## 2013 Annual Report





Health, science and education: stimulating imagination, adventure and achievement across North Carolina.

"We are grateful to the NC GlaxoSmithKline Foundation for this generous grant. Science education is nationally identified as a major need for business ingenuity of the future, and our exhibit develops children's natural wonder and builds a strong foundation for early science exploration. It makes science real!"

Brian Clarida, PhD Chair, Greensboro Children's Museum Education Strategic Initiative Committee



# 2013 Annual Report

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## The North Carolina GlaxoSmithKline Foundation Board



Foundation Board (back row, l-r) Janice M. Whitaker, George B. Abercrombie, Chairman Robert A. Ingram, Executive Director Marilyn E. Foote-Hudson, President Margaret B. Dardess, Secretary Paul A. Holcombe Jr., Thomas R. Haber; (front row) Shirley T. Frye, Charles A. Sanders, W. Robert Connor. (Deirdre P. Connelly is not pictured.)

# Introduction

With a little imagination, the North Carolina GlaxoSmithKline Foundation is helping to create many adventures in health, science and education from one end of the state to the other!

Imagine the mountains of North Carolina, where McDowell County 1st graders are having fun spotting and reporting birds while on the other side of the state, Dare County 5th graders are exploring and measuring ecosystems on the beaches of the Atlantic Ocean.

In the middle of the state, the Museum of Life and Science in Durham is creating adventures like tree house villages, a woodland stream, canyons and earth moving exhibits to teach children about science, while the Greensboro Children's Museum is grabbing the attention of students with "Gizmos and Gadgets!"

The North Carolina GlaxoSmithKline Foundation spans the state with grants that support health, science and education projects and programs, all aimed at improving the lives of North Carolinians. Our reach extends from the mountains to the coast, from urban to rural areas, with our Ribbon of Hope grants and our Traditional grant program.

We are pleased to continue recognizing innovative public health professionals for their hard work and creativity with our Child Health Recognition Awards program.

Also, in 2013 we marked 20 years of supporting undergraduate science majors across the state with the North Carolina GlaxoSmithKline Foundation Women in Science Scholars program. We reached another milestone by adding our 30th college—Wingate University—to this unique program that endows scholarships for young women studying science or math, and offers the scholars professional women with science backgrounds as mentors to help provide insights into careers and educational opportunities in the field.

The North Carolina GlaxoSmithKline Foundation is proud to support programs that span our state and build bridges to the wide world of health, science and education. These adventures will lead to healthier, brighter futures for all generations of North Carolinians.



# Ribbon of Hope Grants

The North Carolina GlaxoSmithKline Foundation awarded six Ribbon of Hope grants in 2013 for a total of 93 grants since the program began. The program provides one-time \$25,000 grants to nonprofits to help them establish or expand local programs in the areas of health, science and education. For more information, see <u>Ribbon of Hope Grants</u>.

# Greensboro Children's Museum Gizmos & Gadgets

When 1st graders from the Triad Math & Science Academy descended on the Greensboro Children's Museum earlier this year, they used huge foam pieces to shape cars, planes and boats, and figured out how to measure them.

"The kids absolutely loved it, and it was awesome for them to be able to build and engineer something," says their teacher, Jessica Vandewarker.

That's the idea behind the museum's exhibit – using "Gizmos & Gadgets" to grab the attention of young children and spark their interest in science. The new exhibit is part of a series of robust, interactive science programming for children from preschool age through 5th grade.

In the "Gizmos & Gadgets" exhibit, funded in part with a North Carolina GlaxoSmithKline Foundation grant, children build with gigantic blocks, experiment with gravity and momentum on a magnetic wall, use small tools to tinker with intricate machines, and zoom in with hand-held digital microscopes to see objects magnified.



Jessica Vandewarker and her students visit from Triad Math & Science Academy (Photo courtesy of Ms. Vandewarker)



Kids play at "Gizmos & Gadgets" (Photo courtesy of The Greensboro Children's Museum)

Ms. Vandewarker says the exhibit works well with the Common Core classroom standards, and taught students how to take non-standard measurements and chart the data.

"This was perfect for my class because it really engaged them," she says. "I had them do a reflection at the end of the day and many said that building and measuring was a highlight. It was a good introduction to the measurement units in both math and science."

The Greensboro Children's Museum is a handson, interactive downtown museum for children, their families and teachers. The Museum has more than

20 permanent hands-on exhibits, which include an Edible Schoolyard teaching garden and kitchen designed to stimulate children's imaginations and provide educational play experiences.

## The North Carolina Arboretum Society

Project EXPLORE

Red-tailed Hawks and Turkey Vultures have entered the lives of 1st graders at North Cove Elementary School in Marion, NC. Each week, they head outside with clipboards and binoculars to check out the birds around their school, and then they record the information on a national web site.



Students search for native birds with their teacher Sarah Torry. (Photo courtesy of Ms. Torry, North Cove Elementary School)

"The students have really taken this project and run with it. They love it," says teacher Sarah Torry. "It's been a great way for them to get into the scientific process without realizing it, because they are collecting and recording data."

Ms. Torry and her students are taking part in The North Carolina Arboretum's new youth education initiative, Project EXPLORE, which is funded with a North Carolina GlaxoSmithKline Foundation grant.

The project is giving more than 4,000 students in Western North Carolina the chance to record observations of birds, trees, salamanders, box turtles and a host of other plants and animals. Through "Project EXPLORE: Experiences Promoting Learning Outdoors for Research and Education," teachers invite Arboretum educators to their classrooms and school yards to begin real scientific data collection and inventory, and even submit their data to biologists.

After Ms. Torry's class collects the data, they log onto the eBird.org web site and record what they've observed. "I tell them the scientists need our help, and it makes them feel like they are making an important contribution," says Ms. Torry, who was named North Cove's Teacher of the Year a few years ago. She credits Project EXPLORE with giving her students a fun way to use science.

"We have kids from disadvantaged backgrounds who don't get

much exposure to the natural world in their daily lives," she says. "I wanted to find a new way to expose kids to the natural world and also to technology, and this

She says one child came running up to her at lunchtime and said he'd seen a red bird outside the cafeteria. She asked if it was a Cardinal, and he said no, that it was the Red-tailed Hawk they had observed. This excitement is evident in all of her students, she

says.

incorporates both."

"Their interest in birds has exploded. They come in with their grandmothers' bird guides, and tell me about bird feeders they have put up at their houses," she says. "I have taught here for 10 years and had no idea how many different birds we have around here!"

Each year, more than 404,000 visitors experience The NC Arboretum's gardens, trails, exhibits, shows and expos, educational programs, demonstrations and lectures. The central mission of The NC Arboretum, an affiliate institution of the 17-campus University of North Carolina system, is to cultivate connections between people and plants.



Students spot birds then return to school and enter their findings on computers. (Photo courtesy of Ms. Torry, North Cove Elementary School)

#### North Carolina Aquarium Society

Sea2Sound Walking Field Trip

Dare County 5th graders are learning about science the fun way—by exploring the beaches of the Atlantic Ocean to Roanoke Sound, observing and measuring ecosystems along the way. Through teamwork, hands-on inquiry, and the use of scientific equipment, the North Carolina Aquariums' Sea2Sound Walking Field Trip gives students a better understanding of how scientists monitor and measure these systems.

Doug Potter, a 5th grade teacher at Nags Head Elementary School, says the Sea2Sound field trip fits his students' needed curriculum perfectly.

"This is one of the best things we do all year long," he says. "It includes so much of the curriculum, and is such a unique opportunity to get the kids outside and learning so many things about the environment and why some plants and animals can survive in one place but not another."

The trip starts on the beach, where students learn about the coastal ecosystem, and how sand and soil percolate. A short walk across the highway to a sheltered dune ecosystem teaches the difference between dunes and the beach, and then another walk to the maritime forest and marshland allow for many different field tests. The students record in workbooks the animals and plants they find, current weather readings, soil analysis, light

penetration and water quality analysis.

"So much learning is packed into one day," says Mr. Potter, who has taught at Nags Head for eight years. "A lot of kids don't realize how much we have right here in our backyard. This program gives them a lot of 'aha' moments, when we've been talking about things in class but then they get out there and do it, and their eyes get big and they start getting it."

The Sea2Sound project has reached more than 450 students in all five Dare County elementary schools during the first year of the grant. In 2013, the NC Aquariums received an Award of Excellent for Sea2Sound from the National Association for Interpretation's Interpretive Naturalist Section.

The North Carolina Aquarium Society is the nonprofit support organization for the three North Carolina Aquariums and Jennette's Pier in Nags Head. Established in 1986, it is dedicated to assisting these facilities in maintaining their high standards of exhibits, education and conservation programs. The three aquariums educate more than 1 million annual visitors.



Students take weather readings from the beach (above) while others log their adventures in a North Carolina swamp (right). (Photos courtesy of the NC Aquarium on Roanoke Island)

#### Little Pink Houses of Hope

A cancer diagnosis is distressing, stressful and overwhelming for patients. It can also cause strains with family members, and additional stress for spouses or partners trying to keep life going amid the disruption caused by the



receive good dental care.

illness. These family members may put their own needs on hold while trying to keep family routines and activities intact, especially in houses with young children.

The Little Pink Houses of Hope (LPHOH) organization offers week-long retreats for breast cancer survivors and their families, giving them a chance to spend relaxing time together and meet other families going through the same thing. LPHOH is using its Ribbon of Hope grant to expand its current program of providing retreats to include additional ongoing, community-based support and palliative care through the LPHOH Breast Cancer Family Center.

The grant leverages donated space where LPHOH provides an array of health, wellness, educational and palliative support systems for breast cancer survivors and their families through all stages of their cancer treatment, from diagnosis to remission or end-of-life.

Some issues affecting breast cancer survivors include the ability to get health care and follow-up treatment, late effects of treatment, second cancers and overall quality of life. Family members, friends and caregivers are also part of the survivorship experience. While many organizations provide support for the breast cancer survivor, LPHOH also offers families focused programs that allow them important opportunities to reconnect and spend time together in a nurturing and empowering environment.

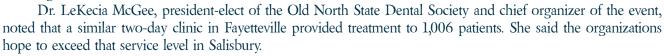
#### Old North State Dental Society

In the United States, children with untreated dental problems miss an estimated 51 million hours of school

each year, while adults miss more than 164 million hours of work due to dental pain and discomfort. Many lack insurance or cannot afford the required copayment to receive care.

In Rowan County, more than half the residents do not have access to dental care. But in September 2014, a free dental clinic is expected to reach more than 1,000 residents, thanks to the Old North State Dental Society and the North Carolina Dental Society (NCDS). The two groups will use a Ribbon of Hope grant to sponsor a NC Missions of Mercy Clinic in Salisbury, staffed by volunteer dentists.

The Old North State Dental Society, founded in 1919, is a non-profit dental organization comprised of minority dentists committed to the care of the underserved populations in North Carolina. N.C. Missions of Mercy is the outreach arm of the NCDS, with a mission to help underserved populations



"This project embodies our mission of promoting the health of the people of North Carolina," she said. Our volunteer dental professionals are eager to serve the residents of Rowan County, who can expect to receive the same standard of professional dental care that they would receive from us in our own dental offices."



#### Elon University

Elon Academy Study Away

Students from low-income families face many barriers to attending college, including the chance to gain social skills and cultural exposure by traveling to new places—something their peers from higher income families

frequently have the opportunity to do.

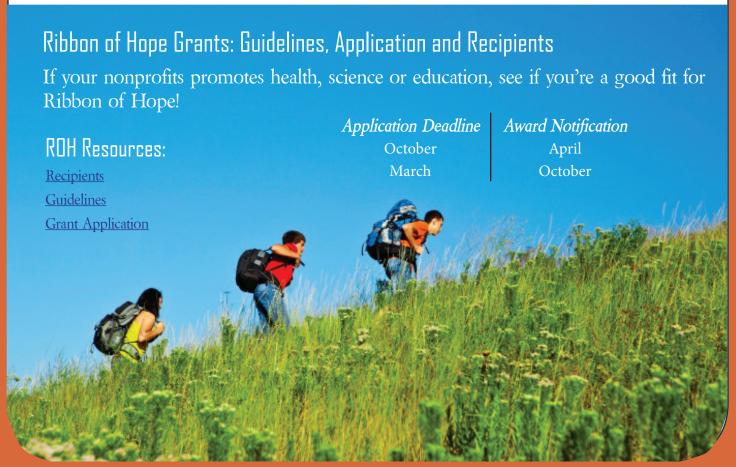


Elon University hopes to change that with its Elon Academy Study Away program, which gives young people a better sense of the challenges and opportunities in their community, the state and the nation, and helps them gain the skills and capacity to become agents of social change. Drawing upon Elon University's top-ranked study abroad program, this four-week experiential program is designed to influence scholars to think, reflect upon themselves and interact with others who differ from them politically and socioeconomically.

The Academy will use its Ribbon of Hope grant for its inaugural course, taking students to study in Washington, DC. The chance to experience new places may give students a better advantage in the college admissions process, which in turn will provide the chance to escape from a cycle of poverty and disenfranchisement.

The Elon Academy, a college access and success program, was established to inspire high-achieving low-income and/or first-generation

students to pursue higher education, build leadership skills and develop an active sense of social responsibility. It is a cooperative venture among Elon University, Alamance-Burlington School System and other community partners.



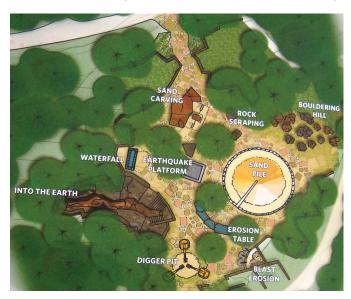
## Traditional Grants - New

Each year, the North Carolina GlaxoSmithKline Foundation awards grants to nonprofits to support programs that promote health, science and education. These grants may be paid in one year or over multiple years. For more information, see Traditional Grant Requirements.

#### Museum of Life and Science, \$350,000

Tree house villages, a woodland stream, canyons and earth moving are on the agenda at the Museum of Life and Science as it seeks to expand classes and educational programs that teach children and their families about science, health and the environment.

The Museum, which is known for its hands-on, interactive learning across STEM (science, technology,



Plans for the Earth Moves exhibit, which is destined to spark imaginations!
(Courtesy of the Museum of Life and Science)

engineering and math) disciplines, serves more than 440,000 visitors annually. Children and adults engage in experiences from aerospace to algebra, native wildlife to building and "maker" spaces, trying their hand at emerging technologies and at experiments in The Lab in the Investigate Health exhibit.

Building on previous expansions, the Museum is now planning two new major projects: Hideaway Woods, an imaginative nature-based family area, and Earth Moves, an activity-rich exploration of the forces of nature and human activity that shape the earth.

Hideaway Woods will encourage physical activity and exploration with tree house villages for climbing and scaling, a woodland stream to learn about floating materials and dam building, and whimsical sculptures made of tree saplings that allow visitors to explore and play. A new classroom area will be used for summer camps and other educational programs.

The Earth Moves exhibit will allow visitors to get their hands on powerful natural forces such as

erosion, moving water, an earthquake table and more. This will illustrate how natural forces such as wind, rock and water contribute to our ever changing environment and how we, as humans, use the earth.

#### National Humanities Center, \$35,000

Just like their students, teachers are constantly learning. Using a series of grants from the North Carolina GlaxoSmithKline Foundation and other sources, the National Humanities Center has developed a series of seminars for professional development for teachers. In 2011-2012, the Center sponsored on-line seminars reaching more than 1,300 teachers in 46 states. This new grant will allow the Center to upgrade its online teacher professional development resources to interactive, user-paced e-learning modules, compatible with the learning management systems many school districts are adopting. Currently, the Center sponsors an annual series of 30 live, 90-minute seminars conducted via online conferencing software. Instead of building large collections of primary resources, the Center creates mobile-device-compatible "lessons" that position a single text for teaching through close reading. Both initiatives address the Common Core State Standards, and both carry the brand America in Class® from the National Humanities Center.

# Traditional Grants Multi-Year Active Grants

Each year, the North Carolina GlaxoSmithKline Foundation provides grants to nonprofits for programs that promote health, science and education. The grants may be paid in one year or over multiple years. For more information, see <u>Traditional Grant Requirements</u>.



#### North Carolina A&T State University, \$1,760,000

The five-year grant is being used to develop a STEM Center of Excellence for Active Learning at North Carolina A&T, with the goal of producing a diverse pool of high achieving students and staff. The project will engage nearly 5,000 NC A&T students and 60 local high school students studying science, technology, engineering and math (STEM) courses through a variety of initiatives, including course offerings, student development and summer enrichment programs. NC A&T expects the significant level of work of this STEM Center of Excellence to serve as a model for transforming STEM education not only on its campus but at institutions across the state and nation.

#### North Carolina Center for Public Policy Research, \$160,000

By 2030, North Carolina's population that is 65 years and older is projected to nearly double to 2.2 million—or almost 19 percent of the state's population. This demographic shift will pressure the state's budget and ability to serve

and adapt to this rapidly growing, aging population. Using this two-year grant, the NC Center for Public Policy Research is examining key issues affecting the rapidly growing aging population in the state. The project is intended to educate the public, media and policymakers about the implications of this demographic shift; produce policy options to help older persons stay in their homes; produce research aimed at increasing the necessary healthcare work force, and work with policymakers on fraud prevention legislation to protect elderly citizens.

#### North Carolina Central University, \$1,500,000

The five-year grant is providing scholarship support for four years for 40 STEM majors, along with student and faculty support services. Students are assigned peer, faculty and professional mentors according to their goals and interests. They also take part in a learning community, live together in dedicated residential space and obtain professional internship experiences each summer. The grant assists NCCU in its efforts to increase the number of women and minority students who graduate with a STEM degree and pursue STEM careers.



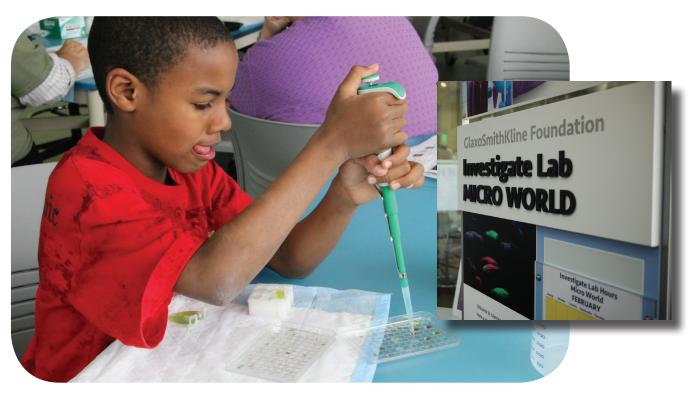
The number of North Carolinians over the age of 65 is constantly growing.

#### North Carolina Museum of Art. \$1,800,000

This five-year grant supports development of an educational program called "The Big Picture." Using distance-learning courses, onsite workshops, statewide events, teaching fellowships and online tools as part of a new model to integrate art into the classroom. "The Big Picture" provides teachers with resources to help students develop critical thinking and problem solving skills. The program is designed to reach 165,000 North Carolina teachers.

#### North Carolina Museum of Natural Science, \$1,500,000

The North Carolina Museum of Natural Science's new Nature Research Center (NRC) opened to the public in April 2012 in downtown Raleigh, marking the final phase of a grant awarded over three years to specifically support the Micro Investigations Center Research & Investigate Labs and Exhibit in the NRC. The NRC focuses on improving student performance in the fields of math and science, and increasing student preparedness for technology and science careers.



A young student works on a science project at the MircoWorld Exhibit at the new Nature Research Center.

(Courtesy of the Museum of Natural Science)

#### North Carolina School of Science and Mathematics Foundation, \$31,152

This grant is payable over three years, and supports the Step Up to STEM 2013-2016 enrichment program for underrepresented minorities. The rising 9th graders participate in a summer camp, research project and additional activities at their school designed to provide engagement into STEM careers.

#### Public School Forum of North Carolina, NC Center for Afterschool Programs \$90,000

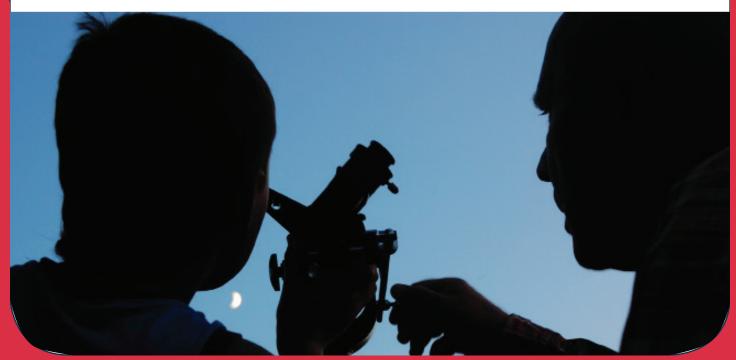
Because the hours after school are when students are most at-risk for getting into accidents or trouble, including crimes, gang activity or experimentation with drugs and alcohol, the North Carolina Center for Afterschool Programs (NC CAP) has established more than 6,000 afterschool programs serving more than 150,000 children and youth in the state. Through strong, strategic partnerships with museums, businesses, schools, health and juvenile justice coalitions and others, NC CAP is now leading the charge to unify the afterschool field around STEM education, and is using this three-year grant to match a national grant to fund an afterschool STEM System-Building Plan.

#### The University of North Carolina General Administration, \$1,000,000

The College STAR (Supporting Transition, Access and Retention) program is designed to provide access to higher education for students who struggle to learn because they learn differently. The project has reached several benchmarks, including developing extensive plans for use of a College STAR website. The program's aim is to establish support for students as they apply to one of six University of North Carolina campuses, and to welcome and help nurture the students through graduation.

# University of North Carolina Morehead Planetarium and Science Center \$250,000

The University of North Carolina (UNC) Morehead Planetarium and Science Center is using this five-year grant to support the North Carolina Science Festival Capacity-Building program. New initiatives include better communication through a new website and use of social media, as well as staff to help direct and support the festival. The North Carolina Science Festival is a statewide series of events showcasing STEM with hands-on activities, science talks, lab tours, nature experiences, and exhibits and performances, including hands-on demonstrations.



# Child Health Recognition Awards

Public school health programs—including nutrition-related projects such as school gardens—along with programs that promote breastfeeding and better nutrition for infants, were honored in the North Carolina GlaxoSmithKline Foundation Child Health Recognition Awards program in 2013. The awards program, established in 1994, honors local health departments, public health staff and individuals for innovative, collaborative programs that improve the lives of North Carolina's children. In 2013, the awards were presented at the North Carolina Public Health Association's (NCPHA) annual meeting in Asheville.

The North Carolina GlaxoSmithKline Foundation provided a \$20,000 grant to NCPHA for coordinating this program. NCPHA creates a committee of health care professionals to choose the award recipients from nominations. The awards include monetary grants to advance the recipients' children's health programs.

Recipients of the 2013 North Carolina GlaxoSmithKline Foundation Child Health Recognition Awards are:

#### Lifetime Achievement Recognition Award

 Miriam Labbok, MD, MPH; Carolina Global Breastfeeding Professor, Department of Maternal and Child Health, Gillings School of Global Public Health, University of North Carolina at Chapel Hill; Director of the Carolina Global Breastfeeding Institute

Child Health Recognition Awards

#### Individual Recognition Award

Kristie Marr, MSW, Gaston County Health Department

#### Public Health Staff Recognition Award

• Jodi Massey, Social Worker, Granville-Vance District Health Department

#### Local Health Department Recognition Award

- Alamance County Health Department, NC Project LAUNCH
- Dare County Department of Public Health, Coordinated School Health Program
- Henderson County Department of Public Health, School and Community Gardens

The North Carolina GlaxoSmithKline Child Health Recognition Awards program was created in 1994 to recognize excellence and innovation in child health care and to encourage the development of creative, effective approaches in the field of public health.

## Women in Science Scholars

The North Carolina GlaxoSmithKline Foundation is pleased to welcome Wingate University to the Women in Science Scholars Program, bringing to 30 the number of North Carolina colleges and universities taking part in this unique program that blends the wonders of science with the wisdom of women. For more information, see Women in Science.

Wingate University serves more than 3,000 students on three campuses in Wingate, Charlotte and Hendersonville. Founded in 1896, the university offers 35 undergraduate majors, 37 minors and career concentrations, numerous pre-professional programs, graduate degrees in business, accounting, education, physician assistant studies and sport management, and doctorates in pharmacy, physical therapy and education.

The North Carolina GlaxoSmithKline Women in Science Scholars Program provides scholarships from endowments for college students studying science or math. It also pairs each scholar with a professional woman scientist at GlaxoSmithKline who serves as her mentor and provides insight into related careers, work-life balance, and educational opportunities in the pharmaceutical industry and beyond.

Since 1993, the North Carolina GlaxoSmithKline Foundation has endowed more than \$1.6 million to North Carolina colleges and universities in support of the North Carolina GlaxoSmithKline Foundation Women in Science Scholars program.



#### Women in Science Participants

Appalachian State University

Barton College

Bennett College

Campbell University

Davidson College

East Carolina University

Elizabeth City State University

Elon University

Favetteville State University

Gardner-Webb University

Guilford College

Johnson C. Smith University

Lenoir-Rhyne University

Meredith College

North Carolina Agricultural &

Technical State University

North Carolina Central University

North Carolina State University

North Carolina Wesleyan College

Queens University of Charlotte

St. Andrews University

Saint Augustine's University

University of North Carolina - Asheville

University of North Carolina - Chapel Hill

University of North Carolina - Charlotte

University of North Carolina - Greensboro

University of North Carolina - Pembroke

University of North Carolina - Wilmington

Western Carolina University

Wingate University

Winston-Salem State University

# Foundation's 2013 Financials

#### Statement of Operations and Fund Balance

Revenue	2013*	2012
Interest & Dividends	\$1,158,315	\$1,321,303
Net Realized Gain & Unrealized Gain on Investments	\$6,527,511	\$6,599,610
Other operating and non-operating revenue	\$627,345	\$310,238
Total Revenues	\$8,313,172	\$8,231,152
Awards Granted	\$787,000	\$4,358,235
Provision for Federal Excise Tax	\$51,874	\$42,150
Management & Miscellaneous Expenses	\$775,923	\$929,167
Total Expenses	\$1,614,797	\$5,329,553
Net Revenues	\$6,543,683	\$2,901,599
Fund Balance Beginning of Year	\$53,934,024	\$51,032,426
Fund Balance End of Year	\$60,477,707	\$53,934,025

#### Statement of Financial Position

Assets	2013*	2012
Bonds	\$12,155,376	\$14,310,652
Stocks	\$42,304,675	\$30,058,308
Alternative Investments	\$5,262,093	\$6,206,152
Real Estate	\$3,627,280	\$3,678,843
Total Investments	\$63,349,424	\$54,253,956
Cash & Cash Equivalents	\$915,758	\$5,582,407
Receivables & Prepaids	\$0	\$0
Total Cash & Prepaids	\$915,758	\$5,582,407
Total Assets	\$64,265,182	\$59,836,363
Awards Payable & Accrued Expenses	\$3,787,475	\$5,902,338
Fund Balance	\$60,477,707	\$53,934,025
Total Liabilities & Fund Balance	\$64,265,182	\$59,836,363

#### **Investments**

	Cost	2013 Market*
Bond Mutual Fund	\$12,017,894	\$12,155,376
Stocks	\$29,996,688	\$42,304,675
Alternative Investments	\$6,959,649	\$5,262,093
Real Estate	\$3,549,954	\$3,627,280
Total Investments	\$52,524,186	\$63,349,424

	Cost	2012 Market
Bond Mutual Fund	\$13,653,053	\$14,310,652
Stocks	\$23,930,026	\$30,058,308
Alternative Investments	\$7,731,590	\$6,206,152
Real Estate	\$3,623,913	\$3,678,843
Total Investments	\$48,938,583	\$54,253,956

<sup>\*</sup> Unaudited figures through 12/31/2013.





## 2013 Annual Report

North Carolina GlaxoSmithKline Foundation PO Box 13398 Five Moore Drive Research Triangle Park, NC 27709

Phone: 919-483-2140 Fax: 919-315-3015

#### Foundation Staff:

Marilyn E. Foote-Hudson, Executive Director Mark Werner, Legal Counsel Melinda Harris, Fiscal Analyst Dawn Lloyd Rogers, Program Associate Teressa Harris, Administrative Assistant Jennifer Armstrong, Media Contact

NCGlaxoSmithKlineFoundation.org
Twitter: @NCGlaxoSmithKlineFound



Health, science and education: stimulating imagination, adventure and achievement across North Carolina.