



FOUNDATION *of* HOPE

40 YEARS OF SEEDING INNOVATION

Groundbreaking Research





L-R: Shelley, Van, Alice, Thad, Jr., and Thad, III

It all started 40 years ago.

In 1984, the late Thad and Alice Eure, owners of the Angus Barn Restaurant, bravely combatted their son's severe bipolar disorder diagnosis when they established the Foundation of Hope for Research and Treatment of Mental Illness. During a time when mental illness was treated like a shameful, unspeakable secret, the Eures pioneered one of the nation's first foundations exclusively dedicated to funding mental illness research. Their visionary spirit, unwavering commitment, generosity, and **hope** continue to inspire us today.

Since inception, we've granted a total of **197 scientific research awards**, surpassing **\$9.4 million**; these grants have leveraged an astounding additional **\$254 million** from the National Institute of Mental Health (NIMH) and other federal and private entities. We've also funded over **\$660,000** to **46 mental health initiatives**, supporting local community organizations working directly with kids, teens, and adults struggling with mental illnesses.

Our model of providing funds to brilliant scientists performing cutting-edge seed research remains the driving force of our success today. This unique approach fills a critical gap and an unmet need, and has enormously expanded the reach and efficacy of valuable research that would otherwise escape unnoticed. This has paved the way for innovative treatments that have and will continue to change the course of infinite lives and reshape outcomes worldwide.

WHY WE CARE

1 in 5

Americans lives with a mental illness.

2nd

Suicide is the second leading cause of death for youth 10-24.

12 billion

Working days are lost annually due to mental illnesses.

Hope is happening.

For the last 40 years, we've fueled mental illness research through seed funding, paving the way for numerous impactful breakthroughs.



MISSION

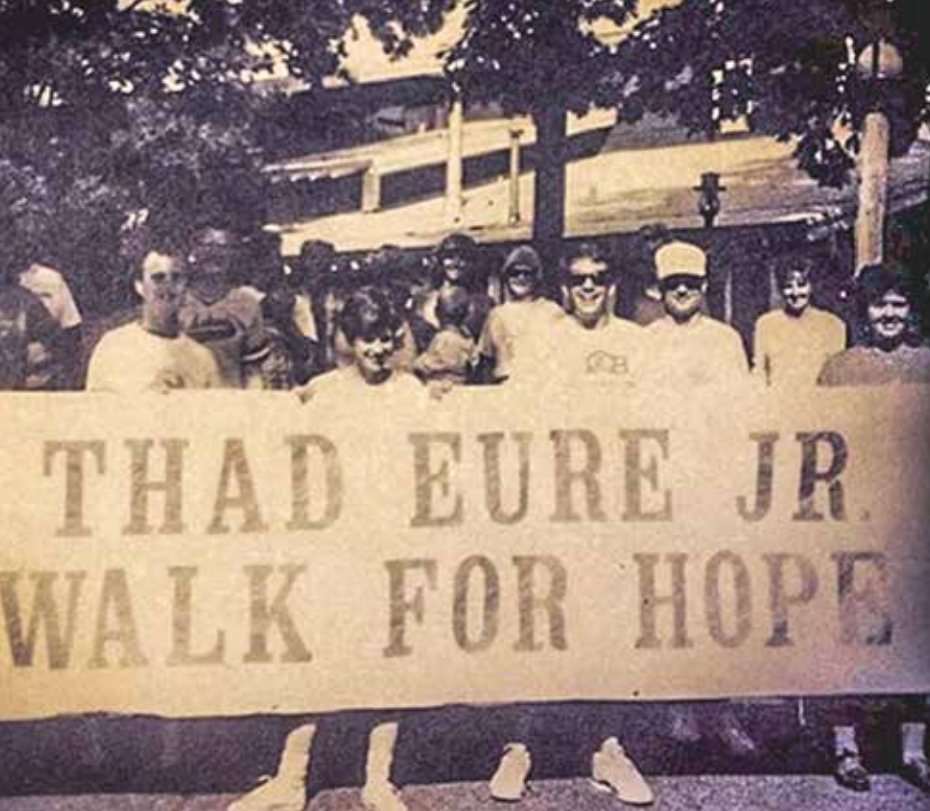
We exist to conquer mental illness by investing in groundbreaking scientific research and mental health initiatives.

VISION

Our vision is simple to state, yet grand in scope—we strive to eliminate suffering from mental illness.

BELIEFS

- Scientific research is the key to finding effective and long-lasting treatments and cures for mental illness
- Mental illness adversely impacts individuals, families, friends, and entire communities
- Stigma is one of the greatest barriers to improving outcomes of mental illness
- Early-stage scientific research creates exponential value
- Everyone with mental illness deserves successful treatment



1989 - Blistering 12-mile walk down Glenwood for the 1st Walk for Hope.



The trailblazing journey.

- 1985**
Awarded first research grant to Dorothea Dix Hospital for \$10k.
- 1989**
Spearheaded first Walk for Hope (honoring Thad Jr.).
- 1992**
Held first Evening of Hope gala at Eure home.
- 2000**
Created endowed distinguished professorship at UNC.
- 2004-2017**
George Thanhauser Bike for Hope events held.
- 2016**
Surpassed \$1 million in revenue.
- 2020-2021**
Pivoted to Drive-Thru events due to pandemic.
- 2023**
Launched \$5M Capital Campaign for CHAAMP.



Driving research success.

TYPES OF MENTAL ILLNESS RESEARCH FUNDED INCLUDE:

- Alcoholism & Substance Abuse
- Anxiety
- Autism & Developmental Disabilities
- Behavioral Health Services
- CHAAMP
- Depression
- Eating Disorders
- Genetics
- PTSD
- Schizophrenia
- Women's Mood Disorders



Our seed funding model.



NEW ideas

Researchers propose novel and groundbreaking studies by applying for a FOH seed grant.



YOUR investment

Your generous dollars become seed funding for mental illness research projects rigorously vetted and approved by our esteemed Scientific Advisory Committee.



ACCELERATING breakthroughs

Over a three-year period, researchers use our seed funding for studies that catalyze innovations. This sets the stage for additional grant funding, because this preliminary data leads to larger and more expansive research studies, multiplying and leveraging our initial seed grant into extraordinary growth.



HOPE for tomorrow

Research results advance discoveries in diagnosis, prevention, and improved treatments for mental illnesses, thus saving thousands of lives.

10 groundbreaking discoveries.



DISCOVERY 1 First Postpartum Depression Phone App

Samantha Meltzer-Brody, M.D., M.P.H.
Distinguished Professor & Chair, UNC Dept. of Psychiatry

A 2015 FOH-funded study helped develop the first mobile app for women's mood disorders with Apple ResearchKit. Dr. Meltzer-Brody and her team at the Center for Women's Mood Disorders studied the biological basis of postpartum depression (PPD) by creating a large genetic database. The app collected data from women who also provided saliva samples by mail. This innovative digital research data collection put "mom genes" to work to determine common genetic traits that inform accessible treatments for PPD.



DISCOVERY 2 Combating Substance Use with Therapeutics

Joyce Besheer, Ph.D.
Professor, UNC Dept. of Psychiatry & Bowles Alcohol Center

Alcohol use disorder (AUD) is a devastating disease, and Dr. Besheer's FOH-funded research portfolio has examined how stress, trauma, and other environmental and behavioral pathologies can influence alcohol drinking behavior and relapse. This research into substance use disorder is timely and relevant to identify novel targets for the treatment of drug and alcohol addiction, which affects 1 in 7 Americans, often in conjunction with other mental illnesses.



DISCOVERY 3 Largest Consortium in Psychiatric History

Patrick Sullivan, M.D., FRANZCP
Distinguished Professor & Director, Center for Psychiatric Genomics, UNC Dept. of Psychiatry

A FOH grant helped fund the Psychiatric Genetics Consortium (PGC), the largest consortium in the history of psychiatry, with 800+ investigators from 40+ countries. By collecting genetic data from over 900,000 individuals worldwide, researchers are able to determine the underlying biology and risk factors for psychiatric disorders. Results from the PGC have already provided clues to the genes involved in schizophrenia and bipolar depression.



DISCOVERY 4 Non-Invasive Brain Stimulation

Flavio Frohlich, Ph.D.
Professor & Director, Carolina Center for Neurostimulation, UNC Dept. of Psychiatry

Led by Dr. Flavio Frohlich, UNC researchers with the Carolina Center for Neurostimulation have turned a theory of how brain circuits can be restored into promising clinical trials for treating schizophrenia, depression, and chronic pain. This research has led to the successful start-up company Pulvinar Neuro, which seeks to commercialize noninvasive brain stimulation as a means to treat mental illness. This multi-phase project was funded by several grants from the Foundation of Hope.



DISCOVERY 5 Markers Discovered for Psychosis Predictors

Diana Perkins, M.D., M.P.H.
Professor & Director, Outreach and Support Intervention Services, UNC Dept. of Psychiatry

The research supported by the Foundation of Hope was the groundwork for NIMH-funded studies aimed at discovering the predictors and mechanisms for the development of psychosis in persons at clinical high-risk. In particular, researchers have identified markers related to immune system dysregulation as important predictors of psychosis. This critical data helps providers by informing new ways to treat patients with severe mental illness.

For a complete description of each milestone, visit walkforhope.com/research-discoveries.

40 years of moving the needle on the path to progress has resulted in groundbreaking discoveries that advance the science of mental illness. The following milestones represent only a select few of the scientific achievements we have unlocked in the last forty years.



DISCOVERY 6
Schizophrenia Advances in Neural Circuitry

Hiroiyuki Kato, Ph.D.
Associate Professor, UNC Neuroscience Center & Dept. of Psychiatry

Schizophrenic patients can suffer from hallucinations, delusions, disordered thinking, and auditory hallucination, or “hearing voices.” Funded by the Foundation of Hope, Dr. Kato and his research team identified critical frontal cortex mechanisms and neural circuitry that cause hypersensitivity to auditory cues. This discovery will likely identify important new therapeutic targets for a variety of neuropsychiatric illnesses, including schizophrenia and autism.



DISCOVERY 7
Autism Pre-Symptomatic Prevention

Gabriel Dichter, Ph.D.
Professor & Director, Clinical Affective Neuroscience Lab, UNC Dept. of Psychiatry

Autism spectrum disorder (ASD) impacts the functioning of brain regions that process social information. Dr. Dichter’s Foundation of Hope funded research has used behavioral econometrics, eyetracking, electrophysiology, and functional brain imaging to investigate neurobiological mechanisms, inflammatory pathways, and treatment response in ASD. This work has tremendous potential for pre-symptomatic prevention in children at risk, as well as the development of early interventions.



DISCOVERY 8
Efficacy of Rapid Postpartum Treatment

Leslie Morrow, Ph.D.
Distinguished Professor, UNC Depts. of Psychiatry and Pharmacology

Researchers at the UNC Center for Women’s Mood Disorders are studying the effectiveness of the neurosteroid brexanolone, a rapid treatment for postpartum depression (PPD), a debilitating mental illness impacting at least 10-15% of women who give birth. Brexanolone is the first FDA-approved pharmacotherapy specifically developed and approved to treat PPD and relieve suffering within days. Ongoing studies surrounding its effectiveness may provide a better understanding of postpartum depression itself.



DISCOVERY 9
Schizophrenia Early Diagnosis

John Gilmore, M.D.
Distinguished Professor & Director, Center for Excellence in Community Mental Health, UNC Dept. of Psychiatry

Funds from the Foundation of Hope helped establish the UNC Early Brain Development study, through which researchers discovered that the fundamental architecture of the brain is established by age two, and that children at risk for schizophrenia already exhibit abnormalities in brain development during infancy. This ongoing work seeks to identify early markers of risk for psychiatric illness so that interventions can be targeted to very early childhood when brain systems are being established.



DISCOVERY 10
Anorexia Nervosa Classification Research

Cynthia M. Bulik, Ph.D., FAED
Distinguished Professor & Founder, Center of Excellence for Eating Disorders, UNC Dept. of Psychiatry

Using advanced data analytic approaches, FOH-seeded research found that individuals with anorexia nervosa show strong genetic correlations with other psychiatric disorders and also with body mass index, body fat percentage, and other metabolic traits such as fasting insulin, leptin, and type 2 diabetes. Researchers are now reconceiving the illness as both a psychiatric and a metabolic disorder, so this discovery allows physicians to improve outcomes for this frequently fatal condition.

CHAAMP: Expanding hope for kids and teens.

Our kids are in crisis, and to help them face this unprecedented explosion of their mental health needs, in 2021 the Foundation of Hope created the **Child and Adolescent Anxiety and Mood Disorders Program (CHAAMP)** as a world-class research program that will save the lives of our children and adolescents for generations to come.

Our commitment to impacting the future for our kids and teens is unwavering because children can't fight for themselves. Through our ongoing \$5 million Campaign for CHAAMP, we are funding research and positioning an elite team to grow CHAAMP and propel children's research innovation.



RECRUITING THE BEST AND BRIGHTEST

It takes a brilliant research team to change the trajectory of children's lives. Our CHAAMP Scholar, renowned psychologist Dr. Danielle Roubinov, is leading the way and recruiting other established researchers whose expertise covers the entire developmental lifespan – expanding from infancy and early childhood to middle childhood, adolescence, and emerging adulthood.



CONDUCTING CUTTING-EDGE RESEARCH

CHAAMP's cutting-edge translational research has three elements designed to deliver real-world solutions specific to the needs of children:



Basic research to improve the ability to predict and prevent mental illness, transforming the way we understand and treat child and adolescent anxiety and mood disorders.



Clinical research to develop and test scientifically sound treatments across all stages between birth, adolescence, and emerging adulthood – a critical period of brain development and the optimal period for early intervention to prevent or mitigate the effects of mental illness.



Community-based research to create evidence-based, impactful, and scalable programs that can be easily accessible to children and families where and how they live, learn, and play.

CHAAMP's progress.

Two years ago, we launched CHAAMP within the UNC Department of Psychiatry. Now, it is a key research component of a comprehensive approach that includes investments in child and adolescent clinical care, a youth behavioral health hospital, the UNC Suicide Prevention Institute, and other efforts addressing the nation's youth mental health crisis. **So far, together, we have:**

- Hired Dr. Danielle Roubinov, a renowned and nationally recognized researcher, as our Director of CHAAMP and Early Childhood Specialist in 2022.
- Hired four new team members to expand research capabilities: a child and adolescent psychiatrist, a research instructor/program manager to run studies and write grants, and two more psychologists (plus five trainees).
- Funded three CHAAMP research projects totaling over \$350,000, which include studying children's PTSD symptoms after a parent's trauma, assessing suicide risk in teens after hospitalization, and determining stress markers that contribute to adolescent depression.
- Attracted external funding for five additional research studies totaling over \$12.1 million.
- Hired Dr. Adam Miller, a clinical scientist with an extensive research portfolio, as our Adolescent Specialist starting at UNC in July 2024.
- Made incredible progress in our Campaign for CHAAMP - we're currently at \$3.8 million! Help us keep the momentum going as we progress toward our grand goal of \$5 million!



To learn more about our \$5 million Campaign for CHAAMP, visit campaignforCHAAMP.org.

40 years of extraordinary impact.

72K Walk for Hope
PARTICIPANTS
IN 35 WALKS

5,100
volunteer hours
donated
PER YEAR

\$9.4M awarded
in research
GRANTS

480 volunteers
PER YEAR

520 publications
AND PRESENTATIONS
SINCE 2012

\$3.8M raised for
CHAAMP

\$660K
awarded to
mental health
COMMUNITY
INITIATIVES

197 research projects
SEEDED

\$254M total
leveraged
GROWTH



total number of
people impacted:
IMMEASURABLE

Navigating the next 40 years.

Looking ahead to the next 40 years, we envision a future where our research and legacy continue paving the way for transformative change. Our sights are set high on the following:

1. QUADRUPLING RESEARCH FUNDING:

The most critical first step leading to more effective mental illness treatments is to invest in more fundamental seed research, resulting in numerous new discoveries. Historically, seed funding has been woefully underfunded, so multiplying our investment in seed grants will help catapult advancements in translational science.

2. ATTRACTING NEW RESEARCHERS:

We must attract and train the next generation of researchers in the field of psychiatry to conduct research that will ultimately change the world. There is a scarcity of funding for young scientists, so we want to reduce this shortage by providing a steady early-career funding stream, acting as a magnet to encourage new experts to choose research as a career path.



3. ENSURING CHAAMP EXCELLENCE:

We envision CHAAMP becoming one of the top three state-of-the-art research programs in the nation dedicated to helping children, teenagers, and families grappling with mental health challenges. CHAAMP will expand our knowledge of the child and adolescent brain, create novel treatment protocols, and train the next generation of clinician-scientists.

4. ELIMINATING STIGMA:

40 years ago, we were lone voices, but there is now a noteworthy societal shift toward recognizing that mental health is a critical issue, not a character flaw. Still, there's a long way to go. We hope to erase the stigma so people will feel supported and empowered to seek help without fear of judgment or discrimination.

5. EXPAND RESEARCH COLLABORATIONS:

As we grow and multiply our investment in seed research, we aim to expand research collaborations with other institutions and programs across the globe to improve the quality and speed of discoveries. By working together, researchers can achieve powerful, innovative solutions that might not have been possible for a single investigator or lab.

Changemaker Stories: Courage. Resilience. Triumph.



Our Why: Thad.

My name is Thad J. Eure, III. I am the son of Thad and Alice Eure, Jr., and I have been diagnosed with bipolar disease and schizo-affective disorder. Forty-nine years ago, I probably could not have even written my name down; but here I sit in a calm, clear-headed, rehabilitated state of mind, writing one of the most important letters I will ever write. Chronic mental illness literally swept away my adolescence and early adulthood. After I had gone through 10 years of hospitalizations in seven different mental institutions, back-to-back, my parents reached a state of helplessness, hopelessness, frustration, and desperation. Out of this dark abyss came a fragile and delicate ray of light that would one day become the Foundation of Hope.

The Foundation was established on the premise (and the hope) that mental illness can be treated successfully. There was, and still is, a great need for an abundance of scientific research aimed at bringing about much improved and more effective treatments and medications with fewer side effects for patients who suffer excruciatingly. The millions of dollars Foundation of Hope has granted the Department of Psychiatry at UNC-Chapel Hill to conduct mental illness research has helped thousands of patients. I am living proof of this. My psychiatrist of 11 years often refers to me as a “living miracle” – but this is no accident. Tremendous advances in science have made this possible. It is the philosophy of the Eure Family that if we can help just one individual who suffers from chronic mental illness lead a better, more productive, and meaningful life, then we have done something very special. This is exactly what Foundation of Hope is doing. By giving to such a worthy cause, you might just get that special feeling too.



GEETHA

My daughter Priya was lost to suicide in January of 2016 after her fourth attempt. A brilliant yet introverted girl, she battled anxiety and OCD, but hid her struggles. Despite treatment, her deep pain led to multiple overdoses. Losing her at 24 left us devastated, questioning our actions and longing for better resources. Inspired by Priya's words on silent suffering, we advocate for understanding and support for those facing mental illness. Now eight years later, we honor her memory through advocacy and support groups. Priya's story inspires us to fight against the stigma surrounding mental health. Though we miss her, we strive to ensure others receive the help they need to navigate their struggles. Through initiatives like the Walk for Hope, we work towards a future where mental illness is met with compassion and understanding.



JOSH

I am a combat veteran who suffers from the effects of post-traumatic stress disorder (PTSD) daily. Shortly after I discovered the Foundation of Hope, I was drawn to its purpose and hooked on its people. Knowing their research and treatment of mental illness includes PTSD treatment fueled my desire to make a difference. Losing several of my combat brothers to depression, I see the Foundation's impact on combating this dark, isolating disorder. Mental illness touches us all, driving my commitment to helping those in need. Volunteering for the Walk for Hope brings me joy and a sense of purpose. Whenever the Foundation calls me for help, I come running. And I plan to run (and walk) alongside them for years to come, dedicated to supporting their vital work in mental health research and treatment.

“There is no health without mental health, and the Foundation of Hope recognizes the need for critical research that will change the lives of all those who struggle with mental illness.

— DR. SAMANTHA MELTZER-BRODY

Visit [walkforhope.com/changemakers](https://www.walkforhope.com/changemakers) to read more Changemaker Stories.

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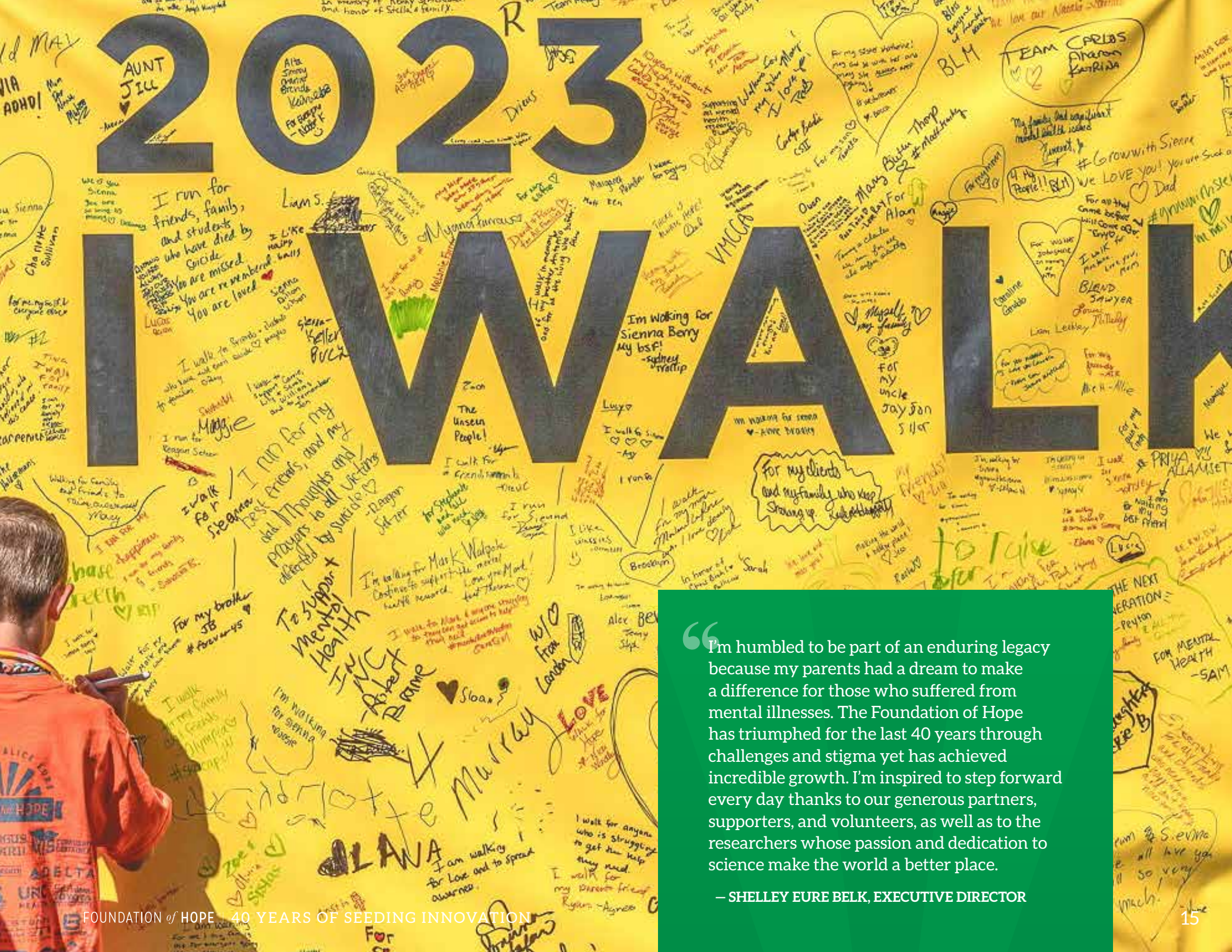
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Marion Winston





2023

WAWA

“I’m humbled to be part of an enduring legacy because my parents had a dream to make a difference for those who suffered from mental illnesses. The Foundation of Hope has triumphed for the last 40 years through challenges and stigma yet has achieved incredible growth. I’m inspired to step forward every day thanks to our generous partners, supporters, and volunteers, as well as to the researchers whose passion and dedication to science make the world a better place.

— SHELLEY EURE BELK, EXECUTIVE DIRECTOR

SAVE THE DATE

EVENING OF
hope

September 11, 2024

*Igniting
Hope*

September 12, 2024



Breakthrough Research for Mental Illness

WALK • RUN • FESTIVAL

October 13, 2024



Learn more by visiting

walkforhope.com/events

Detach Save the Date along perforation and keep in a prominent location as a friendly reminder.

SAVE

the

DATE



FOUNDATION *of* HOPE

9401 Glenwood Ave., Raleigh, NC 27617
(919) 781-9255

walkforhope.com



Thank you for 40 years!



FOUNDATION of HOPE
Breakthrough Research for Mental Illness



9401 Glenwood Ave., Raleigh, NC 27617 | (919) 781-9255 | walkforhope@walkforhope.com

walkforhope.com



2023 in review.

RESEARCH IMPACT

14 research grants funded

\$20M in leveraged funding

\$987k in grants awarded

CHAAMP GROWTH

\$3.8M raised

\$12.5M research grants underway

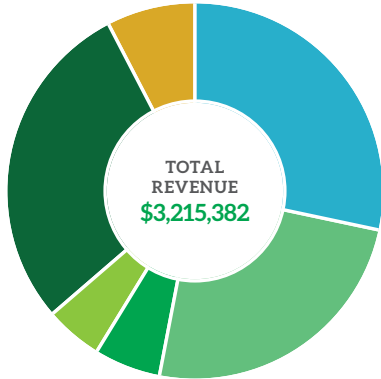
6 researchers (plus 5 trainees)

THE MILESTONES

- ▶ We had a total of **4,050 donors** make a financial contribution.
- ▶ We raised **\$3.8 million** of our \$5 million Campaign for CHAAMP goal.
- ▶ We celebrated our largest-ever **35th** Walk for Hope.
- ▶ We held **back-to-back** Evening of Hope & Igniting Hope galas.
- ▶ We spearheaded a **new summer fundraiser** for CHAAMP at Atlantic Beach.
- ▶ We **expanded our team** with one new staff member and three new Board members.

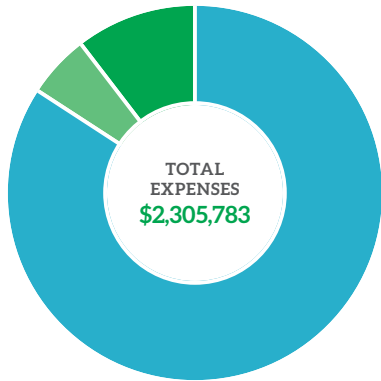


THE 2023 NUMBERS



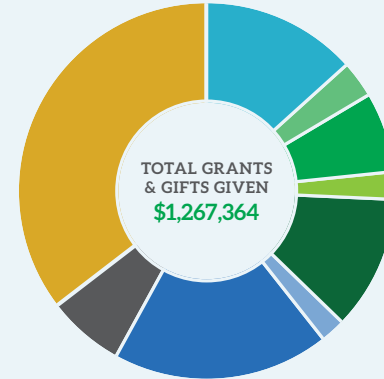
- \$910,039 Walk for Hope
- \$795,635 Evening of Hope
- \$184,593 Igniting Hope
- \$158,903 Annual Fund Campaign (CHAAMP)*
- \$919,756 CHAAMP Gifts
- \$246,456 Other Contributions

*100% of Annual Fund gifts in 2023 were allocated to the CHAAMP research program.



- \$1,940,870 Programs & Grants
- \$125,026 Management and General
- \$239,887 Fundraising

THE 2023 AWARDS



- \$168,744 Alcoholism / Substance Abuse
- \$40,000 Autism / Developmental Disorders
- \$87,175 Behavioral Health Services
- \$30,000 Community Grant (mental health initiative)
- \$146,110 Depression
- \$27,044 Schizophrenia
- \$235,746 Women's Mood Disorders
- \$83,545 Other Research
- \$449,000 CHAAMP Research Grants & Program Gifts

