



MEMORANDUM

To: American Brain Foundation (ABF) Board of Directors
From: Jane Ransom, ABF Executive Director
Date: September 23, 2015
Subject: Grant Recommendation

1. Issue. Consider \$200,000 educational grant to PBS for production and airing of “The Brain with Dr. David Eagleman” — a six-part series with projected viewing by 2.7 million households. A 15 second spot on the ABF will be aired on each program. Other visibility for the ABF will include the show’s website and DVDs produced for sale.

2. Proposed motion. MOTION to provide a grant of \$200,000 to PBS in support of their television series “The Brain with Dr. David Eagleman.”

3. Background information. The ABF has an opportunity to partner with PBS on the forthcoming series “The Brain with Dr. David Eagleman.” The projected viewership is 2.7 million households. In addition, the ABF will receive approximately 500K impressions on promotional videos and banners.

By making the grant we will accomplish two objectives: (1) building brand awareness, and (2) favorably increasing the ABF’s program expenses. Marketing professionals advise that the ABF could reach a greater number of people for less money by producing and distributing a PSA. However, such a PSA strategy would not favorably increase ABF program expenses in relation to management and fundraising expenses nearly as much as the grant would.

“The Brain with Dr. David Eagleman” is about the workings of the brain and not about diseases of the brain per se. However, the ABF’s subject matter is aligned with brain education and brain health and we are especially interested in raising awareness of our brand among viewers who have these interests.

Moreover, current and former members of the ABF Board (Drs. Smith and Goodman) are very enthusiastic about Dr. Eagleman’s ability to translate the complexities neuroscience into presentations that inspire the general public. On 9/23/15 Dr. Goodman, who is Dr. Eagleman’s colleague at Baylor University, sent me this message:

Jane,

David Eagleman is a simply an amazing individual, and I think it would be fantastic for the ABF to help sponsor the upcoming PBS series. This would be a superb way to substantially raise the profile of the ABF. It is possible that he would be interested in engaging the ABF in other ways, as he is one of the most articulate advocates of brain health in the world.

If the Board chooses to move forward on this, please let me know if I can facilitate moving forward.

Best wishes,

*J. Clay Goodman, M.D. FAAN
Associate Dean of Foundational Sciences
Office of Undergraduate Medical Education
Walter Henrick Moursund Endowed Chair
Professor of Pathology & Immunology (Neuropathology) and Neurology
Department of Pathology & Immunology
Room 286A
Baylor College of Medicine
One Baylor Plaza
Houston, TX 77030
Phone: 713-798-7234
jgoodman@bcm.edu*

4. Comments from Chief Financial Officer concerning fiscal impact. The ABF forecasts a surplus of more than \$400,000 in 2015. The grant will not adversely impact the financial position of ABF. Its impact on our financial statements will be to favorably increase program expenses in relation to management and fundraising expenses.

5. Comments from General Counsel concerning legal and policy implications. Counsel has not received the proposed grant agreement. If the Board approves the grant, Counsel will review (and edit as necessary) the grant agreement to ensure appropriate protection of ABF.

6. Executive Director's recommendation. I support the motion for the following reasons:

- A. The grant will begin to build brand awareness of the ABF which is a key component of the Foundation's strategic direction—i.e., to turn to the general public to increase financial support.
- B. The grant is within the educational scope of the ABF mission statement.
- C. The grant can be counted as a program expense in the ABF's overall financial accounting, increasing the Foundation's attractiveness to major donors.