The Fight to Save a Memory
Estate Gift Kicks Off Initiative to Name Cognitive Neurology and Alzheimer’s Disease Center

Linda and Craig Grannon made a tremendous philanthropic commitment to Alzheimer’s disease research at Northwestern University Feinberg School of Medicine through their estate. Their gift is the first commitment in a new $10 million initiative to name the M. Marsel Mesulam, MD, Cognitive Neurology and Alzheimer’s Disease Center in Dr. Mesulam’s honor.

Dr. Mesulam, director of the Cognitive Neurology and Alzheimer’s Disease Center (CNADC) and the Ruth Dunbar Davee Professor of Neuroscience, is a visionary clinician with an extraordinary and far-reaching impact in the realm of neurodegenerative diseases. For more than 20 years, Dr. Mesulam has provided leadership and inspiration to the advancement of new discoveries that can improve the lives of patients struggling with complex and debilitating cognitive illnesses, like Alzheimer’s disease, by devoting his life and career to the cause.

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Craig and Linda Grannon

Our personal and familial experience with the devastating effects of Alzheimer’s disease makes the research and care going on at the CNADC very important to us.”

—Craig Grannon

Honoring a Legacy
M. Marsel Mesulam, MD, has been a leader in the neurology field for over 20 years. Estate gifts are an ideal way to celebrate the lives of those driving important medical research.
Would you rather support Northwestern University Feinberg School of Medicine today, allowing you to see your gift at work, or after your lifetime, ensuring that the University continues to recruit and enroll the brightest students and faculty for years to come? With a “blended gift,” you can do both.

This approach to giving can take many forms. The common thread is the combination of current and future gifts. To take advantage of the blended gift approach, you continue with your current annual support of the medical school. Then you choose a way to continue that generosity in the future through a deferred gift.

But Mary wonders what will happen to the programs made possible through her annual gifts after she passes away. Her financial adviser suggests including Northwestern in her will. By adding a bequest to her will, Mary is able to extend her support of the medical school far into the future.

Mary adds a bequest in her will for $125,000 to go to the University’s endowment fund. Northwestern uses only a portion of the endowment each year to support its services and programs. The remainder is reinvested, which allows it to grow and support Mary’s annual payouts indefinitely.

Thanks to her careful planning, the Feinberg programs and goals most important to Mary and Northwestern will thrive during and after her lifetime.

Please contact our planned giving team to explore your many options for making a difference at Northwestern today and for years to come. Please fill out and return the enclosed reply card or contact our offices at 312-503-1717 or medical-development@northwestern.edu today.
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one another,” Craig says. “Our personal and familial experience with the devastating effects of Alzheimer’s disease makes the research and care going on at the CNADC very important to us.”

“I was honored and thrilled to learn that Craig and Linda made this commitment to advance the work of the faculty and staff of our center,” Dr. Mesulam says. “Craig was a transformative chair of the CNADC Advisory Board, and I continue to consult him when in need of critical advice.”

An Enduring Partnership Grows Stronger
Craig first became involved with the medical school through his work with The Davee Foundation, a private family foundation that has provided impactful support to myriad areas of the University since 1989.

Craig, former chair of the CNADC Advisory Board, served as financial adviser to the foundation’s principals, Ken and Ruth Davee, Chicago-area philanthropists and Northwestern alumni. In January 2014, he became executive administrator of the foundation. In this role, Craig has numerous interactions with Northwestern faculty and staff who are or have been recipients of The Davee Foundation’s support, including members of the CNADC.

After Craig’s mother, Alice Fay, passed away in 1995, he and his siblings noticed that their father was exhibiting some strange behaviors. Soon they discovered that he was suffering from Alzheimer’s disease. The devastating diagnosis led Craig to reach out to Dr. Mesulam for guidance.

“Marsel is a great person besides being a great scientist,” Craig says. “Even though my father was never his patient, he was so comforting to me and my brothers, sharing what to expect down the road with our father.”

Charles L. Grannon, Craig’s father, passed away in 2003 after suffering for 10, or possibly more, years with Alzheimer’s disease.

Craig met his wife, Linda, while student teaching at Brown County Junior and Senior High School in Indiana. She was the chair of the school’s mathematics department. The Grannons recently celebrated their 41st wedding anniversary. They live in the Chicago area with their five cats: Gracie, Nicholas, Ruby, Botetourt, and Sugar.

“There is a potentially enormous population of people suffering right now from Alzheimer’s disease, and that population will continue to grow. The odds are great that everyone will be touched in some way by it,” Linda says.

A Campaign for the Future
The Grannons have made an extraordinary investment in the

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bright future of the CNADC by contributing to this endowment initiative. With their kick-off commitment, the University has officially launched the effort to raise $10 million to endow the CNADC in perpetuity, thereby creating a lasting legacy for Dr. Mesulam. The endowment also will allow for the construction of a new laboratory space that will be paramount to the CNADC faculty’s ability to expand its important work.

“The new space will allow basic science laboratories of the CNADC to be located next door to laboratories for imaging and cognitive testing,” Dr. Mesulam says. “Faculty from different disciplines will work collaboratively, learn from each other, and train the next generation of clinicians and investigators. The custom-built space will enable a much needed expansion of the research enterprise so that our patients can ultimately become the beneficiaries of the progress.”

Endowment funding also will aid the University in recruiting an additional leader in neurodegenerative maladies who will be able to carry the groundbreaking vision of Dr. Mesulam forward. The horizon of the CNADC will be made brighter through the growth of its endowment and through the annual gifts that support daily research activities.

“Neither Linda nor I have a direct connection to Northwestern, except that we feel a strong connection with it!” Craig says. “After so many years meeting gifted faculty like Marsel, we think so highly of Northwestern and are happy to help as best we can.”

Contact Courtney Weeks at c-weeks@northwestern.edu or 312-503-3080 to learn more about supporting this initiative.