



**American Brain Foundation
Board of Directors
April 24, 2017
Boston Convention and Exhibition Center**

Call to Order: Monday, April 24, 2017, at 7:30 ET by Board Chair Kevin Goodno. Quorum was present.

In Attendance: Kevin Goodno, Chair; Robert Griggs, MD, Vice Chair; Terrence Cascino, MD; Dan Gasby; Ralph Józefowicz, MD; Jeffrey Rosenfeld, MD, PhD; Susan Schneider Williams; Martin Shenkman; Lisa Shulman, MD; Joseph Sirven, MD; Gordon Smith, MD; Ben Utecht

Staff: Jane Ransom, Shelly Collins Rucks, Suzi Sherman, Tim Engel, Catherine Elliot, Natalie Baumgartner

Excused: John Mazziotta, MD; Catherine Rydell; Bruce Miller, MD

Mr. Goodno welcomed everyone, asked for introductions of the group, and discussed the agenda for the meeting. He asked if there were any conflicts of interest and none were indicated.

Goodno asked for a motion to approve the minutes of the last Board of Directors meeting.

MOTION to approve the ABF Board of Directors meeting minutes from February 23, 2017.

Approved (Unanimous).

1. Finance Report: Dr. Józefowicz provided an update on the financial status of the ABF. He explained functional expenses with the intent to review staff time allocation.

Mr. Engel and Ms. Elliot gave the Board a summary of all expenses, including Endowments & Awards, Operational Funding, Research, Crowdfunding, and Public Education. They also explained the difference between temporary and permanent assets.

Mr. Engel and Ms. Elliot went on to explain the GAAP between development and finance. The Board must pay attention to the GAAP, and it is essential to understand how funding is allocated. Right now, a majority of funds donated are restricted. there is a lot of donations going to restricted funding, but that money cannot be spent on operations.

The Board discussed the ratio of functional expenses and asked if programming time has decreased. Mr. Engel explained that shifting funding streams between the ABF and AANI, as well as the ABF's need to make upfront investments to forward its strategic plan were the cause of the changing ratio between program and fundraising/management.

2. Executive Director Report: Ms. Ransom explained 2017 ABF ScoreCard with metrics keyed to the strategic goals. Ms. Ransom highlighted key challenges in the next year. They are: sustainable growth, AAN membership support, and continued aligning governance with strategic plan execution needs.

The Board discussed whether cultivating more AAN membership support was a correct tactic if the ABF is trying to pivot toward the public. However, it was pointed out that deepening AAN membership giving is an explicit point in the new strategic plan. Donors are asking us whether or not neurologists support the ABF. The more neurologists give, the more we can leverage from the public.

Ms. Ransom pointed out that the ABF has not had a strategy for fundraising from the AAN. We should be modeling ourselves after an institution of higher education—segmenting the Academy by interest groups and divisions, and asking less of newer members, but more of more senior members.

3. Fund Development Report: Ms. Rucks discussed her meetings with supporters and private donors during her first 100 days with ABF. She mentioned that there is great potential support within the public sector and within AAN. Her intent is to encourage restricted and disease-specific giving without sacrificing operational funding.

Ms. Rucks wants to come up with talking points around operational support. She also mentioned that the allocation of time amongst staff needs to be reassessed through time studies and review.

Ms. Rucks highlighted Commitment to Cures, more awareness and outreach events, Standing Strong, and Super Bowl 2018. She mentioned the rollout of the Leadership Giving Circle to recognize Bud Rowland.

The Board discussed the Rowland Circle, and the idea of including donors making annual gifts of \$2,500 or above. Members like the idea of offering incentives, such as two free tickets to Commitment to Cures.

4. Governance Committee: Mr. Goodno highlighted the need to add additional board members from both the public and within neurology circles, but wants to add people strategically.

There are several neurologists on the Board who term-out at the end of 2019, so it is important that we begin adding more neurologists to the Board, as well as new public members.

The first terms of current ABF officers expire at the end of 2017. Goodno is meeting with officers to discuss their thoughts about continuing to serve.

5. Research Advisory Committee: Dr. Griggs discussed the crowdfunding site as a public outreach tool, but also of the need to further develop the portfolio of projects. He mentioned that it creates excitement around ABF. He outlined the participants of the Scientific Review Panel and Expert Panels. He did not see any conflict of interest if board members submit projects.

6. Strategic Planning Committee: Dr. Shulman addressed the scorecard metrics as determining progress in implementing the new strategic plan. The Strategic Planning

Committee will be looking at updated metrics quarterly and bringing observations and recommendations to Board meeting.

Observations from reviewing the scorecard for the first quarter of 2017 include the importance of strategic, story-driven marketing, as well as the need to develop a sustainable growth strategy where the ABF has sufficient funds for operations.

7. Acknowledgements: Dr. Sirven highlighted the sponsors for this year's Commitment to Cures—the first year in which the ABF has sought sponsorship support. He said that preparations for the 2018 event are already underway. He believes that we can grow sponsorship support from among the many institutions who've benefited from the Clinical Research Training Scholarship program.

Board members would like more clarity on the sponsorship levels and benefits in the future

8. Adjourn: 9:30 a.m. ET.