The Cooper Institute is dedicated to promoting life-long health and wellness worldwide through research, education and advocacy. Founded by Kenneth H. Cooper, MD, MPH, The Cooper Institute translates the latest scientific findings into proactive solutions that improve population health. Key areas of focus are research, adult education, and youth programs. Through these initiatives, The Institute helps people lead better, longer lives now and well into the future.

Kenneth H. Cooper, MD, MPH

For 45 years, Dr. Kenneth Cooper has inspired millions to exercise for good health, beginning with the release of his first best-seller, Aerobics in 1968. At age 85 and having logged more than 38,000 miles running, Dr. Cooper continues to set an example for maintaining a healthy lifestyle and what it truly means to live for longevity. A grandfather of five, he continues to be passionately involved in the fight against childhood obesity and advocates fiercely for quality physical education, annual fitness assessment for children using FitnessGram®, and building collaborative partnerships in Texas, across the nation and around the globe. There is no doubt that through the work of The Cooper Institute, the legacy of Dr. Kenneth Cooper will continue to help the global population live healthier, longer lives.

The Cooper Institute began with a simple vision to investigate and prove that health and fitness influence quality of life and longevity. Established in 1970 as a non-profit research institute, Dr. Cooper began our work based upon these objectives:

- By means of sequential testing and the establishment of a data repository, conduct longitudinal research to determine objectively the role exercise plays in the preventive and rehabilitative aspect of heart, lung, and blood vessel diseases.
- Study normal versus diseased patients, untrained versus highly trained athletes, regardless of age or sex, in an effort to more clearly determine the physiological effects of aerobic conditioning in health and disease.
- Conduct in-house projects and support contractual research studies evaluating the immediate and the long term effects of various levels and types of exercise.
- Extensively study the occasional undesirable or untoward effect of exercise, e.g., jogging deaths, in an attempt to determine the cause and the prevention of such occurrences.
- Initiate studies with various ages of school children in an effort to improve the effectiveness of physical education programs in an attempt to educate, motivate, and prepare school children for the inherent health problems of an affluent society.
Our Mission

Research

We are grounded in research. The Cooper Institute is recognized for its landmark findings in the areas of exercise physiology, obesity, and nutrition. Adult and youth education initiatives are supported by scientific legitimacy. Our research, driven by the Cooper Center Longitudinal Study (CCLS), influences global public policies and is the trusted source for health and fitness knowledge. The CCLS is the largest and longest longitudinal study in the world of measured fitness.

Adult Education

Our deep roots in educating the U.S. military go back to 1975 when Lieutenant General Richard Bohannon joined Dr. Kenneth H. Cooper in laying the foundation for dedicated military education and health promotion. It has since expanded with specialized training programs for personal trainers, uniformed personnel, and wellness coordinators. Through fitness and nutrition education, we are able to directly impact the lives of many.

Youth Programs

Children are the future. Since 1977, The Cooper Institute has been vested in their success. FitnessGram®, our flagship youth health-related fitness assessment, is based on the scientifically-proven Healthy Fitness Zone® standards and is now used by more than 35,000 schools and 10 million students across the country. Since its inception, our youth education programs have expanded to include the Presidential Youth Fitness Program, NFL PLAY 60 FitnessGram® and Healthy Zone School Recognition Program®.

Chronic conditions such as obesity, cardiovascular diseases, cancer, dementia and much more continue to plague our nation, and the world at large. The impact on future generations is profound, but we can change this outlook. The Institute will continue our research utilizing the CCLS. We will make a positive impact in the lives of our children through FitnessGram, Healthy Zone Schools and other impactful partnerships, and we will advocate for better health policies. The Institute’s mission is today, as important as it was at inception: The promotion of life-long health and wellness through research and education.

WHAT We Do

Research

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WHY Our Work Matters

For more than 45 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 work is far from over.
GROUNDED In Research

The Cooper Center Longitudinal Study (CCLS) is the principal research asset of The Cooper Institute. The data collection began with Dr. Cooper’s first patient in December 1970 with information meticulously recorded on index cards and stored in a shoe box.

The CCLS is one of the most highly referenced databases in the world and has helped establish links between fitness and cardiovascular diseases, dementia, healthcare costs and more.

Dr. Cooper recognized the need for irrefutable research on fitness and activity and had the foresight to start developing a rich repository of health-related information. Today, the CCLS contains more than 300,000 records from over 110,000 individuals representing more than 1,800,000 person years of observation.

Did you know?

A longitudinal study is a type of observational study that occurs over long periods of time. The Cooper Center Longitudinal Study (CCLS) is the largest and longest longitudinal study in the world of measured cardiorespiratory fitness.

1989 Landmark study published in the Journal of the American Medical Association showing a strong, inverse relationship between fitness and all-cause mortality in both men and women. This study illustrated the potential risks of low fitness levels for chronic, preventable health conditions such as cardiovascular diseases and cancer.

1992 Physical inactivity is identified and recognized as a risk factor for cardiovascular disease. Based on research conducted at The Cooper Institute, the American Heart Association officially designates physical inactivity as a fourth risk factor for heart disease, along with other modifiable risk factors including smoking, high blood pressure and high cholesterol.

1996 Journal of the American Medical Association – Data from the CCLS is used to establish low fitness levels as a precursor of death, as well as illustrate the protective effect of moderate fitness against other predictors on mortality such as smoking, elevated blood pressure and elevated cholesterol.

2013 Annals of Internal Medicine – Led by The Cooper Institute, a direct, positive relationship between midlife cardiorespiratory fitness levels and later-life dementia is established. In lay terms, the higher your fitness level, the lower your risk for dementia.

2015 Journal of the American College of Cardiology – In collaboration with the University of Texas Southwestern Medical Center and utilizing data from the CCLS, for the first time, fitness levels at midlife are directly correlated with later-life healthcare cost. In fact, high fit individuals potentially save an average of $3,900 - $5,200 annually on healthcare costs.
Whether a child dreams of becoming an astronaut or archaeologist, being healthy and fit is just as important as studying hard. In fact, research shows that students who are fit perform better inside the classroom as well as outside. Participation in regular physical activity leads to improvements in physical fitness and provides many important health benefits, primarily, the reduction of risk for developing a myriad of chronic health conditions including diabetes. The Cooper Institute is dedicated to helping our youngest generation become the healthy leaders tomorrow deserves.

**FitnessGram®**

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. It is a health-related youth fitness assessment that utilizes evidence-based standards to measure children’s level of fitness and determine if it meets the basic standards for good overall health.

FitnessGram data helps drive decisions for curriculum programming. Academic tests are administered routinely in the classroom, and assessing students’ fitness levels is just as important as testing on reading, math, science and history. Used globally for more than 30 years, FitnessGram reaches more than 35,000 schools and 10 million students in the United States alone.

For more information on FitnessGram, visit CooperInstitute.org/FitnessGram.

**Childhood Obesity: By the Numbers**

- **1 in 3** Children and adolescents are either overweight or obese.
- **Nearly HALF** of preschool-aged children DON’T GET enough physical activity.
- **BETWEEN 40% - 50%** of children’s daily fruit intake comes from JUICE, which is a common source of hidden sugars.
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**Why Does This Matter?**

Because excess calories that are not used burned off through physical activity can lead to weight gain, and if left unchecked, weight gain can easily turn into obesity. Physical inactivity is a major risk factor for many chronic conditions including heart disease and some cancers. It’s crucial that children stay on track and develop healthy habits.

**Brain after sitting quietly**

**Brain after 20 minute walk**

**Children after sitting quietly**

**Children after 20 minute walk**

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**Source:** American Heart Association and Centers for Disease Control and Prevention
Presidential Youth Fitness Program

Physical activity is critical to our children’s health and well-being. Research shows that children with better health are in school more days, are better able to learn, have higher self-esteem and are at lower risk for developing chronic diseases. The Cooper Institute is a proud partner of the Presidential Youth Fitness Program (PYFP) – a national collaboration between the President’s Council on Fitness, Sports & Nutrition, SHAPE America, and the Centers for Disease Control, dedicated to providing free resources to schools as well as a model for fitness education within a comprehensive, quality physical education program.

Grant funding for resources is available to schools that apply and meet certain eligibility guidelines. For more information or to apply for school funding, visit Pyfp.org.

NFL Play 60 FitnessGram®

NFL Play 60 FitnessGram is a partnership program with the NFL Foundation to bring FitnessGram to schools and after-school organizations in each of the 32 NFL markets. This project is one of the largest school-based research initiatives to date, and will yield insights that will shape best practices for thousands of FitnessGram schools across the country.

Program results are already showing a positive increase in fitness and improvements in body composition.

Healthy Zone School Recognition Program®

The Cooper Institute® (CI) and United Way of Metropolitan Dallas® (UWMD) have developed the Healthy Zone School Recognition Program, which uses evidence-based knowledge and best practices to assist schools in creating a school environment that is optimal in promoting healthy behaviors. This 2-tier program will honor schools for their healthy practices (Healthy Zone Schools) and assist schools that wish to establish an environment that is optimal for healthy behaviors (Healthy Zone Schools – In Training.)

The Healthy Zone School Recognition Program recognizes North Texas school districts dedicated to creating healthier academic environments by providing grant funding to qualifying schools for resources, guidance and training. Today, there are 116 schools across 14 North Texas school districts participating in the program, with over 72,000 students reached.

Results from the program have been very positive, showing improvements in body composition and aerobic capacity, as well as academic scores and attendance rates.
The Cooper Institute is globally recognized for health and fitness training for a wide range of students. We are also a national leader in military and first responder fitness training, helping to keep our front line fit for duty.

The Institute offers evidenced-based health behavior change programs, materials, and content to organizations worldwide. We are a national leader for Certified Personal Training Education (CI-CPT) and Certification, and for over 40 years, we have been one of the most trusted names in the training industry.

Employing internationally-recognized, advanced degreed instructors and a one-of-a-kind training method to maximize our students’ understanding and comprehension of health and fitness concepts, The Institute hosts thousands of students on-site, as well as off-site, across the United States, North America and beyond.

The Cooper Institute is proud to announce the launch of the Cooper Action Network, a grassroots network of passionate volunteers who are dedicated to advance The Institute’s mission through advocating for healthier public policy. Leading the charge for the Cooper Action Network, is the Cooper Institute’s volunteer advocacy committee, chaired by Oncor CEO, Bob Shapard.

We will continue to advocate for quality Physical Education across all 50 states as well as FitnessGram implementation and a variety of other critically important public health issues. We are building powerful partnerships with national organizations like SHAPE America, the Presidential Youth Fitness Program and more in an ongoing effort to work together and advance our collective mission of building a healthier generation.

We welcome and encourage you to join us and lend your voice to the cause. Visit Cooperinstitute.org/advocacy to register today.

The Cooper Advocacy Network

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The Cooper Advocacy Network
The Cooper Institute celebrated 45 years of preventive medicine research and education with its annual Legacy Award dinner on November 4th at the George W. Bush Presidential Center. Lyda Hill, advocate for advancing public health through scientific research, was recognized for her longtime commitment to healthy living research as this year’s Legacy Award Recipient. The event, co-chaired by Jim and Margo Keyes, attracted more than two hundred of Dallas’ key leaders and an impressive lineup of presenting sponsors.

Every year, The Institute takes its message of prevention and healthy living to children and adults throughout the United States. Thousands of adults seek out our health and fitness classes, while children nationwide participate in our youth programs - FitnessGram, the Presidential Youth Fitness Program, NFL PLAY 60 FitnessGram, and the Healthy Zone School Recognition Program. Ongoing preventive medicine research and education would not be possible without the sustaining investment of foundations, donors and friends, like Hill, who believe in The Institute’s mission of promoting lifelong health and wellness.

Fred Meyer served as the Chief Executive Officer of The Cooper Institute and had a passion for adventure, people and the Grand Old Party. His impact and legacy at The Institute is profound and can most recently be felt through the publication of a very important paper identifying the relationship between fitness and healthcare costs. It is said that in the weeks leading up to Fred’s passing, his dedication to The Institute never ceased as he made fundraising calls until the very end.

In an effort to capture the spirit of Fred Meyer and continue his legacy, Fred’s daughter Amy Meyer Barrentine and The Institute have established the Fred Meyer Planned Giving Society. The Meyer Society will be an opportunity for those who have been touched by The Institute to help build its endowment and ensure its sustainability for the future, so in turn, The Institute can continue its legacy of helping the global population live Well. Into the Future.

Past Legacy Award Recipients

The 2016 Legacy Dinner will be on Wednesday, November 9th at THE STAR, Dallas Cowboys World Headquarters

Fred Meyer
Lyda Hill
Jim and Margo Keyes
Ray Hunt
Peter O’Donnell, Jr.
Fred Meyer
Lyda Hill
Jim and Margo Keyes, Lyda Hill, Dr. Kenneth Cooper
Roger Staubach and Millie Cooper
Tyler and Angie Cooper, Heather and Ray Washburne

A special thank you to those who have joined the Fred Meyer Planned Giving Society

Dr. Kenneth Cooper
Dr. Laura DeFina
Leroy Howard
Orville Rogers
Dr. Beth Wright
Amy Johnson
Give for Good

This year, The Cooper Institute launched the voluntary campus-wide giving campaign called “Give for Good.” The Cooper Give for Good campaign falls in line with the servant attitude that is displayed by our teammates throughout campus and beyond every day. The campaign is an opportunity for Cooper teammates to financially support well deserving non-profits, in addition to The Cooper Institute, that all have a mission to make our North Texas community healthier.

With the combined gifts from teammates, these non-profits are able to further the programs that help them accomplish their individual missions.

The organizations selected in 2015 were chosen because of their impact not just in North Texas, but the example they set to other charitable institutions across the country. The three non-profits featured this year included The Cooper Institute, The American Heart Association and Communities Foundation of Texas.

In year one of the Cooper Give for Good campaign, we had 100% participation from employees of The Institute and Cooper Concepts, with strong participation across campus and 182 employees making contributions, raising over $43,000.

North Texas Giving Day

Each year, the Communities Foundation of Texas hosts North Texas Giving Day, an annual online giving event that provides nonprofit organizations the opportunity to engage current donors, build relationships with new donors and raise critically needed funds that directly impact a variety of missions. In just six years, North Texas Giving Day has helped generate $89 million into the North Texas philanthropic community, benefitting over 1,500 organizations. This year, The Cooper Institute was proud to be among them.

The Institute received campus-wide support, increased visibility in the community and attracted new donors to support our invaluable work. The Institute received 24 gifts totaling $4,454.41. We look forward to improving upon this success during the 2016 campaign.
STATEMENTS OF FINANCIAL POSITION
Year Ended June 30, 2015
(with comparative totals for the year ended June 30, 2014)

Total Net Assets $23,727,175

LIABILITIES AND NET ASSETS
Total Liabilities $1,439,913
Unrestricted Unappropriated $5,700,245 $5,635,470
Board appropriated 5,602,866 5,597,417
Temporarily restricted 4,026,174 4,797,557
Permanently restricted 8,397,890 8,195,790
TOTAL LIABILITIES AND NET ASSETS $23,727,175

STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS
Year Ended June 30, 2015
(with comparative totals for the year ended June 30, 2014)

Total Support and Revenue $6,890,913

EXPENSES
Program services $3,407,564
Facilities rental and maintenance 3 12,547
Depreciation 488,866
Other program expenses 1,144,310
TOTAL PROGRAM SERVICES $5,353,287

Supporting services $1,426,340
Facilities rental and maintenance 264,506
Depreciation 108,723
Other supporting expenses 276,109
TOTAL SUPPORTING SERVICES $2,075,678

TOTAL PROGRAM AND SUPPORTING EXPENSES $7,428,965

Other expenses $89,283
Change in net assets from operating activities ($627,335)
NON-OPERATING INCOME
Net realized and unrealized gain (loss) on investments (245,060)
Interest and investment income, net 263,077
Gain on disposal of assets 10,025
CHANGE IN NET ASSETS $128,276

NET ASSETS, beginning of year $24,226,234
NET ASSETS, end of year $23,727,175

ASSETS
Cash and cash equivalents $490,442 $402,413
Investments 16,350,719 19,335,767
Accounts receivable 326,704 940,846
Inventory 42,201 29,799
Prepends and deposits 143,859 143,274
Property and equipment, net 6,985,815 8,195,790
SOFTWARE DEVELOPMENT COSTS 4,723,359 5,139,024
TOTAL ASSETS $25,167,088 $26,076,111

LIABILITIES
Accounts payable $577,360 $375,398
Accrued payroll 141,286 199,342
Seminar deposits 84,844 71,545
Deferred contract revenue 636,423 1,203,592
TOTAL LIABILITIES $1,439,913 $1,849,877

Commitments and Contingencies
Net Assets 14.3 8.1 9.7 9.3 11.1 36.7% 21.3% 24.9% 14.0% 3.1% 22.9% 28.1% 25.5% 14.0% 17.3% 45.3% 47.4%
Net Assets & Permanent Endowment Fund 21,897,290 6,059,509 6,773,259 14.3 8.1 9.7 9.3 11.1 36.7% 21.3% 24.9% 14.0% 3.1% 22.9% 28.1% 25.5% 14.0% 17.3% 45.3% 47.4%
Fundraising Efficiency
Total Net Assets $21,897,290
Permanent Endowment Fund $6,059,509
Centennial & Special Events 6,773,259
Youth Education 14.3
Youth Fitness 8.1
Adult Education 9.7
Administrative 9.3
Technology 11.1
Marketing 36.7%
Research 21.3%
Clinical Application 24.9%
Excellence 14.0%
Fundraising 3.1%
Fundraising Efficiency 22.9%
Marketing Efficiency 28.1%
Fundraising Mix 25.5%
Fundraising Mix 14.0%
Youth Education 17.3%
Research Efficiency 45.3%
Marketing Efficiency 47.4%

SUPPORT AND REVENUE
Contributions and grants, net $2,077,600 $3,424,491
Facilities rental and maintenance 6,136 $5,637
Youth Fitness 3,263,331 4,161,966
Continuing education and certification 1,902,777 1,283,643
Rental income 295,044 260,319
Other program revenue 225 300
Total support and revenue $6,890,913 $9,182,556

Net Assets and Permanent Endowment Fund

State of New York
Department of Mental Health

Support and Revenue Mix

Statement of Activities and Changes in Net Assets

Total Support and Revenue $6,890,913

Expenses
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Permanently restricted 8,397,890 8,195,790
TOTAL NET ASSETS $21,897,290 $23,225,810

Fundraising Efficiency

Cost to raise $100 $8.1 $9.7 $9.3 $11.1 36.7%
$7.3 $9.0 $9.3 $10.7 34.7%
$7.5 $9.3 $9.7 $11.1 36.7%
$6.9 $8.4 $9.4 $10.4 34.7%
$6.9 $8.4 $9.4 $10.4 34.7%
$7.5 $9.3 $9.7 $11.1 36.7%
$7.2 $9.0 $9.3 $10.7 34.7%
Donors

$100,000 +

Donors

$100,000 to $999,999

$1,000 to $4,999

$1 to $999

$5,000 to $9,999

$25,000 to $49,999

$25,000 to $99,999

$50,000 to $99,999

$100,000 +

Donors

Walk of Champions

The Cooper Institute’s Walk of Champions are those who have generously given $100,000 or more over their lifetime. We thank our Walk of Champions for their dedication to the mission of The Institute.

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Thank you!
Socorro Cardona
Michael Chapman
Tessie Clesby
Taylor Coburn
Shelby Callier
Tyler Cooper, M.D.
Diane Cooper
Robert Corbett
Gina Corcoran Shipley
J. Walter Coughlin
Terry Cox
Ralph Curtis
Mark Davis
Terry Davis
Wayne Davis
Terry DeFord
James Drayer
Max Dunn
Juli Doyal
Jim Dryer
Charlene Dunn
Philip Echols
Atalir Eisenstein, M.D.
Shelby Epperson
Ed Farrar
Laura Fendt
Steve Fast
Sharron Fitzgerald
Latham Flanagan
Karon Flores
Alvina Flores
Communities Foundation of Texas
Jay Fountain
Lisa Fox
Amy Gardner
George Gey, Jr.

Sheva Ghaziadeh
Sandia Gilmore-Kralio
Aria Grande
Philip Green
H.J. Greendee
Kendra Grzywinski
Priscilla Hagstrom
Hayley Hart
Robert Habibson
Belinda Hardey
Carolyn Hargrave
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Natalie Warberger
Holly White
Brad Wilkins
Jared Williams
James Williams
Crystal Wilson
M.W. Wilson
Rick Wilson, M.D.
Emily Winchster
Marsha Wright
Beth Wright
Bradley Young
Kneeland and Sharon Youngblood
Henry Zaytoun Sr.
Meridan Zerner

21