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# Support the Center through Gifts

The Center for Advanced Hindsight is a behavioral science research lab at Duke University that aims to make people happier, healthier and wealthier, at home and abroad. Since its inception a decade ago, more than one hundred behavioral researchers, PhD students, post-doctorates, interns, volunteers, and generally interesting people from across the globe have called the Center home. The Center is led by Behavioral Economics Professor Dan Ariely, who has written three New York Times bestsellers, including Predictably Irrational. Visit our website: [advanced-hindsight.org](http://advanced-hindsight.org) to learn more.

## WHAT DOES IT MEAN TO BE A DONOR?

Donors help further an extensive set of research projects to improve decision-making at large that provides change-makers with practical, actionable insights to help their constituents in impactful ways.

As a result of the work being done by the Center for Advanced Hindsight, Kenyans are saving money to prepare for health emergencies that otherwise devastate families and communities, heart failure patients are more adherent to their medications, fast food diners are eating less, the average Joe is exercising more (and enjoying it!), food stamp recipients are making their food stamps last longer, taxpayers are saving (instead of spending) their refunds, and entrepreneurs in Chile are creating savings accounts to start investing in their futures.

There is something for everyone to love in the applied behavioral science research of the Center for Advanced Hindsight – whether you prefer to support the operations, research, academic incubator, or financial decision-making lab. Whatever your passion, there is a way to give to the Center for Advanced Hindsight that fulfills your philanthropic goals. Where would you like your gift to go?

## WAYS TO GIVE TO THE CENTER

### Hindsight Heroes

#### **\$100,000 annually**

Hindsight Heroes provide support to continue our efforts to produce primary research while also applying novel behavioral insights to organizations solving the world's problems, helping sustain the foundation of the Center's work. A gift of \$100,000 supports scholarships for research associates, post-doctoral candidates, and staff.

### Research Champions

#### **Starting at \$150,000**

Starting at \$150,000 Research Champions directly support our research agenda by funding a project for six months in the area of their choice – whether it is in Health, Wealth, World, or something else altogether.

## Common Cents Crusaders

### Starting at \$250,000

Beginning December 2018, a gift of \$250,000 supports the Common Cents Lab's work with one organization that serves low- to moderate-income populations. Common Cents is the Center for Advanced Hindsight's financial decision-making lab, which creates and tests behavioral economics interventions to improve the financial well-being for low-to moderate-income people living in the United States. To fulfill this mission, Common Cents collaborates with socially-minded fintech companies, credit unions and nonprofits. These organizations use the insights gained from behavioral economics to drive positive changes within their processes and operations.

## Startup Lab Supporters

### Starting at \$350,000

A gift of \$350,000 supports the Startup Lab's work with one startup company. The Startup Lab is an academic incubator that supports entrepreneurs with tech solutions for health and financial decision-making by helping them build more effective products designed for humans. Through the Startup Lab, researchers at the Center for Advanced Hindsight teach entrepreneurs to integrate findings and experimentation methods from behavioral science in order to design products that positively impact the way their consumers form habits, make decisions, and interact with digital tools.

## Big Dreamers

### Starting at \$20 million

Imagine what we could do together to change the world. We want to work with people who have big aspirations to make the world happier, healthier and wealthier, at home and abroad. What are you passionate about? Let's explore the impossible, and make it possible together.

**Curious to learn more?** If you are interested in learning more about our giving opportunities or how to become a philanthropic donor for the Center for Advanced Hindsight, please contact Rebecca Kelley at [rebecca.kelley@duke.edu](mailto:rebecca.kelley@duke.edu).