

This is a
\$500 mouse
named Hope.

We'd like you
to buy it.



Most people don't believe that people with intellectual disabilities like Down syndrome can be treated.

And most people don't believe that these people can progress from constant care to independent lives.

So.

As long as most people believe these two things, there will be very little money spent to discover the causes of intellectual disabilities or to develop treatments.

Most people,
as it turns out,
are mistaken.

And it's time to open their minds
with the one indisputable fact that
gives us hope:

There is now a mouse that has
been bioengineered to have genetic
structures corresponding to those
of Down syndrome in humans.

We call this mouse Hope.



The bad news is
Hope is expensive.

The good news is Hope exists.

The better news is we are now buying Hope for the researchers who are studying the causes of intellectual disabilities such as Down syndrome, what can be done to improve intellectual abilities, and what treatments can be developed.

And the best news is the research these people are doing with Hope is bringing hope to hundreds of thousands of families and others who care for people with Down syndrome, and other intellectual disabilities.

Which is also why we call our little mouse Hope.

We're The
OpenMind
Foundation.



We are the brothers, sisters, fathers, mothers, aunts, uncles, and grandparents of people with Down syndrome. We are their friends and caregivers. We are their teachers, their doctors, nurses, and their confidants. We see every day the challenges and the triumphs of those precious souls born with Down syndrome.

And although we love and respect these people as they are, we also dream of helping them live fuller, more independent lives.

Some people call this expecting miracles.

Well, we expect miracles.

That's why we're out to open people's minds to the fact that effective treatment and personal independence are within reach for people with intellectual disabilities.

Our primary focus is to improve the learning, memory, and speech of people with Down syndrome, but we also maintain a big-picture view, so we collaborate with those researching other intellectual disabilities as well.

This helps us make sure that we can take advantage of successes outside our research focus that could improve the treatment and the lives of people with Down syndrome.

We are also committed to making sure that our breakthroughs in Down syndrome research can benefit those with other intellectual disabilities.

How can we accomplish all this?

Stated simply,
we have a plan,
and we are doing
everything we can
to turn our plan
into a reality.



We're raising funds for miracles.

But miracles cost money. So a large part of our time and efforts are in fundraising.

Of course we regularly find people within the Down Syndrome community who understand the importance of our work, and the success it promises. They are among our most important supporters.

But we also understand that a big part of our effort is to spread our message of hope outside the Down syndrome community. Because only when those people believe

that there is hope to improve the lives of people with intellectual disabilities, will they become our emotional, intellectual, and financial supporters.

And only then will we be truly able to fund the work that will produce miracles.

But our commitment is large, the need is larger, and we're looking for help from people, foundations, and companies who can help us.



We're defining, selecting and funding research.

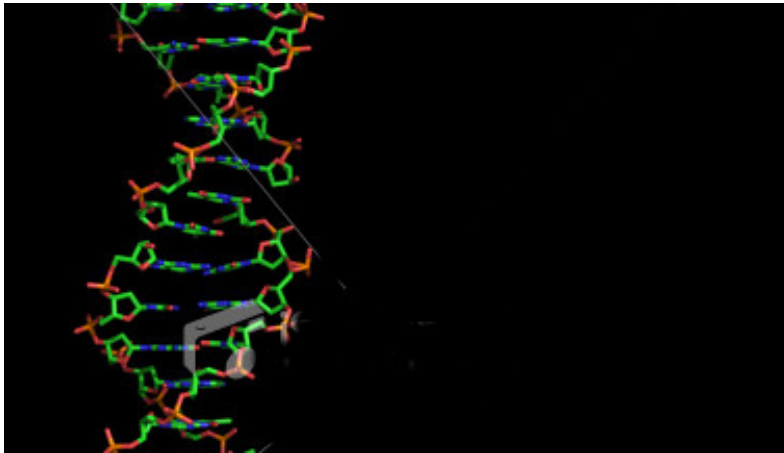
Our Science Advisory Board, made up of distinguished scientists from the Down syndrome research arena and related fields (like Alzheimer's, neurodevelopment and brain imaging) identify researchers and research projects.

The board meets on an annual basis, reviewing the work of current grantees and discussing additional areas of study to be funded.

[We should name several of the noteworthy people involved here.]

We believe in sharing results, cross-pollination of ideas, and serendipity.

We are committed to holding an annual conference to help researchers share findings, discover how their research is related, identify gaps in what research is being done, and to build a more interconnected community.



We're getting results.

Research suggests that removal of an extra copy of a critical gene on Chromosome 21 can significantly improve cognitive function. So we're funding research on the biomedical procedures that could be used to remove that gene.

Encouraging results from research with our Hope mice (trisomic mice with an extra copy of a chromosome that is analogous to the human 21st chromosome) indicate they perform better on water-maze and object-recognition tests after using a specific compound that addresses one of the irregularities in a Down-syndrome brain.

Other important research we've funded suggests that overproduction of certain proteins in a Down-syndrome brain lead to differing synaptic function, and that appropriate drugs could prevent the overproduction of these proteins. So we're funding additional research to identify and develop these drug treatments.

Related research on a drug called Aricept, typically used for Alzheimer's, has shown a positive effect on adults with Down syndrome.



We're developing relationships with companies who will produce treatments.

We are working actively with biotechnology companies who will turn scientific breakthroughs into medicinal realities.

We are also evangelizing other companies, in order to open the minds of pharmaceutical, medical, and biotechnology businesspeople, to help them understand that these intellectual disability treatments are possible, likely, and have the potential to become very profitable investments of their time and efforts.

We're bringing hope to people with disability by bringing opportunities to businesspeople who can bring important treatments to market. If it works out as we plan, everyone wins.



We're proving
that intellectual
disabilities are
treatable.

Before The OpenMind Foundation was founded in 2004 there were no known biological mechanisms directly linked to impaired cognition in Down syndrome. Today five potential drug targets have been identified.

This progress is unprecedented in the field of Down syndrome research.

Before our research grants began, scientists had not focused on improvement of cognition in those with Down syndrome. Research we have funded has identified five specific 'irregularities' in brain mechanisms of those with Down syndrome.

Now researchers can develop and test specific compounds to 'normalize' these brain activities resulting in improved learning and memory for individuals with Down syndrome.

And we'd like
to ask you to
invest in Hope.



How to invest in Hope.

1. Visit:

www.openmindfoundation.org
or call us at 650-123-4567

2. Click on “Invest in Hope.”

3. Get out your credit card.*

*We also need volunteer help, pro-bono professional services,
and introductions to other people who can help us. Thank you.



OPENMIND

*The foundation committed to intellectual
disability research and treatment.*