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David E. Daniel
President
ENVISION WHAT UT DALLAS CAN BECOME

CAMPAIGN PRIORITIES

Schools Goal

- Arts & Humanities: $20,000,000
- Behavioral & Brain Sciences: $2,000,000
- Economic, Political & Policy Sciences: $2,000,000
- Interdisciplinary Studies: $1,000,000
- Jindal School of Management: $50,000,000
- Jonsson School of Engineering & Computer Science: $40,000,000
- Natural Sciences & Mathematics: $15,000,000

Major Centers Goal

- Ackerman Center for Holocaust Studies: $4,000,000
- Asia Center: $5,000,000
- Callier Center for Communication Disorders: $8,000,000
- Center for BrainHealth: $30,000,000
- Center for Vital Longevity: $15,000,000

Major Units Goal

- Athletics: $500,000
- Diversity & Community Engagement: $500,000
- McDermott Library: $500,000

All Other Gifts Goal

- Other Units and Unrestricted Gifts: $6,500,000

Total Campaign Goal: $200,000,000

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“Tier One” is shorthand for those few, highly select national research universities that reach the pinnacle of innovation, creativity, scholarship and results. UT Dallas will be among them. But there is no shortcut to getting there—the people, facilities and resources must be in place that equal the talents and aspirations of those who will use them to lead the way. Join us in supporting the vision for what this University can become.
Scientific exploration at BrainHealth is leading edge, innovative and transformative.

The Center for BrainHealth was created in 1999 and has flourished because of its unique commitment to its mission and the most significant cause of the century: To understand, protect and heal the brain. Scientific exploration at BrainHealth is leading edge, innovative and transformative, improving lives today and changing how the public thinks and acts about the brain and its health.

Most scientists focus on what is wrong with the brain. But, at the Center for BrainHealth, what is wrong is just our starting point. Our acclaimed cognitive neuroscience experts are dedicated to discovering ways to build resilience, regain cognitive function and retrain the brain to maximize the amazing potential of our most vital organ.

By capitalizing on rapidly emerging brain discoveries and advanced technologies that allow deep insights into the brain, we are developing and scientifically proving which cognitive brain training therapies can capitalize on the brain’s dynamic capacity to be strengthened in health and repaired after brain injury or brain disease.

The hope-filled mission of BrainHealth is at the heart of all we do. With your support, our vision of world brain health will become a reality.

Sandra Bond Chapman, PhD
Founder & Chief Director
Dee Wyly Distinguished Chair

Join these BrainHealth Benefactors:
- T. Boone Pickens
- Dianne Cash
- Dee Wyly
- Jane & Bud Smith
- Claudia & Dennis Berman
- Mary Anne Cree
- Lyda Hill
- Annette & Harold Simmons
- Gene & Jerry Jones
- Jan & Trevor Rees-Jones
- Sarah & Alan Losinger
- Claudia & Jerry Stool
- Caren Prothro
- Debbie & Jim Francis
- Teresa & David Disiere
- Bob Wilbur
- Ralph Hawkins
- Lucy & Henry Billingsley
- Julie & Ed Hawes
The most powerful, most staggering complex electro-biochemical machine ever created is all in your head. Above and behind your eyes are 100 billion neurons in a small calcium shell, laced with organic pumps and channels and switches; wiring and plumbing so dense and complicated that even this over-achieving organ can barely imagine itself.

It is the most adaptable, modifiable organ in the human body, and yet the one we usually think about the least. Many of us devote ourselves to cardio fitness, but very few to brain fitness. We have learned more about how the brain works in the past 10 years than ever before. And we now know, thanks in large part to the innovative collaboration of Center for BrainHealth clinicians and researchers, that our ability to understand, protect and heal our brains can and will be extraordinary.

Founded as the 21st century was about to begin, the Center for BrainHealth has made exceptional progress in understanding how the brain best learns and reasons, protecting the brain from unnecessary cognitive decline, and healing the brain through treatments that regenerate brain function. The goal is for interdisciplinary research discoveries to have immediate and effective clinical impact, changing lives for the better now, not a generation from now.

Today, the Center for BrainHealth is making enormous strides in improving brain health and identifying and treating brain injury and disease over a wide range of vital areas, from addiction to Alzheimer’s, social cognition to stroke. Pioneering programs—more than 60 in all—include research to help returning military service members optimize brain health and function; cutting-edge work in new ways to stave off dementia; innovative research to address the threatened “fourth R” in K–12 education, reasoning, with the Teen Reasoning Initiative; vital research into care for traumatic brain injury in children; Strategic Memory Advanced Reasoning Training (SMART) across all age groups; a comprehensive scientific study dedicated to athletes, addressing the issues of sports-related brain injuries; and much more.

The Center for BrainHealth serves people in Texas and throughout the nation, from ages one to 100.

With the power of your generosity and commitment, BrainHealth will continue its arc of discovery as a world leader in promoting robust brain health and fitness for all and helping people young and old think smarter.
“They are more than scientists—they are guides helping to lead scarred but proven warriors back home.”

Clinton Bruce was a warrior on the football field and, as a Navy SEAL, on the battlefield. While the challenges and dangers are very different, brain injury is an enormous risk in both environments—which is why this special operations expert devotes time to the Center for BrainHealth and the people it serves. Bruce leads the Warriors Roundtable at the Center, helping to guide the Center in its efforts to improve the lives of America’s fighting men and women before, during and after deployment.

“The Center for BrainHealth and its vital mission,” says Bruce, “has more potential to restore warriors, to restore families and to restore the unique and valuable minds of our service members than anything I’ve seen in years. They are providing the most remarkable brain training and treatment program in the nation. As a tactician, understanding my terrain is mission number one. Once I know the landscape and the situation, I know what to do with it. The program at the Center helps us map our brains and know how to run them well, just like any other tool we use in our lives. Veterans have relied on their brains to problem-solve in absolute ‘no fail’ environments—the Center looks at how we prepare for that environment and recover from the by-products of that environment. They are more than scientists—they are guides helping to lead scarred but proven warriors back home.”

Bruce was first introduced to the Center through friends and decided to come here to assess the toll on his brain of his own high-impact adventures in athletics and military operations—he’s taken more than his share of “pretty good head shots.”

“I immediately saw the difference the Center can makes in veterans’ lives,” he says. “I plan on giving my bride and my daughters the very best of me, and the Center for BrainHealth is helping me do that. I’m so impressed by the quality of the scientists and clinicians and by the innovative, outcomes-focused work they do. They are not constrained in their methodologies, and they are all about the real impact they make in bettering lives.”
Moving forward, inspired by the exceptional generosity of our supporters and the community over the past decade, we will continue to grow and enhance our landmark research and clinical applications and increase our outreach as we translate the results of our discoveries to shape life-improving public policy. In support of the Center for BrainHealth’s mission to understand, protect and heal the brain, we are conducting ground-breaking research designed to build the strongest-possible brain from childhood throughout the lifespan. With your support, we can achieve our campaign priorities, which span the full spectrum of our work and focus in these three areas—brain health, brain injury and brain disease:

**Brain Health: $10 million**

Teen SMART Program: Expand and advance the Center-developed, evidence-based program that teaches educators and students how to think strategically. Teaching children how to think impacts every core subject area: math, science, reading and social studies.

Healthy Brain, Healthy Decisions: Develop and implement programs to maximize the cognitive potential of adults from 25 years of age to the end of life, encouraging brain health fitness to help individuals perform their best.

**Brain Injury: $10 million**

Brain injury is a leading cause of disability. The Center’s brain injury research is dedicated to finding the best and most effective treatments to restore and repair brain function after injury and to build resilience against injuries.

Military Veterans: BrainHealth researchers are developing and scientifically proving which therapies most effectively treat post-traumatic stress disorder, brain injury and loss of limbs among returning veterans, helping our service members continue to
operate at peak performance—before, during and after deployment.

**Institute for Athletes:** To document, assess and treat the cumulative long-term effects of sports-related concussions and traumatic brain injuries.

**Pediatric Brain Injury:** BrainHealth’s pediatric brain injury research is designed to guard against later-emerging deficits, to maintain cognitive health at each stage of development by addressing the continuous, long-term effects of brain injuries in children.

**Brain Disease:** **$8 million**

**Autism:** To advance cutting-edge virtual reality platforms to provide safe, effective and engaging training to improve and enhance social brain networks.

**Addiction:** To study biomarkers in the brain to establish those individuals at risk for addiction and determine treatment effectiveness.

**Alzheimer’s Disease:** To advance the study of biomarkers in the brain to aid in early diagnosis and treatment of Alzheimer’s disease and other related dementias, and to encourage healthy brain habits that build cognitive reserves as early as possible to stave off cognitive function decline.

**ADHD:** To expand research on brain differences in children with ADHD and those without, and to advance our understanding of the effectiveness of pharmacological and brain-training treatments.

**BrainHealth Technology:** **$2 million**

To develop interactive, transformative platforms to better diagnose, train and treat complex brain issues around the world.

**Campaign Goal for the Center:** **$30 million**
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David E. Daniel
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The founders of UT Dallas—Eugene McDermott, Erik Jonsson and Cecil Green—shared a vision. They saw the need for a great research university in North Texas, and they set a lofty goal by publicly announcing their confidence that UT Dallas would one day become the “MIT of the Southwest.”

UT Dallas has made remarkable strides since this bold vision was set in motion a half-century ago. This comprehensive campaign—the first in UT Dallas history—will accelerate our progress toward becoming the world-class Tier One research university the founders envisioned for North Texas.
## Campaign Priorities

### Schools

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<th>Discipline</th>
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### All Other Gifts

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### Total Campaign Goal

| Goal                                         |
|----------------------------------------------|--------|
| Total Campaign Goal                          | $200,000,000 |
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