

2025 IMPACT SNAPSHOT

Don't wait 'till the end, let's start at the beginning!

Let's optimize our brains **at the start of life**. In the United States alone, over 7 million people are currently living with Alzheimer's disease — a number projected to reach **13 million by 2050**. Our children's mental health is plummeting at the same time. Now is the time to build brain health and creative thinking at the beginning of life for children and include the whole family.

The Brainolicious team believes **the cure begins with prevention**.

Even as a brand-new nonprofit in 2025, with **no grants, no outside funding, and no major partnerships**—just a few dedicated adults and **one wonderfully enthusiastic seven-year-old**—we were able to accomplish the following firsts:

IGNITING THE LOVE OF THE BRAIN THROUGH BOOKS

Brainolicious Adventures™ empowers children and families to build lifelong brain health, creativity, and brain capital; because dementia prevention and mental wellness **must begin early**.

Book Distribution

We distributed more than **1,000 books** on brain health and brain capital to children and families across the nation and even internationally.

Titles included:

- [My Brain My Brain](#) My Beautiful Brain
- **I AM CREATIVE:** Preventing Dementia and Building Brain Capital
- [The Power of I AM](#): The Neuroscience of Positive Affirmations





OFFICIALLY PROCLAIMING BRAIN HEALTH

Brain Healthy Books Spark Proclamations For Brain Capital In Greater Phoenix

Our books were the impetus to establish the nation's first **"Brain Capital Awareness Month"** in three cities:

- **Phoenix, Arizona**
- **Buckeye, Arizona**
- **Avondale, Arizona** (also recognizing **World Brain Day**)

BOOKS AROUND THE WORLD: BRAINOLICIOUS ADVENTURES GOES GLOBAL

United Nations

We administered the **first-ever read-aloud session** at the **80th United Nations World Brain Day** event in New York City. Shawn delivered a mini-keynote, and Genein and Keeley shared insights on the arts, creativity, and brain health.

STARTING AT THE BEGINNING WITH BRAIN CAPITAL TRAINING

Brain Capital Youth Camp, July 22, 2025

We launched a **six-week course** using *My Brain My Brain My Beautiful Brain* as the anchor text to teach brain capital skills.

- Only 12% of students began the course understanding how their brain works
- By the end, **95%** of the students demonstrated deeper efficiency, tools, and strategies for brain health and creative thinking



BRAIN CAPITAL DEVELOPMENT FOR ALL

Support for the Homeless

Once a month throughout 2025, we conducted brain-health sessions and creative exercises at [New Friends Homeless Center](#) events, bringing knowledge, dignity, the arts, and empowerment to community members in need for **over 300 guests**.

READ ALL ABOUT IT! BRINGING BRAIN CAPITAL TO THE COMMUNITY NEWS

News Stations Appearances

Arizona's Family News anchor [Susan Casper](#) and ABC15's [Nick Ciletti](#) interviewed Shawn and Genein on bringing brain capital awareness to the Greater Phoenix area. We shared the **7 Pillars of Brain Capital** to reduce dementia risks which begin in childhood.

ARIZONA'S FIRST BRAIN CAPITAL CONFERENCE

Bringing Brain Capital to Arizona

After declaring World Brain Day on July 22nd, in Avondale, AZ, we hosted **the state's first Brain Capital Conference**, with national speakers such as **Dr. Kystal Culler, Keeley Kaukimoce, Dr. Linda Sasser** and award-winning chef **Taylor Brown**.



YEAR END SUMMARY: WHAT AN AMAZING FIRST YEAR!

Even as a brand-new nonprofit with no outside funding or investments, we have already made a meaningful impact in our community and established both national and global reach. Looking ahead, we are excited to welcome new partners as we pursue our 2026 goals, which are expanding our books into a broader range of products, programs, and services that support brain health, build brain capital and nurture creative thinking for children and their families around the world.

JOIN THE BRAINOLICIOUS™ COMMUNITY

Visit: brainolicious.org and lyricsnleadership.org

Email: genein@lyricsnleadership.org

Follow Us: [@brainoliciousadventures](https://www.instagram.com/brainoliciousadventures)

[@lyricsnleadership](https://www.instagram.com/lyricsnleadership)

#BrainHealthForAll

SEE YOU IN 2026!



Lyrics 'N Leadership™ Institute for Brain Health (and its K-12 subsidiary Brainolicious™ Adventures) is a 501 (c) (3) non-profit organization (Tax ID# 33-4017420)



"The habits we form from childhood make no small difference, but rather they make all the difference."

—Aristotle

The Vision of Brain Health

The Problem:

In the United States alone, over **7 million people are currently living with Alzheimer's** disease – a number projected to reach **13 million by 2050**. The economic cost is expected to soar from \$360 billion to \$1 trillion by that time. Yet few know that Alzheimer's is a **midlife** disease where symptoms are finally seen in old age.

On the other side of the lifespan, our children's mental and brain health is plummeting at the same time and will add to the overall dementia crisis. The time is **NOW** to build healthy brains and develop creative thinking at the beginning of life for children. The **children can influence the whole family**, including their midlife aged parents and local grandparents.

The Solution

- There is no cure so **PREVENTION** is the cure
- Teach children **brain healthy habits** which **extends to family**
- Family-centered experiences can **lower dementia risk** for parents
- **No cost or low cost** Brainolicious products and services to families in need
- Supported by **large sponsorships** or low cost purchases by customers

The Investment

- **2 Inner Child Books:** Writing, Illustration and Publishing
- **2 Musical Albums:** Production, Studio Time, Distribution
- **Online Courses:** Video Productions for Children and Parents
- **2 Full Curriculums:** Creation, Illustrations and Design
- **Marketing and Social Media**
- **Production and Operation Personnel**
- **Brainolicious Adventures® Board Game:** Building Brain Capital One Move at a Time!
- **Brainolicious Adventure App:** An interactive App Supporting Activities, Info and Community for families
- **Brain Capital Cookbook**
- **Brain Capital Family Conferences**

The Brainolicious Need

Two New 'Inner Child' Books that educate BOTH children and adults:

- *The Brain's Rainbow Symphony: 7 Pillars for Building Brain Capital and Creativity*
- *'Oh Baby Oh Baby': Building Brain Capital In Our Littlest Leaders*

Brainolicious Creativity Boxes: Creative items for exercises in the Inner Child Books

- Items: LEGO, Play-Do, Canvases, Markers, Wooden Blocks, Tanograms, etc

Two Musical Albums that Compliment the Inner Child Books:

- *Brainolicious Beats: Songs for the 7 Pillars of Building Brain Capital*
- *Lingering Lullabies: Songs for Parents and Infants/Toddlers for Brain Capital*

Video Classes:

- *Productions on the 7 Pillars of Building Brain Health and Brain Capital*

Curriculum:

- *Inner Child Book: Parent/Teacher and Child/Student Workbooks*

Join the Brainolicious Movement!

Visit brainolicious.org
Email genein@lyricsnleadership.org
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#BrainHealthForAll