Award Recipient
The Cooper Institute

This recognition is given annually to a true champion of change with a particular focus on children’s health and wellness.

The inaugural Well.Hero. award was presented to Texas State Senator Jane Nelson on February 28th in Austin during the first Cooper Capitol Day.

Cheryl McCarver, Diana Everett, Bob Shapard, Amy Johnson, Senator Jane Nelson, Dr. Laura DeFina, Dr. Kenneth Cooper, Steve Good, Dr. Stephen Pont
The Cooper Institute® continues to lend its voice to critically important public health issues. From local to state to federal initiatives, The Institute works to advance smart, common sense legislation that provides everyone with the opportunity to experience good health.

COOPER CAPITOL DAY

The Institute hosted its inaugural Cooper Capitol Day in Austin on February 28th, 2017 bringing together a dynamic group of business and community volunteers with a singular purpose – to help raise a healthier generation in Texas.

Cooper Capitol Day provided a unique opportunity for passionate advocates to engage in the legislative process and advocate for change by serving as a voice for quality physical education, fitness assessment and the impact a healthier generation has on society as a whole. Cooper Capitol Day included over 20 legislative office visits with Representatives, Senators and staff including the Speaker of the House and the Lieutenant Governor’s Office. At the conclusion of the 85th Texas Legislature, both FitnessGram and associated funding were preserved for youth across Texas.

PERSONAL HEALTH INVESTMENT TODAY (PHIT) ACT

The Institute continues to be a visible member of the PHIT Coalition, a national effort to pass the PHIT Act, which would increase opportunities to engage in physical activities, and pave the way to exercise being recognized as a form of prevention under the IRS definition of qualified medical expenses.

The Institute participated in numerous legislative visits and fly-ins to Washington, D.C., and was formally recognized in Congressional testimony by Representative Charles Boustany through citation of CCLS research in support of the PHIT ACT.

Bob Shapard,
CEO, Oncor
Chair, The Cooper Institute Advocacy Committee
The annual Legacy Award dinner celebrates the critically important mission of The Cooper Institute® and honors the visionary leaders who have improved the lives and health of men, women and children across the country and around the world.

The Institute honored Roger Staubach with the 2016 Legacy Award, where Staubach joined past recipients including Ray Hunt, Peter O’Donnell, Jr., the late Fred Meyer and Lyda Hill. The evening also included presentation of the inaugural Well.Hero. award to Texas Senator Jane Nelson.

The evening included VIP tours of the Dallas Cowboys new training facilities, dinner on the field, Legacy Award presentation to Roger Staubach and dynamic keynote address from charismatic community activist, health advocate and two-time heavyweight boxing champion, George Foreman.

Support for this year's event was overwhelming; over $657,000 was raised for The Institute which marked a $240,000 increase over last year's event.

Drayton McLane, Jr.
2016 Legacy Dinner Event Chair
“Getting youth at early ages involved in fitness and exercise is going to make a difference in our population. Whether it’s with FitnessGram or the other great youth programs that The Institute has produced; ensuring our youngest generation builds healthy habits is what’s going to make all the difference.”

- Roger Staubach
2016 Legacy Award Recipient
The Cooper Institute
Fred Meyer, founding trustee of The Cooper Institute served as vice chairman for many years until stepping into the Chief Executive Officer role in 2007.

A Harvard educated mechanical engineer, Meyer held a passion for adventure, people and the Grand Old Party, and was a fixture in Texas politics who would go on to help build the Tyler Corp. into a Fortune 500 company in Dallas. Meyer continued to be a steadfast community servant leader until his passing on September 24, 2012.

Leaving a bequest of $1 million to The Institute, Meyer laid the foundation for our work to continue as well as inspire others to build upon his legacy Well. Into the Future.
In honor of late Fred Meyer, The Meyer Society was launched and consists of two dynamic aspects: The Fred Meyer Planned Giving Society and The Meyer Society Lecture Series.

The Fred Meyer Planned Giving Society provides an opportunity for those who have been impacted by The Cooper Institute® to help build its endowment, ensuring long-term sustainability.

The Meyer Society Members: Kenneth H. Cooper, MD, MPH, Laura F. DeFina, MD, Elmer L. Doty, Leroy Howard, Amy Johnson, Orville C. Rogers, Roger Staubach, Beth Wright, PhD

The Meyer Society Lecture Series, sponsored by Westwood Holdings Group, will include a series of prestigious lectures on The Institute’s campus, and provide an opportunity for engagement at the highest levels. The Meyers Society Lecture Series will officially kickoff on March 15, 2018 at The Cooper Institute in Dallas featuring University of Texas System Chancellor William H. McRaven, a retired U.S. Navy four-star admiral, as the inaugural guest lecturer.

COOPER GIVE FOR GOOD

Launched in 2015, Cooper Give for Good is a campus-wide initiative to create a culture of giving within the workplace. An annual tradition that includes campus leadership and strong employee engagement, over $43,355 was raised for Communities Foundation of Texas, the American Heart Association and The Institute.

NORTH TEXAS GIVING DAY

North Texas Giving Day, powered by Communities Foundation of Texas, is the single largest online giving event in the country, and supports thousands of non-profit organizations based in North Texas. This year, The Institute raised additional funds through this one-day, exclusively online fundraising initiative to support our mission.
The Cooper Institute® continues to be one of the most recognized and trusted authorities on health and wellness worldwide. Our NCCA* accredited Cooper Institute-Certified Personal Trainer (CI-CPT) credential continues to be guided by the values upon which The Institute was founded 47 years ago.

In addition to the CI-CPT credential, our supplemental resources are second to none and include an updated Principles of Health and Fitness textbook, practice tests and more, providing prospective personal trainer candidates the foundational knowledge needed for any accredited examination.

Since receiving accreditation a decade ago, the CI-CPT credential has allowed fitness trainers, wellness centers, health entrepreneurs and many more the opportunity to bring the credibility and trust of the Cooper name through their doors to those they serve.

When it comes to health and wellness, Cooper is the gold standard.

*NCCA – National Commission for Certifying Agencies
“Fitness is a journey, not a destination.”

- Kenneth H. Cooper, MD, MPH
FINANCIAL REPORTS

NET ASSETS & PERMANENT ENDOWMENT FUND

FUNCTIONAL EXPENSE MIX

SUPPORT & REVENUE MIX
STATEMENTS OF FINANCIAL POSITION
Year Ended June 30, 2017

ASSETS

<table>
<thead>
<tr>
<th></th>
<th>Total 2017</th>
<th>Total 2016</th>
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<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$549,211</td>
<td>$239,311</td>
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<tr>
<td>Investments</td>
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<td>16,611,741</td>
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<td>Accounts receivable</td>
<td>364,398</td>
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<td>Inventory</td>
<td>16,249</td>
<td>36,676</td>
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<td>Prepaids and deposits</td>
<td>134,651</td>
<td>134,937</td>
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<tr>
<td>Property and equipment, net</td>
<td>5,458,780</td>
<td>5,564,577</td>
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<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$22,799,156</strong></td>
<td><strong>$24,137,760</strong></td>
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LIABILITIES AND NET ASSETS

LIABILITIES

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<thead>
<tr>
<th></th>
<th>Total 2017</th>
<th>Total 2016</th>
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<tbody>
<tr>
<td>Accounts payable</td>
<td>$372,563</td>
<td>$635,462</td>
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<tr>
<td>Accrued payroll</td>
<td>122,381</td>
<td>151,124</td>
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<td>Seminar deposits</td>
<td>-</td>
<td>75,720</td>
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<td>Deferred revenue</td>
<td>1,336,221</td>
<td>1,202,338</td>
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<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>1,831,165</strong></td>
<td><strong>2,064,644</strong></td>
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NET ASSETS

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<tr>
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<th>Total 2017</th>
<th>Total 2016</th>
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<tr>
<td>Unrestricted</td>
<td>$4,918,586</td>
<td>$5,848,523</td>
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<td>Board appropriated</td>
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<td>4,245,524</td>
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<td><strong>Total unrestricted net assets</strong></td>
<td><strong>8,496,563</strong></td>
<td><strong>10,094,047</strong></td>
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<tr>
<td>Temporarily restricted</td>
<td>3,361,386</td>
<td>2,869,027</td>
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<tr>
<td>Permanently restricted</td>
<td>9,110,042</td>
<td>9,110,042</td>
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<td><strong>TOTAL NET ASSETS</strong></td>
<td><strong>20,967,991</strong></td>
<td><strong>22,073,116</strong></td>
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COMMITMENTS AND CONTINGENCIES

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<tr>
<th></th>
<th>Total 2017</th>
<th>Total 2016</th>
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</thead>
<tbody>
<tr>
<td>Support and revenue</td>
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<td></td>
</tr>
<tr>
<td>Contributions and grants, net</td>
<td>$1,275,385</td>
<td>$1,692,882</td>
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<tr>
<td>Epidemiology and clinical application</td>
<td>57,488</td>
<td>228,978</td>
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<td>Youth fitness</td>
<td>3,382,945</td>
<td>2,828,407</td>
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<td>Continuing education and certification</td>
<td>633,747</td>
<td>1,280,447</td>
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<tr>
<td>Rental income</td>
<td>469,546</td>
<td>439,888</td>
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<tr>
<td><strong>Total support and revenue</strong></td>
<td><strong>5,819,111</strong></td>
<td><strong>6,472,297</strong></td>
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<tr>
<td>Expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salaries, wages, and benefits</td>
<td>2,302,012</td>
<td>2,687,532</td>
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<tr>
<td>Facilities rental and maintenance</td>
<td>198,306</td>
<td>327,207</td>
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<tr>
<td>Depreciation</td>
<td>505,049</td>
<td>612,228</td>
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<tr>
<td>Other program expenses</td>
<td>2,790,565</td>
<td>2,263,756</td>
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<tr>
<td><strong>Total program services</strong></td>
<td><strong>5,795,932</strong></td>
<td><strong>5,890,723</strong></td>
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<tr>
<td>Supporting services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salaries, wages, and benefits</td>
<td>1,457,645</td>
<td>1,442,062</td>
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<tr>
<td>Facilities rental and maintenance</td>
<td>302,099</td>
<td>310,261</td>
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<tr>
<td>Depreciation</td>
<td>168,822</td>
<td>135,177</td>
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<tr>
<td>Other supporting expenses</td>
<td>539,983</td>
<td>551,942</td>
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<tr>
<td><strong>Total supporting services</strong></td>
<td><strong>2,468,549</strong></td>
<td><strong>2,439,442</strong></td>
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<tr>
<td><strong>Total program and supporting expenses</strong></td>
<td><strong>8,264,481</strong></td>
<td><strong>8,330,165</strong></td>
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<tr>
<td>Other expenses</td>
<td></td>
<td></td>
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<tr>
<td>Loss on disposal of assets</td>
<td>-</td>
<td>$88,742</td>
</tr>
<tr>
<td><strong>Total other expenses</strong></td>
<td>-</td>
<td><strong>(88,742)</strong></td>
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<tr>
<td><strong>Change in net assets from operating activities</strong></td>
<td>(2,445,370)</td>
<td>(1,946,610)</td>
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NON-OPERATING INCOME

<table>
<thead>
<tr>
<th></th>
<th>Total 2017</th>
<th>Total 2016</th>
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<tbody>
<tr>
<td>Net realized and unrealized gain (loss) on investments</td>
<td>980,984</td>
<td>(68,976)</td>
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<tr>
<td>Interest and investment income, net</td>
<td>359,261</td>
<td>361,527</td>
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<tr>
<td><strong>Change in net assets from non-operating income</strong></td>
<td><strong>1,340,245</strong></td>
<td><strong>292,551</strong></td>
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</table>

CHANGE IN NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>Total 2017</th>
<th>Total 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NET ASSETS, beginning of year</strong></td>
<td><strong>22,073,116</strong></td>
<td><strong>23,727,175</strong></td>
</tr>
<tr>
<td><strong>NET ASSETS, end of year</strong></td>
<td><strong>$20,967,991</strong></td>
<td><strong>$22,073,116</strong></td>
</tr>
</tbody>
</table>
## DONORS

### $100,000+
- Millie and Kenneth Cooper, MD, MPH
- The Michael and Susan Dell Foundation
- Elizabeth and Drayton McLane, Jr.
- NFL Foundation
- Bonnie and Tom Reeves
- United Way of Metropolitan Dallas

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- Westwood Trust

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James Burkhalter
Elizabeth Camp
Norma Candelaria
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2016-2017 COMMUNITY IMPACT REPORT

27