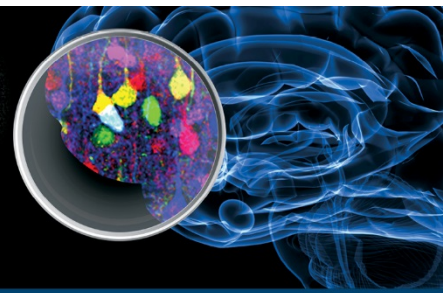


MAGNIFY THE MIND

ADVANCING NEUROSCIENCE RESEARCH

giving.brandeis.edu/bnc | 781-736-7588



Brandeis National Committee

Brandeis University

BNC MAGNIFY THE MIND FREQUENTLY ASKED QUESTIONS (FAQs)

1. What is the goal of the *BNC Magnify the Mind* campaign and what is the timeframe?

Magnify the Mind is a one year campaign and our goal is to raise \$500,000 to purchase a high speed two-photon microscope.

The campaign timeline is: July 1, 2018 – June 30, 2019.

2. How will this microscope help advance neuroscience research and what is unique about this microscope?

This new microscope will enable Brandeis researchers to observe brain activity in real time. In order to see what is really happening across the brain simultaneously, Brandeis needs a microscope that processes images quickly.

This microscope will also allow researchers to zoom in and look at connections between neurons on a millisecond time scale. Scientists can observe rapid changes as they are occurring and look at how neurons behave. By being able to visualize what is happening in an awake brain, Brandeis scientists can better understand patterns that may hold the key to answers for healthy brains versus those with neurodegenerative disorders such as Alzheimer's, Parkinson's, ALS or autism. One of our best hopes to find treatments and cures for these diseases is to improve our understanding of the brain using resonant scanning.

3. What kind of impact will helping fund this campaign have for addressing neurodegenerative diseases?

Brandeis University is well known for its commitment to basic brain research. Our best hope for finding cures, treatments, and preventing brain diseases is to invest in research that will allow us to understand how the brain works.

This microscope is expected to be shared by several labs at Brandeis. Our researchers' ability to continue to do important cutting-edge research is critically dependent on keeping up with technological advances. Brandeis has immense intellectual capital and it is necessary that we invest in essential technology to keep up.

Without this equipment we are limited in the questions we can ask to understand neurodegenerative diseases because we need more sophisticated technology to study the brain. For example, new experiments will be able to be performed that can study the difference between a healthy brain and how a brain changes when a neurological disease is impacting the brain. These powerful observations will help scientists develop world-changing discoveries that can improve the way we live.

4. How will donors be recognized?

Donors that make gifts \$1,000 or more will be recognized on our virtual donor wall. For donations of \$5,000 or more, your name will be placed on our permanent library tribute wall. BNC chapters may also publicly acknowledge donors at their events. We will also have special donor giving levels for the Magnify the Mind campaign.

You may request that your gift be listed as “anonymous” if you prefer not to be acknowledged publicly.

5. If I want to make monthly recurring gift payments to be recognized at a particular giving level, how do I set that up?

You can go online at giving.brandeis.edu or you can call our office at 781-736-4171, if you need help. Select an amount you want to give and you can also sign up to do a monthly or recurring gift.

6. I would like to help support this campaign, what can I do on a personal level?

Your participation matters and will be counted toward our overall goal. By making your own gift you are investing in Brandeis’ future success and this will inspire others to do the same.

You can also share information about the Magnify the Mind campaign with your circle of friends, family, and with fellow BNC members and ask them to participate in the campaign.

You can also volunteer and help your BNC chapter with exciting fundraising events.

7. Can I make a donation on behalf of an individual or to honor someone?

Absolutely. You can make a tribute to honor a special person or a memorial gift to remember a loved one. We will send a Magnify the Mind tribute card to the person or family you are honoring to let them know a gift has been made in their name. If you want to put someone’s name on the permanent library tribute wall, you can make a gift of \$5,000 or more.

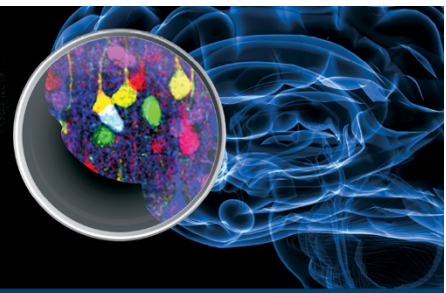
8. Who can I contact to answer a question that is not covered in the FAQs?

For more information, please contact M’Lissa Brennan, Director of Strategy and Development, at 781-736-4178 or by email at mlissa@brandeis.edu.

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Donors who make gifts of \$1,000 or more will become members of the Justice Brandeis Society (JBS) and their names will appear on the virtual wall for the BNC Magnify the Mind campaign. Donors who contribute \$5,000 or more in one fiscal year will become members of JBS and have their names appear on the virtual wall and on the permanent Tribute Wall in the University Library.

Recognition Levels

Nobel Prize

\$20,000+

Hall of Fame

\$10,000 - \$19,999

Visionary

\$5,000 - \$9,999

Innovator

\$2,500 - \$4,999

Scientific Champion

\$1,000 - \$2,499