A Long-Term Commitment: Mary and Greg Pinkard

Mary and Greg Pinkard are passionate supporters, each bringing a different perspective. Mary has, for years, immersed herself in ancient healing traditions, teaching Qigong and Feng Shui and fully embracing the need for a holistic approach to health. Greg, a Baltimore real estate executive, takes a pragmatic view of things and likes to see evidence. For example, he saw firsthand how new workplace wellness strategies at his own business helped employees lead healthier lives. While they have different ways of thinking, both came to value the Nova Institute’s approach, which taps into both the heart and head.

“We’re yin and yang when it comes to our thinking,” Mary said. “We appreciate the need for order while creating a vision at the same time, and we’re excited that Nova does that.”

The Pinkards supported the Nova Institute from its earliest days, helping founders Brian and Sue Berman make connections to potential supporters and foundations and offering valuable guidance on building a financially sustainable organization.

That sustainability begins with a vision for a new approach to health, backed by rigorous research. The Nova Institute message, Greg said, has been: “Please be open to hearing about a lot of things going on in health that you may not be familiar with. At the same time, these approaches are steeped in science. If we want to change healthcare, we need to be open to the variety of things going on all around us, and actually change how we think about health and well-being. It’s inspiring.”