



NF Forward Rebrands as NFX Signaling A New Era of Innovation and Collaboration for NF Research

- NF Forward, a nonprofit founded by Dan and Jennifer Gilbert in 2017, is reintroducing itself as NFX to reflect its role in accelerating clinical research and treatments for neurofibromatosis type 1 (NF1), with the ultimate goal of finding a cure.
- The rebrand underscores the organization's role in identifying and developing X factors – from innovative research to inspiring individuals – that are making an impact in the fight against NF.
- NFX will continue to support **beNeFit**, an annual fundraising gala that has raised more than \$75 million in support of NF research.

DETROIT, May 27, 2025 – NF Forward, a nonprofit dedicated to accelerating research into treatments and cures for neurofibromatosis type 1 (NF1), today announced its official rebrand to NFX. This new brand identity signals a bold chapter in the organization's evolution and a deeper focus on clinical research, including studies and trials that directly impact people currently living with NF. **beNeFit**, the signature fundraising gala for NFX, has raised over \$75 million since 2013 in support of this mission.

NF1 is a genetic disorder affecting 1 in every 2,500 births and can cause tumors to grow on nerves throughout the body. While there is currently no cure, advances in research are beginning to unlock new possibilities for treatment. With this rebrand, NFX aims to identify and support what it calls "X factors," the individuals, institutions and ideas that are accelerating the path to more clinical treatments for NF patients.

"NF is a terrible disease that impacts the lives of millions of people worldwide," said Dan Gilbert, Founder and Chairman of Rocket Companies, Co-Founder of Gilbert Family Foundation and Co-Founder of NFX. "Changing our name to NFX reflects our commitment to the global NF community as we continue to focus on supporting the kinds of bold, high-impact research that will crack the code of this complex genetic condition."

NFX is part of a broader alliance of NF-focused organizations supported by Dan and Jennifer Gilbert that have collectively committed nearly \$180 million to NF research. This includes the recently announced Nick Gilbert Neurofibromatosis Research Institute (NGNRI), the world's first brick-and-mortar research facility dedicated to NF research. NGNRI will be located in the Henry Ford Health + Michigan State University Health Sciences Research Center, currently under construction in Detroit's New Center neighborhood.

Dan and Jennifer's commitment to NF research began when their oldest son, Nick, was born with NF1. Though Nick passed away in May 2023 from complications of NF, his optimism and passion continue to inspire this work every day.

"Nick taught us what it means to live with purpose and optimism," said Jennifer Gilbert, Co-Founder of NFX and Gilbert Family Foundation. "With every step forward, we honor Nick's memory and channel his passion into our mission to give families facing NF more answers, more options, and more support."

To make a donation or learn more about supporting **beNeFit XIII**, visit NFXDetroit.org.

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About Gilbert Family Foundation:

Gilbert Family Foundation is a private nonprofit foundation founded by Jennifer and Dan Gilbert to accelerate a cure for neurofibromatosis type 1 (NF1) and build economic opportunity and equity in the city of Detroit. Gilbert Family Foundation supports groundbreaking, cutting-edge research in hopes of eradicating NF1, a genetic disorder that causes tumors to grow on nerves anywhere in the body. Additionally, the Foundation supports the economic stability and mobility of residents in Detroit by investing in wealth-building opportunities and breaking down systemic barriers. For more information on Gilbert Family Foundation, please visit gilbertfamilyfoundation.org.

About NFX:

NFX, previously known as NF Forward, was founded in 2017 by Jennifer and Dan Gilbert with the singular goal to develop effective treatments for neurofibromatosis type one (NF1). NFX funds scientific and medical research that aims to advance treatment options and brings us closer to a cure for NF. In partnership with Gilbert Family Foundation, NFX invests in research initiatives focused on solving the most pressing challenges for NF patients. We envision a future where every person with NF1 has access to treatments tailored to their unique experience of the disease. By solving for the unknowns of NF1, we aim to turn complexity into clarity and possibility into progress.

