

THE COOLEY CIRCLE

Background

More than 50 years ago, the Texas Heart Institute was founded by Dr. Denton A. Cooley to reduce the devastating human and economic toll of cardiovascular disease through innovative programs in research, education, and improved patient care. What the Institute has accomplished is remarkable and its list of firsts is impressive. It has also made the city of Houston a better place to live and work.

Challenge

Many elements are necessary to achieve and maintain the Texas Heart Institute's quality. Adequate funding is, perhaps, the most important. Unlike most nonprofit organizations that have a source of operating revenue, the Texas Heart Institute relies on government grants, research contracts and, above all, philanthropy. In fact, it is philanthropy that creates the extra margin of excellence that keeps the Texas Heart Institute among the preeminent institutions in the country.

The Cooley Circle

To help maintain the Texas Heart Institute's eminence, *The Cooley Circle* has been established. The three primary purposes of this organization are to stimulate greater awareness of the importance of the Texas Heart Institute in advancing the progress against cardiovascular disease to enable an ever-growing circle of leaders to become acquainted with this vital resource. Second, members of *The Cooley Circle* will create a firm base of annual support to strengthen and advance promising programs in cardiovascular research, education and patient care. Third, members will serve as effective ambassadors for the Institute and its goals.

Membership

Membership in *The Cooley Circle* reflects support that is unmistakably above the ordinary. Therefore, a minimum annual gift of \$5,000 has been established. Membership, which includes the spouse of the donor, is conferred immediately upon receipt of a tax-deductible check, made payable to the Texas Heart Institute.