

KEEP MEMORY ALIVE

Supporting the Mission of Cleveland Clinic Lou Ruvo Center for Brain Health



ALZHEIMER'S | HUNTINGTON'S | PARKINSON'S
MULTIPLE SYSTEM ATROPHY | MULTIPLE SCLEROSIS



A PENNY FOR YOUR THOUGHTS®

THE CHANGE THAT MAKES A DIFFERENCE
BENEFITING CLEVELAND CLINIC LOU RUVO CENTER FOR BRAIN HEALTH



Cleveland Clinic

Lou Ruvo Center for Brain Health

A Virtual Fundraising Campaign

We've gone virtual! Participating middle schools continue to compete in a friendly fundraising challenge during a designated week in November.

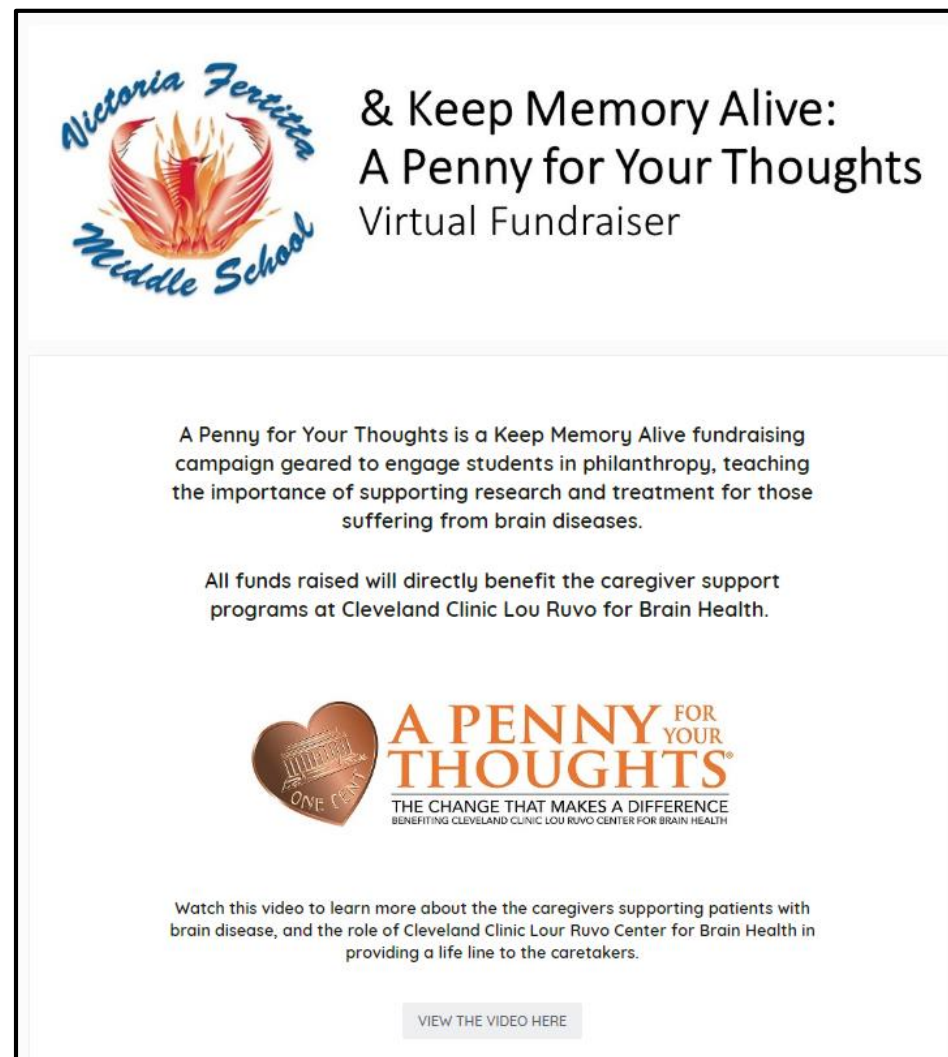
- Schools will be provided:
 - Step-by-step instructions on how to launch their individual virtual fundraiser
 - Program and fundraiser info sheet that can be emailed out to students/families
 - Educational video presentations by Dr. Wint, and clinic providers to help students understand why brain health is important
 - Custom fundraising page for your school

All change/funds are collected via your school fundraising page, and electronically counted for Keep Memory Alive.

Custom Fundraising Page:

Each school will receive a custom fundraising page which will feature:

- School logo
- An about section, so students and families can familiarize themselves with the work being done at Cleveland Clinic Nevada
- Educational videos for teachers to share so students can better understand diseases like Alzheimer's, and how to maintain a healthy brain
- Ability to donate any amount
- Ability to share the page with teachers, students and families via the unique web address for their school




The image shows a sample fundraising page for Victoria Fertitta Middle School. The page features the school's logo, which includes a stylized phoenix and the text 'Victoria Fertitta Middle School'. The main title of the fundraiser is '& Keep Memory Alive: A Penny for Your Thoughts Virtual Fundraiser'. The page contains several paragraphs of text explaining the campaign's purpose: to engage students in philanthropy and support research for brain diseases. It also states that all funds raised will benefit caregiver support programs at Cleveland Clinic Lou Ruvo for Brain Health. A logo for 'A PENNY FOR YOUR THOUGHTS' is displayed, featuring a heart-shaped penny and the text 'THE CHANGE THAT MAKES A DIFFERENCE BENEFITING CLEVELAND CLINIC LOU RUVO CENTER FOR BRAIN HEALTH'. At the bottom, there is a call to action to watch a video and a button labeled 'VIEW THE VIDEO HERE'.

Victoria Fertitta Middle School

& Keep Memory Alive: A Penny for Your Thoughts Virtual Fundraiser

A Penny for Your Thoughts is a Keep Memory Alive fundraising campaign geared to engage students in philanthropy, teaching the importance of supporting research and treatment for those suffering from brain diseases.

All funds raised will directly benefit the caregiver support programs at Cleveland Clinic Lou Ruvo for Brain Health.



A PENNY FOR YOUR THOUGHTS
THE CHANGE THAT MAKES A DIFFERENCE
BENEFITING CLEVELAND CLINIC LOU RUVO CENTER FOR BRAIN HEALTH

Watch this video to learn more about the the caregivers supporting patients with brain disease, and the role of Cleveland Clinic Lour Ruvo Center for Brain Health in providing a life line to the caretakers.

[VIEW THE VIDEO HERE](#)

Fundraising page shown is a sample only

'Change' is collected via the donation options below. Any amount can be given.

Three educational videos will be housed on the page, teaching students about diseases like Alzheimer's and why it is important to maintain a healthy brain. They will also assist in enhancing the importance of fundraising.

Teachers can integrate these into lesson plans, and choose when to view the videos with the students.

Donate Now

Help our cause by contributing to our fundraising efforts.
No act of generosity is too small to make a difference.

How would you like to donate?

One-Time Monthly

How much would you like to give?

Video #1: Captain Cortex, Ms. Fitness and Cleveland Clinic's Dylan Wint, MD, coach better brain health

