

INVESTIGATE.  
INFORM.  
INSPIRE.

*Impact!*



COMMUNITY IMPACT REPORT 2017-2018

DEAR *Friends!*

Nearly half a century ago, one man had a vision that the world would embrace exercise as preventive medicine. Despite what seems self-evident today, many did not believe that aerobic exercise was good for health - in fact many in the medical community believed it was dangerous.

This is what pushed Dr. Kenneth H. Cooper to establish The Cooper Institute and the Cooper Center Longitudinal Study to prove that fitness is the key to a longer, healthier life. Since 1970, The Cooper Institute has dedicated itself to health and wellness through research, education and advocacy. Our research continues to increase the world's understanding of how physical activity and aerobic fitness can improve health throughout a person's life.

Our important work would not be possible without your help and thanks to generous philanthropic support from our community, The Cooper Institute team continued to make great strides in youth fitness assessment and prevention research through engagement of our investments and endowment.

The scientific and technical upgrading of the FitnessGram® youth fitness test and software aggressively continued with a number of enhanced usability features rolling out this year. FitnessGram is now used in over 20,000 schools in the United States to ensure that children and their families are aware of their health and fitness status with the best science and technology available. Our Healthy Zone School Recognition Program and NFL Play 60 FitnessGram Program continues to teach over 725,000 students in over 1,100 schools healthy habits that they will take with them into adulthood.

From a research perspective, we gained world-wide media attention for our research on the important relationship between brain health and fitness, including its beneficial effects on mental health and memory loss. Following that, we brought together a world-renowned panel of physical activity and medical experts to The Cooper Institute to help plan for the next 50 years of life-changing research.

Our team continued to expand the long-term research capacity of The Cooper Institute by sending a young Cooper investigator to the competitive "Physical Activity and Public Health" post-doctoral course run by the Centers for Disease Control and University of South Carolina. To further develop the next-generation of investigators, we supported three local high school students learning about wellness-based research and writing papers for publication in peer-reviewed journals.

We launched the first Meyer Society Lecture Series event featuring The University of Texas System Chancellor William H. McRaven to continue spreading the message that physical activity and fitness is essential for good health as well as national security. He clearly reinforced the need for regular and consistent physical activity to ensure that there are fit uniformed personnel and a workforce of the future.

Unfortunately, today only about 20 percent of American men, women and children are meeting the minimum physical activity guidelines from 2018, making our mission even more critical than ever. We are so grateful for your commitment and support of our on-going scientific research.

**Together, we will move the physical activity and healthy behavior pendulum to a place where all Americans are getting the exercise they need for life-long health.**

All the best,



*Laura F. DeFina*

**Laura F. DeFina, MD, FACP**  
President and CEO, The Cooper Institute



*Tedd Mitchell*

**Tedd Mitchell, MD**  
Chairman, Board of Trustees, The Cooper Institute

WHOLE CHILD  
RESEARCH MATTERS

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15 Partners

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per  Institute



# FAMILY



**“THE GREATEST GIFT YOU CAN GIVE TO YOUR FAMILY AND THE WORLD IS A HEALTHY YOU.”**

- JOYCE MEYER

Healthy, active families make for a healthy and active society. It starts with the children. Habits form early and can have long-reaching effects through the lifespan, but it's never too late to make positive changes. As adults, we can still turn the tide on our health by moving more and making better choices every day so that we can live better in our golden years.

The Cooper Institute was founded nearly 50 years ago with the idea that exercise is the best preventive medicine. We were right, but we've learned so much more since then.

A sedentary lifestyle is as dangerous as smoking. Childhood obesity and associated conditions like diabetes are on the rise and this is the first generation not expected to live as long as their parents. The cost of preventable chronic diseases has led to skyrocketing medical costs and diminished quality of life for older adults.

**It's time we change the way we think about our health. Now is the time to look at the legacy we are leaving behind and change the future for those ahead so we can all live Well. Into the Future.**

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

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IT'S TIME WE CHANGE  
THE WAY WE THINK  
ABOUT OUR HEALTH.



Photo Credit: Trevor Kobrin, Dallas CVB

# INVESTIGATE

## IT STARTS WITH A QUESTION, A HYPOTHESIS.

What causes cardiovascular disease?  
When is it too late to change our habits?  
How do we prevent dementia?  
Why does fitness improve cognitive function? Can we really improve our quality of life through exercise?

**Researchers ask these questions every day and pore through the data to find the answers.**

At The Cooper Institute, we don't just ask the questions. We answer them. The crown jewel in our treasure chest of research is the Cooper Center Longitudinal Study (CCLS) - the largest and longest running research database on measured aerobic fitness in the world.

Measured is the keyword. We don't just ask patients about their physical activity; we measure their aerobic capacity in a treadmill test under doctor supervision.

The results are factual, honest and vital to the integrity of our research. The CCLS contains over 3,000 data points from over 112,000 patient records, and it continues to grow each year as new and returning patients are added. Research from the CCLS has led to discoveries that encourage people to get active, guide corporate wellness strategies, and arm lawmakers with the data needed to create smart public health policies.



**CCLS** Cooper Center Longitudinal Study® 1970  
The Cooper Institute®

Birth of the Cooper Center Longitudinal Study (CCLS)

  
American Heart Association | American Stroke Association®  
life is why™

1992

Based on research conducted at The Cooper Institute, the American Heart Association labels physical inactivity as the fourth independent risk factor for heart disease, along with the other modifiable risk factors of smoking, high blood pressure, high cholesterol levels.



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# Impact!

- Providing evidence-based, scientific research on the impact of physical fitness is the core of what we do at The Cooper Institute.

This has been an amazing year for our researchers and their partners, who produced a number of important, peer-reviewed studies that received global media attention for us and our partners.

We are building stronger relationships with other research teams and thought leaders from around the country, including UT Southwestern Medical Center, the UT Dallas Center for Brain Health, Stanford University, Harvard University, Duke University, and the UT School of Public Health, and many more.

2013

36%

**less likely to develop Alzheimer's**

Fit individuals are 36% less likely to develop Alzheimer's disease in later life. (Annals of Internal Medicine)

2015

40%

**annual healthcare cost savings**

High fitness in midlife is related to 40% annual healthcare cost savings. (Journal of the American College of Cardiology)  
\*which could result in \$40-\$50 million savings for Medicare

Together, we are answering the questions about how to live a healthier life at any age. We may not know all the answers now, but we do know that research is the key to finding them later.

# INFORM



## SPACE, THE FINAL FRONTIER. OR IS IT?

THERE WAS A TIME WHEN WE LOOKED OUTWARDS TO THE UNIVERSE FOR ANSWERS TO THE BIG QUESTIONS ABOUT LIFE. THE NEXT FRONTIER IS A LOT CLOSER TO HOME.

The human body is a microcosm. As we learn more about the complexities of the human body, we also learn that nothing exists in a vacuum. Look at the heart, for example.

We now know after decades of research that exercise is the key to a stronger heart, which decreases

our risk of death from cardiovascular disease and conditions such as diabetes and chronic kidney disease. That was not common knowledge just 50 years ago.

Brain health is the next frontier, and fitness research plays a vital role in mapping out the path to a healthy brain. Earlier studies from The Cooper Institute showed that fitness can reduce the risk of developing dementia and Alzheimer's.

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# Impact!



This year we added to the growing body of brain health research with new studies showing that middle-age fitness can reduce the risk of depression and loss of cognitive function as we age, especially with vitamin D supplementation. The connection between heart health and brain health has never been more clear or more important.

## THIS IS WHY RESEARCH MATTERS.

Our world becomes bigger as science evolves. We've come so far in our understanding about health and the benefits of aerobic fitness, but there is still a long way to go. This is why we forge ahead into the unknown.

## IMAGINE WHERE THE FUTURE WILL TAKE US.

### THE COOPER INSTITUTE'S RESEARCH SHOWS MIDLIFE FITNESS CAN RESULT IN...

- 56%** less likely to die from heart disease with depression
- 36%** less likely to develop Alzheimer's
- 41%** lower risk of cognitive impairment if highly fit

# INSPIRE



Orville Rogers (middle), runs with his family including his grandson-in-law Neal Anthony (left) and son Rick Rogers (right) near White Rock Lake in Dallas. Orville's family members ran a collective 100 miles on his 100th birthday and finished the last mile with Orville.

*Brentney Hamilton, GuideLive  
(Rose Baca / The Dallas Morning News - staff photographer)*



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**“NEVER, EVER,  
EVER GIVE UP!”**

- Orville C. Rogers, Quoting Winston Churchill

**FOR ANYONE WHO  
DOUBTS THAT EXERCISE  
LEADS TO A LONGER LIFE,  
ORVILLE ROGERS IS HERE  
TO PROVE THEM WRONG.**

Fifty years ago, this commercial airline pilot and WWII veteran, read *Aerobics* by Dr. Kenneth Cooper's book and took up running the next day. He wanted to see if exercise really could keep him healthy and strong well into the future. At 101 years old, it's safe to say it worked.

Since the age of 90, he has broken 18 world records in track and run over 43,000 miles in his life, making him quite possibly the oldest and fastest man alive.

But the real question isn't how, but why. In a time when we are all so rushed and busy, it can be hard to make exercise a priority. How do we stay inspired enough to keep going when things get tough? "Never, ever, ever give up," says Rogers, quoting Winston Churchill.

**His spirit and determination is remarkable. Inspiration comes in many forms. Rogers found his inspiration 50 years ago in the pages of a book. Where will you find yours?**

# IMPACT

## WHOLE HEALTH FOR THE WHOLE CHILD.

Physical Education class is often one of the first on the chopping block when school budgets get tight, but it should be one of the last. We know that active, fit kids perform better in school. That's because regular exercise allows students to exercise their mind and body, improving overall health and success for the whole child. Building a healthier generation starts by instilling the value of good health.

**FITNESSGRAM**<sup>®</sup>  
The Cooper Institute<sup>®</sup>

IN PARTNERSHIP WITH  
**Play60**  
THE NFL MOVEMENT FOR AN ACTIVE GENERATION

NFL Play 60 encourages students to be physically active at least 60 minutes per day. The NFL Play 60 FitnessGram Project proves that physically active students miss fewer days of school and have higher academic achievement. Research outcomes show participating students have improve aerobic capacity and a lower body mass index.

**HealthyZone**  
a program of  

Healthy Zone School Recognition Program, combines the push for physical activity with nurturing education to teach kids and their families how to make healthy choices in their daily lives.



**725,000**

**STUDENTS\***



**1,100**

**SCHOOLS\***

\* Students and Schools participating in the NFL Play 60 FitnessGram and/or the Healthy Zone School Recognition Program.



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# Impact!

**Childhood obesity is now the number one health concern among parents in the U.S., surpassing drug abuse and smoking.**

Obesity is linked to a host of cardiovascular risk factors, as well as other problems like asthma, diabetes, various cancers, and a host of psychological issues. Children often carry these problems with them into adulthood, making it more difficult for them to be healthy, life-ready members of the community and the workforce.



As the national test for the Presidential Youth Fitness Program, FitnessGram by

The Cooper Institute provides an evidence-based, measurable assessment that helps schools evaluate and evolve physical education curriculum.

**FITNESSGRAM**<sup>®</sup>  
The Cooper Institute<sup>®</sup>

Reaching over 10 million students in 20,000 schools across the country in both English and Spanish is just the beginning.

We want FitnessGram in every state so all children can become stronger and healthier now and Well. Into the Future.

# LEGACY

If anyone understood Fred Meyer's passion for fitness and healthy living, it was his daughter, Amy Meyer Barrentine.

**"MY FATHER BELIEVED STRONGLY THAT PEOPLE SHOULD BE PHYSICALLY FIT AND WAS EXCITED TO PLAY A ROLE IN BRINGING PROOF OF THE LONG-TERM BENEFITS OF EXERCISE TO THE WORLD," SAID BARRENTINE.**

"On every car trip, he had us out running around the block while the gas was pumping and he insisted that we walk to school instead of carpooling."

Meyer contracted Scarlet Fever as a boy, which affected his muscle growth and gave him a short jogging stride as an adult. Because the prognosis was a shortened lifespan, he took up running in the 1960s because he wanted to stay as healthy and productive as possible.

When he learned of Dr. Kenneth Cooper's work in the early 70s, he became an advocate and one of the founding trustees of The Cooper Institute. He was a guiding hand for many years before stepping into the role of Chief Executive Officer in 2007, a position he held until shortly before his passing in 2012.



**"HE SHARED DR. COOPER'S UNDYING BELIEF THAT EXERCISE IS MEDICINE."**

- Amy Meyer Barrentine



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

# Impact!



"He was always going places," recalled Barrentine. "Running a business or marathons or political campaigns, driving race cars, white water rafting, even climbing Mt. Rainier - he believed he could do it all and he did."

**Fred Meyer committed his life to healthy living and stewardship. As part of his sustaining legacy, Fred bequeathed \$1 million to The Institute to ensure that the critically important work of The Institute continues into perpetuity. This impactful gift is the foundation of The Meyer Society, which includes the Planned Giving and Lecture Series campaigns and his daughter now serves as honorary chair.**



Left to Right: Laura DeFina, William McRaven, Ross Perot Sr., David Little, Millie Cooper and Kenneth Cooper listen intently to Amy Barrentine, as she shares her story about her father, Fred Meyer. Mr. Meyer's impact on The Cooper Institute and the community was life-changing.

"He shared Dr. Cooper's undying belief that exercise is medicine and that the mission must move forward," said Barrentine. "He felt strongly that we must improve childhood fitness levels and reduce the financial and physical burden of diabetes, heart disease and age-related decline in order to keep our country powerful for generations to come."

# LEGACY

## WHAT DOES IT MEAN TO LEAVE A LEGACY?

For those of us at The Cooper Institute, leaving a legacy is about looking ahead to improve life for the next generation.



This year we launched The Meyer Society Lecture Series as a dynamic speaker-driven event to

increase high-level engagement and education. The inaugural event featured William H. McRaven, University of Texas Chancellor and retired U.S. Navy four-star admiral, sharing his powerful story of the impact of fitness in his life. Next year promises to be even bigger.



Planned giving offers the opportunity for individuals to make an investment in the future, one that will

pay dividends for generations to come. Meyer Society Planned Giving members demonstrate their commitment to scientific research and preventive medicine by including The Cooper Institute in their estate planning. Their generous gifts ensure that our vision of a healthier world through research, education and advocacy will continue on Well. Into the Future.

### The Meyer Society Planned Giving Members:

Kenneth H. Cooper, MD, MPH  
Thomas and Shelly Codd  
Joseph and Laura F. DeFina, MD  
Elmer L. Doty  
Leroy Howard  
Amy Johnson

Claire Kinzy  
Trey Lindsey  
Tedd Mitchell, MD  
Orville C. Rogers  
Roger Staubach  
Beth B. Wright, PhD

Honorary Chair: Amy Meyer Barrentine

"Longevity for a Seal is, will you make it to the next night? If you are not physically fit, not only will you not make it the next night, but your buddy may not make it the next night."

- William H. McRaven

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

# Impact!



As the 2017 Legacy Award recipient, Drayton McLane, Jr. lives by example through his many philanthropic endeavors. The annual Legacy Award Dinner honors the visionary leaders who work to make our mission and vision a reality.

Since 1993, McLane's service on the board of trustees for The Cooper Institute has helped shape and guide The Institute into the future with a renewed focus on the health and wellness of children.

American business philosopher Jim Rohn said, "All good men and women must take responsibility to create legacies that will take the next generation to a level we could only imagine."

## JUST IMAGINE WHAT WE CAN DO FOR FUTURE GENERATIONS BY WORKING FOR CHANGE NOW.

Pictured below from left to right:  
Roger Staubach, Kenneth H. Cooper,  
Drayton McLane, Jr., David D. Glass



"Drayton McLane, Jr. has had a significant impact on the lives of the men, women, and children to improve the lives of the communities where they live."

- Joel Allison,  
Chair, Baylor University Board of Regents

# FINANCIAL HIGHLIGHTS

## ENDOWMENT GIFTS ARE THE MOST ENDURING MEANS OF SUPPORT FOR THE COOPER INSTITUTE.

“The trustees of an endowment institution are the guardians of the future against the claims of the present. Their task is to preserve equality among generations.”

James Tobin - 1981 Nobel Laureate,  
Sterling Professor of Economics, Yale University

The Cooper Institute endowment provides The Cooper Institute independence, stability and a means of achieving and sustaining a high margin of excellence in the field of preventive research.

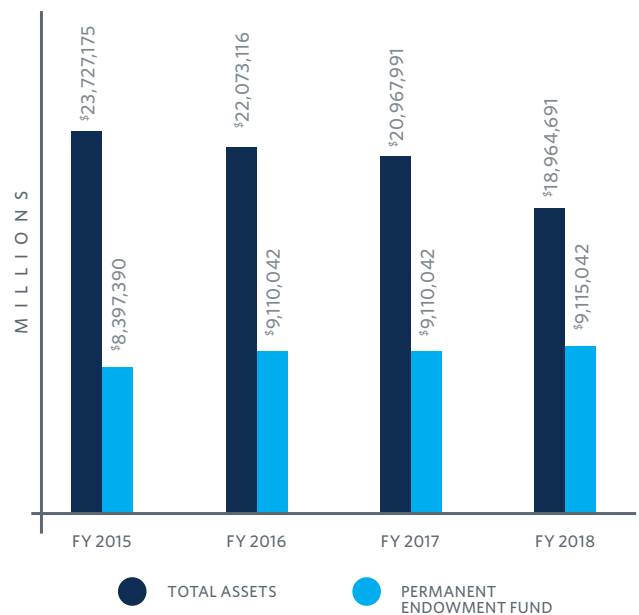
The Cooper Institute endowment is a long term investment of restricted assets. These assets are invested in perpetuity. Over the years, generous donors and foundations have contributed to the endowment.

As of June 30, 2018, the endowment consists of principal gifts of \$9.1 million, from as early as 1976. Earnings from the endowment are more than \$8.6 million, of which \$5.19 million has funded preventive research.

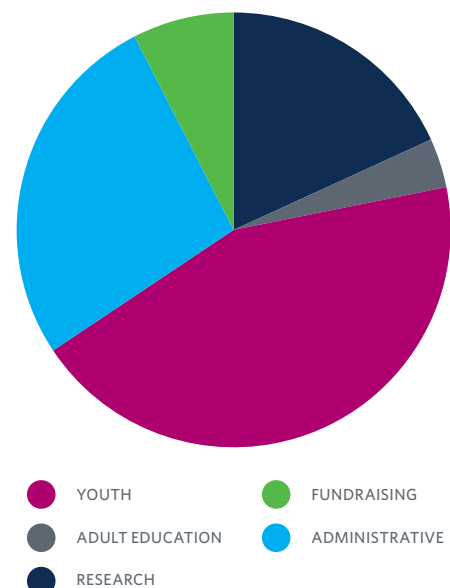
The spending policy for the endowment is governed by The Cooper Institute - Board of Trustees. The spending rate is 5.0 percent.

The Cooper Institute carries no debt.

## NET ASSETS & PERMANENT ENDOWMENT FUND



## FUNCTIONAL EXPENSE MIX



## STATEMENTS OF FINANCIAL POSITION

Year Ended June 30, 2017

	Total 2018	Total 2017
<b>ASSETS</b>		
Cash and cash equivalents	\$351,731	\$549,211
Investments	14,827,143	16,275,867
Accounts receivable	446,553	364,398
Inventory	-	16,249
Prepays and deposits	92,988	134,651
Property and equipment, net	5,343,779	5,458,780
<b>TOTAL ASSETS</b>	<b>\$21,062,194</b>	<b>\$22,799,156</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>LIABILITIES</b>		
Accounts payable	\$302,427	\$372,563
Accrued payroll	162,463	122,381
Seminar deposits	-	-
Deferred revenue	1,632,613	1,336,221
<b>TOTAL LIABILITIES</b>	<b>2,097,503</b>	<b>1,831,165</b>
<b>COMMITMENTS AND CONTINGENCIES</b>		
<b>NET ASSETS</b>		
Unrestricted		
Unappropriated	\$3,996,686	\$4,918,586
Board appropriated	2,390,351	3,577,977
Total unrestricted net assets	6,387,037	8,496,563
Temporarily restricted	3,462,612	3,361,386
Permanently restricted	9,115,042	9,110,042
<b>TOTAL NET ASSETS</b>	<b>18,964,691</b>	<b>20,967,991</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$21,062,194</b>	<b>\$22,799,156</b>

## STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS

Year Ended June 30, 2017

(with comparative totals for the year ended June 30, 2017)

	Total 2018	Total 2017
<b>SUPPORT AND REVENUE</b>		
Contributions and grants, net	\$1,058,280	\$1,275,385
Epidemiology and clinical application	64,853	57,488
Youth fitness	2,858,788	3,382,945
Continuing education and certification	128,426	172,963
Rental income	484,817	469,546
Other service revenue	-	-
Total support and revenue	4,595,161	5,358,327
Net assets released from restrictions	-	-
Total support and revenue, net of releases	4,595,161	5,358,327
<b>EXPENSES</b>		
Program services		
Salaries, wages, and benefits	2,076,765	1,773,900
Facilities rental and maintenance	188,615	158,354
Depreciation	601,035	488,613
Other program expenses	1,953,290	2,636,985
Total program services	4,819,705	5,057,852
Supporting services		
Salaries, wages, and benefits	1,360,758	1,457,575
Facilities rental and maintenance	338,714	302,099
Depreciation	159,376	168,822
Other supporting expenses	664,126	540,053
Total supporting services	2,522,974	2,468,549
Total program and supporting expenses	7,342,679	7,526,401
Other expenses		
Loss on disposal of assets	(40,552)	-
Total other expenses	(40,552)	-
Change in net assets from operating activities	(2,788,070)	(2,168,074)
<b>NON-OPERATING INCOME</b>		
Net realized and unrealized gain (loss) on investments	437,346	980,984
Interest and investment income, net	347,424	359,261
Change in net assets from non-operating income	784,770	1,340,245
Change in net assets from continuing operations	(2,003,300)	(827,829)
Change in net assets from discounted operations (Note 14)	-	(277,296)
<b>CHANGE IN NET ASSETS</b>	<b>(2,003,300)</b>	<b>(1,105,125)</b>
NET ASSETS, beginning of year	20,967,991	22,073,116
NET ASSETS, end of year	\$18,964,691	\$20,967,991

# DONORS

## \$100,000+

Dr. Kenneth and Millie Cooper  
David and Ruth Glass  
Drayton and Elizabeth McLane  
NFL Foundation  
United Way of Metropolitan Dallas

## \$50,000 - \$99,999

Cooper Concepts  
Ray and Nancy Ann Hunt  
The Rainwater Foundation  
Roger and Marianne Staubach

## \$25,000 - \$49,999

The Arthur M. Blank Family Foundation  
Dr. David Cooper  
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Oncor  
Baylor Scott & White  
The Schulze Family Foundation

## \$10,000 - \$24,999

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Jim and Margo Keyes  
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PricewaterhouseCoopers  
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Orville Rogers  
Allan "Bud" Selig

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Troy Aikman  
Charles Betzel  
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Michael Bourland  
William Brown  
Tom and Shelly Codd  
Dr. Tyler and Angie Cooper  
The Cooper Clinic  
Joe and Laura DeFina  
Dr. Phillip Dowdle  
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## \$500 - \$999

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Stephen Good  
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Dr. Camron Nelson  
Rob Nelson  
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H.L. "Harry" Pierce  
Patrick Riordan  
Tina Rocha  
Elliott Roosevelt, Jr.  
Richard Stein  
John Stephens  
William Thomas, III  
Mayor W. Jeff Williams  
Dr. Rick Wilson

The work of The Cooper Institute would not be possible without the continued support from our donors. We thank all those who gave in 2017-2018.

# Impact!

## \$1 - \$499

Albertsons/Safeway  
Melanie Algermissen  
Laurana Allen  
Katelin Anderson  
Bill Arnold  
Stephanie Ashenfelter  
Erika Bazan  
Tim Bergmann  
Keith Blue  
John Booth  
Bill Boyett  
Toni Brinker  
Elsa Buendia  
Elizabeth Camp  
Chris Clements  
Roberta Corbett  
Beverly Curtis  
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Terry DeFord  
Mark Donovan  
Carl Fischer  
Bill Fisher  
Hollye Fisk  
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Lisa Fox  
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Amy Gardner  
Gillian Gatewood  
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Brooke Miller  
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Matthew Moore  
Margaret Moore  
Alicia Morales  
Carl Moravitz  
Tom Muse  
Katherine Nashatker  
Ibironke Okpa  
Debra Parlington  
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Joyce Stempak  
H. Lamar Strother  
Eric Stroud  
Giovanna Surratt  
Target Corporation  
David Terre  
Shelby Thiele  
Marie Thomas  
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Raynelle Thornton  
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Michael Turner  
US Retailers, LLC  
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