

# Irene & Eric Simon Brain Research Foundation Newsletter

April 2005

As many of you know

Faye Simon Harac formed the Irene & Eric Simon Brain Research Foundation to honor her parents and to help further education & research in the field her dad is so passionate about. Inspired by the groundbreaking discoveries originating from Dr. Simon's 40+ years as an NYU researcher, this foundation seeks to help further research and education and to help find answers to addiction & pain and other brain diseases and disorders, such as schizophrenia & Alzheimer's.

While Dr. Simon's work is well known in scientific circles, it is relatively unknown to the average citizen. Among other things, Dr. Simon's discovery of opiate receptors in the brain blazed the trail for modern research toward an understanding of the biological basis of drug addiction & pain. The research impacts addiction and pain and has provided and will continue to provide new information useful in the study of other diseases & disorders of the brain. For work like this to continue, it is critical that funding continue to be available.

The Foundation will encourage young scientists to enter this important field of research as well as focus public attention on the important, yet frequently overlooked, area – basic research of the human brain.

1<sup>st</sup> Gala Dinner

Our first gala dinner was held at The Tides Estate. The first dinner appropriately honored Eric & Irene Simon. The atmosphere was upbeat, there was great energy and touching speeches. The 100 guests enjoyed music courtesy of Versatile Entertainment and outstanding food & terrific service. The dinner, silent auction and generous donations from those who could not attend, allowed us to raise \$25,000.

Save the Date!!!!



Thursday October 6, 2005

2<sup>nd</sup> annual Gala Dinner will be held at The Tides Estate in North Haledon, NJ. This year we are looking into having a comedian. Details to follow. Info or to help: 973 726-6218 or faye@iesbrainresearch.org

## Golf Outing



May 16, 2005 at the beautiful Lake Mohawk Golf Club in Sparta, New Jersey .

There will be a silent & live auction, raffles, lots of prizes, delicious food & great golf.

Dinner guests are welcome. Raffles may be purchased in advance. Winner need not be present.

For information call 973 726-6218 or email faye@iesbrainresearch.org

## Fund-raising Partnerships



- American Success Mortgage

American Success Mortgage will donate \$200 to the Foundation for any loans that close with the IES Brain Research Foundation mentioned. American Success is a full service broker for purchases and re-finances in: NY, NJ, CT & FLA. They offer excellent rates & terms, with terrific service. For information call: Faye 973 726-6218 or Scott 1-888-WHAT-A-RATE

### Mention the Foundation.

- Save Your Empty Printer Cartridges

Ink jet cartridges are worth up to \$2 to the Foundation.

An easy way to help!!! Pick up or drop off will be arranged by calling Faye 973 726-6218

- Avon

Make Avon purchases from now to June 30. Linda will donate 30% of your purchase to the Foundation.

Request a catalog from Faye or order on the website.

\*\*If ordered on the website, send an email mentioning the Foundation to lgrinthal@nac.net to ensure credit

to the Foundation. cc:Faye@iesbrainresearch.org

- Body Revelations Massage

Get a great massage in Sparta, NJ, Now - June 30<sup>th</sup> when you mention the Foundation, \$10 will be donated for each hour massage. 973 729-0353

- Big Yellow Box by Crayola

Contact Faye to host a party or place an order and 15% of the sales will go to the Foundation. You can order great craft project kits that are fun for all ages and can be great family activities.

For information on any of the partnerships or suggestions for additional partnerships contact Faye 973 726-6218 or [faye@iesbrainresearch.org](mailto:faye@iesbrainresearch.org).

## Media exposure

Articles about The Foundation, the gala, golf outing and/or Dr. Eric Simon's work have appeared in: The Star Ledger, The New Jersey Herald, The Record, & The Suburbanite.

**If you have a media contact in other newspapers, magazines, Radio, or TV please let us know.** If you are interested in copies of any of the articles, contact Faye.

## Ideas and goals For funds Raised

1. Set up a Speakers' Bureau, at first, regional and eventually national. Such a Speakers' Bureau would make available speakers to community groups and businesses to talk about the current state of the art of brain research and how basic research is affecting and will affect the cure and prevention of brain diseases, such as drug and alcohol addiction and pain, as well as other diseases. Speakers, who are experts on the state of the art of the treatment of pain and addiction, will also be asked to join the speaker list. Drs. Carr, Reith and E. Simon will look into setting this up.
2. IES Brain Research Foundation summer internships for brilliant college seniors and beginning graduate students will be set up in laboratories with scientists, who volunteer to take on such students. This will give young science-oriented students a chance to see whether brain research is a career they would be excited to pursue and hopefully help attract excellent new talent to the field. Dr. Howells agreed to take a leadership role in this effort.
3. Setting up one or more lectures at prestigious scientific conferences and/or medical institutions is another suggested activity for the Foundation.
4. As more money becomes available, a symposium on a topic related to the Foundation's interests may be sponsored.
5. Future goals for when larger amounts are raised are giving modest grants or purchasing a needed piece of equipment for a lab doing outstanding brain research

## Your Help is greatly appreciated

- ? **Attend a fund-raising event**
  - ? **Spread the word about the Foundation and Events (Encourage others to attend events)**
  - ? **Be a Sponsor at an event (or help get sponsors) Buy space in the event program, a tee or center piece sign**
  - ? **Volunteer at or before an event**
  - ? **Donate items for auction, or doorprizes.**
  - ? **Donate items for raffle (example: time share week, sport event tickets, airline or Broadway tickets, autographed items or new: jewelry, appliances, artwork. bicycle, car, luggage, etc.)**
  - ? **Donate unused gifts for prizes**
  - ? **Donate a service (Printing, Web Design, Graphic Arts, etc.)**
  - ? **Share contacts for: sponsors, in-kind services, or share media contacts.**
- Make introductions or referrals.**
- ? **Hook up the foundation with a celebrity**
  - ? **Help Organize an event**
  - ? **Hang sign or distribute flyers**
  - ? **Help with mailings**
  - ? **Help write press releases**
  - ? **Sell or buy raffle tickets**
  - ? **Host a cocktail party**
  - ? **Make a donation (You can make it "in honor or in memory of" and a certificate will be sent)**
  - ? **Refer someone to American Success Mortgage. ASM will give \$200 for each mortgage that closes (NY, NJ CT, FLA) when this Foundation is mentioned) or participate in any of the other partnerships**
  - ? **Save your printer cartridges – pick up or drop off will be arranged**

Let us know how you can help!

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## Donations Are Always Appreciated

If you would like to make a tax  
 deductible donation, please make the  
 check payable to:

**IES Brain Research Foundation and  
 send it to:**

**IES Brain Research Foundation  
 #210 270 Sparta Ave. Suite 104  
 Sparta, New Jersey 07871**

If you would like a certificate sent  
 “in honor” or “in memory of”, please  
 indicate the name and address of the  
 recipient, who the certificate is in  
 memory or honor of, a message you  
 would like included, how you would  
 like it signed and the donors name and  
 address.

## THANK YOU ☺

Thank you to all who have and  
 continue to support the Foundation  
 with donations, time, ideas and  
 good wishes.

## Volunteers Needed

Please share your time, skills  
 and ideas with us. Attached  
 is a form you can fill out to  
 let us know how you can and  
 are willing to help. Please  
 feel free to contact Faye.

[faye@iesbrainresearch.org](mailto:faye@iesbrainresearch.org) or [faye722@tellurian.com](mailto:faye722@tellurian.com)

**Irene & Eric Simon Brain Research Foundation** 

*Brain Research – A Bright Idea*

#210 270 Sparta Ave. Suite 104 Sparta, New Jersey 07871

[www.iesbrainresearch.org](http://www.iesbrainresearch.org)

Tax Exempt 501c3 ID # 04-3779708

**Your Help is greatly appreciated:**

- Volunteer at a fund-raising event
- Spread the word about the foundation & Events (Distribute & hang flyers)
- Sell raffle tickets
- Help at a table (in front of a store or at an expo)
- Help Get Sponsors and/or DoorPrizes
- Host a cocktail party
- Refer others to the American Success Mortgage Partnership  
(American Success Mortgage will give \$200 for each mortgage that closes when this Foundation is mentioned)
- Distribute Avon Catalogs or Place an order (Mentioning the Foundation)
- Host a Big Yellow Box Party Fund-raiser with faye (or place an order)
- Make copies
- Help with mailings
- help write press releases
- Help organize an event
- Help find other volunteers
- Help with graphic Design (Logo, etc.)
- Make Phone Calls
- Make Introductions to celebrities, media, or potential benefactors
- Help schedule speakers and entertainers
- Save printer cartridges      Help Collect printer cartridges
- Other \_\_\_\_\_

**Name** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Fax** \_\_\_\_\_ **Home/Cell Phone** \_\_\_\_\_

**Please circle age:    under 18       18 -21       Adult over 21**

Let us know how you can help  
by filling out this form or contacting Faye:  
973 726-6218 faye@iesbrainresearch.org