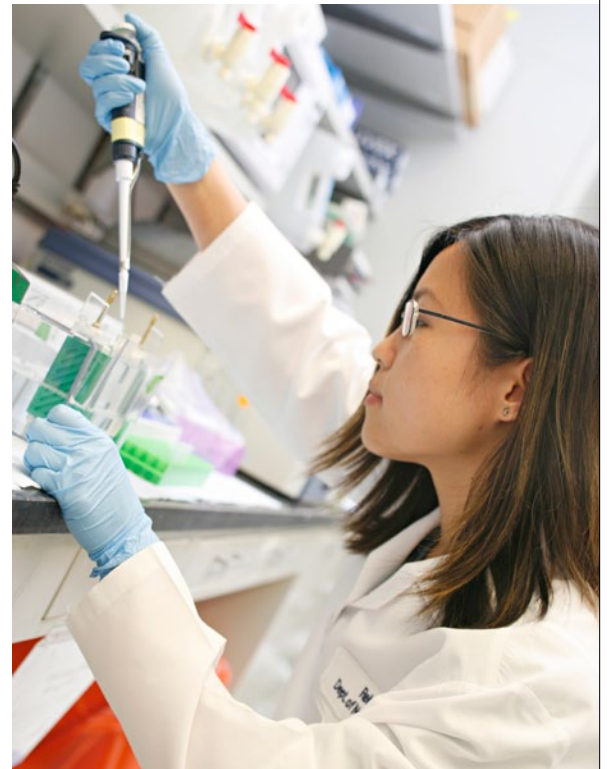




SOCIETY *for*
NEUROSCIENCE



Friends of SfN Fund

Advancing the Understanding of the Brain and Nervous System

NOVEMBER 2012



Friends of SfN Fund — Investing in SfN's Mission

The Society for Neuroscience (SfN) serves an expanding mission to advance the frontiers of research and discovery. Every year, the Society launches innovative programs to better serve the evolving needs of the domestic and international membership and to cultivate opportunities that promote the field of neuroscience.

Join us in forging the future of neuroscience. With your contribution, SfN can continue to support the rapid growth and globalization of neuroscience while adding and accelerating novel programs that advance scientific exchange, career and training programs, and public education and engagement.

Society for Neuroscience — A Future of Discovery and Progress

Breakthrough innovation makes neuroscience one of the most exciting areas of biomedical research. Neuroscience has enormous potential for scientific advancement and for the improved health and well-being of people around the globe.

Beginning just more than 40 years ago as a small group of visionary researchers, SfN has grown to become the world's premier membership organization of scientists, educators, and physicians devoted to the brain and nervous system, and a leading champion for nearly 42,000 members worldwide. SfN provides valuable resources for members, including outstanding venues for cutting-edge scientific exchange, world-class publications, professional development and mentoring opportunities, public outreach, awards and prizes, and public policy advocacy. *But there is still much work to be done.* With your help, we can do it.

You Can Help

A voluntary gift to the Friends of SfN Fund will help energize the future of neuroscience. We are doing a great deal with the proceeds of membership dues, but more could be done with additional funds. Membership dues cover only a portion of the actual costs of programs for professional development, international outreach and collaboration, public education, and advocacy. Additional funds would extend our efforts, increase their impact, and help take neuroscience to the next level.

Philanthropy by SfN members is strictly voluntary and allows members and others to express their support and commitment toward innovative activities with broad impact on the future of neuroscience. Even small gifts help and add up to make a big difference in supporting exciting new programs and services that can benefit our members across a variety of pressing needs. Surveys of members and leadership have identified two program areas where your gift can make a difference: Travel Awards and Education and Outreach Programs. Gifts can be designated to support either or both of the targeted program areas.

Travel Awards: Supporting Training and Professional Development

Over the last several years, hundreds of students and early career-stage researchers have benefitted from SfN's Travel Award program. Travel awards support trainees and junior investigators at critical stages in their careers, allowing them, for example, to make their first presentation of their signature thesis project on the world stage. Travel awards are one of the most cost-effective ways to facilitate the scientific and professional development of highly promising trainees and junior investigators, including those working outside major research institutions. These awards offer a tangible and effective means to connect and integrate our increasingly international membership and provide a fertile environment for cross-cultural, technological, and inter-disciplinary cooperation. Award recipients report that the opportunity to attend the annual meeting has had unparalleled value to them in terms of career development and has allowed them to personally interact with peers and leaders from around the world.

SfN provides \$150,000-\$175,000 annually in travel awards for domestic and international graduate students and postdoctoral fellows to attend the SfN annual meeting, or to support North American students to travel to international meetings. In the last three years, however, SfN has been able to support only one fifth of the approximately 900 well qualified applicants. Every \$1,000 invested in this program supports one additional domestic travel award or half of an international award.

Education and Outreach Programs: Sparking Curiosity, Fostering Knowledge

It is more important than ever to educate the public with authoritative, timely, and inspiring discoveries that uncover new

wonders of the nervous system and provoke innovative advances in health. We must spark curiosity and engagement among the general public and future generations of neuroscientists alike.

SfN recently launched a bold new initiative to engage learners of all ages: *BrainFacts.org*, an authoritative website that is accessible and understandable to the lay public and that provides extensive information about the brain and related research. This ambitious and empowering initiative is already transforming SfN's outreach strategies and was only possible because of significant international, philanthropic support.

Gifts designated for public outreach will further enable SfN to undertake additional novel initiatives and programs that build on the success of *BrainFacts.org*. We envision new programs for science educators in schools and museums, innovative partnerships with news and education organizations, and community efforts with SfN chapters and other organizational partners around the globe. We seek to reach underserved populations and to attract and inform new audiences. Gifts for outreach programs also would help create cutting-edge multimedia, social media, and interactive technologies to spark curiosity and excitement about "the universe between our ears."

The Power of Giving

SfN is a vital and dynamic global organization fueled by the creativity and aspirations of its members. If you wish to support the Friends of SfN Fund, your gift could help launch new, innovative programs and services to address emerging needs and opportunities in neuroscience. Thank you for considering a contribution of any size, and for your commitment and continuing support of the Society for Neuroscience.

