



# 2024 Robert S. Folsom Leadership Award

Honoring

## JAMES W. KEYES

### EVENT CO-CHAIRS

Nancy Ann and Ray Hunt  
Lottie and Bobby Lyle  
Carolyn and David Miller

### PAST RECIPIENTS

Robert S. Folsom, 2005  
Nancy Ann Hunt, 2006  
Troy Aikman, 2007  
First Lady Laura Bush, 2008  
Norman Brinker, 2009  
Pat and Emmitt Smith, 2010  
Trevor Rees-Jones, 2011  
Michael M. Boone, 2012  
Rev. Mark Craig, 2013  
Bobby B. Lyle, EdD, 2014  
Jack Lowe, Jr., 2015  
R. Gerald Turner, PhD, 2016  
David B. Miller, 2017  
Senator Royce West, 2018  
Michael S. Rawlings, 2019  
Linda and Mitch Hart, 2021  
Mary and Richard K.  
Templeton, 2023

### CONTACT

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Vice President  
Methodist Health System  
Foundation

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### Honoring Community Leadership

The Robert S. Folsom Leadership Award, founded in 2005, is presented by Methodist Health System Foundation to recognize individuals whose demonstrated commitment and excellence in community leadership emulate the significant contributions of former Dallas Mayor Robert S. Folsom.

### Scheduled Events

- **Patron Party** – Wednesday, May 1, 2024, 6:30 to 8 p.m., at the home of Kathryn and Craig Hall located in the Hall Arts Residences. Invited guests include Folsom Leadership Circle donors of \$10,000 or more.
- **Robert S. Folsom Leadership Award Dinner** – Friday, May 17, 2024, 6:30 to 9 p.m. at the Hilton Anatole Hotel Chantilly Ballroom.

### Annual Event

The 2024 Robert S. Folsom Leadership Award will be presented at a fun and elegant dinner honoring James W. Keyes for his many contributions to Dallas and beyond. Jim has designated event proceeds this year benefit the transformation of the Neonatal Intensive Care Unit at Methodist Dallas Medical Center, ensuring that every newborn in Methodist's service area in Southern Dallas has the opportunity to thrive with life-saving advanced neonatal services. Since 2005, the Folsom Event has raised more than \$22 million to benefit Methodist Health System's programs and services.

### About Methodist Health System

Methodist Health System (Methodist) is a faith-based organization with a Mission to improve and save lives through compassionate, quality healthcare. For nearly a century, Dallas-based Methodist Health System has been a trusted choice for health and wellness, offering nationally recognized medical services, a network of 12 hospitals (through ownership and affiliation), and more than two-dozen clinics located throughout the region. Methodist has renowned teaching programs, innovative research, and a strong commitment to the community. The non-profit Methodist Health System provided more than \$182 million in charity care in fiscal year 2023, with an operating revenue of more than \$2 billion and an Aa3 Moody's credit rating. Additional information is available at [MethodistHealthSystem.org](http://MethodistHealthSystem.org).

### About Methodist Health System Foundation

Methodist Health System Foundation is a nonprofit foundation led by community and civic leaders who donate their time, service, and expertise to raise funds for hospital projects. If you are interested in supporting vital healthcare and community programs, please contact Methodist Health System Foundation, Joy Duncan, Vice President, 214-947-4585 [FolsomAward@mhd.com](mailto:FolsomAward@mhd.com).



# JAMES W. KEYES



**James W. Keyes**

The Robert S. Folsom Leadership Award, founded in 2005, is presented by Methodist Health System Foundation to recognize individuals whose demonstrated commitment and excellence in community leadership emulate the significant contributions of former Dallas Mayor Robert S. Folsom.

James W. Keyes exemplifies Bob Folsom's legacy as a dedicated community leader and a proven business leader, as well as a lifelong advocate of education.

Keyes is the former CEO of two internationally recognized Fortune 500 companies, 7-Eleven, Inc. and Blockbuster, Inc. He has also had an enduring impact on inspiring others through his involvement and support of: American Red Cross, Dallas Symphony Orchestra, The University of Texas Southwestern Medical School, SMU Cox School of Business, The Cooper Institute, Dallas Performing Arts Center, Columbia Business School, Catholic Diocese of Dallas, and The College of the Holy Cross.

As a champion of education to empower others to overcome life's challenges and adversities, Keyes serves as a founding director of the Dallas Education Foundation and is the founder of the Education Is Freedom Foundation over twenty years ago.

Jim Keyes is certainly the personification of the "American Dream" and has a heart of gratitude and thanksgiving. He came from humble beginnings and was inducted in 2005 as a member of the Horatio Alger Association of Distinguished Americans.