

FORREST AND SALLY HOGLUND

PROFILE



In the quarters above the garage at Forrest and Sally Hoglund's house, the family conducts board meetings for the Hoglund Foundation. Any of the Hoglunds' 10 young grandchildren might be popping in with some urgent concern of the moment, but quickly the board refocuses on its agenda.

Ten years ago, the Hoglunds established their Dallas-based charitable foundation to fulfill the family's philanthropic goals. To ensure a legacy of giving, they named not only themselves as board members but also their three grown daughters — Kelly, Shelly and Kristy. Giving back to the community has become a family tradition and one that has benefited M. D. Anderson in many ways.

"With all we have learned about important non-profit projects going on and all of the wonderful, dedicated people we have all met, we feel like we have gotten far more out of this than we have given," maintains Sally Hoglund, who recently chaired M. D. Anderson's 2001 A Conversation With A Living Legend, the hugely successful fund-raising event in Dallas.

Last September, Forrest Hoglund completed his two-year term as chairman of M. D. Anderson's Board of Visitors as well as his 14th year on the board, but he doesn't expect his commitment to change. "We're focused when it comes to M. D. Anderson," he says.

"Throughout the many years we have worked with Forrest and Sally, they have never said 'no' to any request or need we've had of them," says Dr. John Mendelsohn, president of M. D. Anderson.

"We are fortunate that their dedication and generosity have inspired so many others to follow their lead."

The Hoglunds — in time, energy and financial support — have spent more than a decade making a difference at the institution. The former chairman cites M. D. Anderson's unprecedented success in fund-raising over the last two years as one of the highlights of his board service. Although he has centered his attention on helping achieve more than 70 percent of the fund-raising goal for the George and Cynthia Mitchell Basic Sciences Research Building, Mr. Hoglund's leadership also has enabled M. D. Anderson to secure almost \$180 million in philanthropy for myriad research initiatives and patient programs.

"For so many years, Forrest and Sally have led by example," points out Patrick B. Mulvey, vice president for development. "Without their involvement and truly tireless commitment, achieving M. D. Anderson's mission to eradicate cancer would not be within our grasp the way it is so nearly today."

In addition to the Hoglund Foundation's recent donation to the George and Cynthia Mitchell Basic Sciences Research Building, the family has supported numerous other endeavors such as The Hoglund Foundation Pedi-Dome, A Conversation With A Living Legend, The George and Barbara Bush Endowment for Innovative Cancer Research and the annual fund program.

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