

# Agenda



**Board of Directors**

**July 21, 2016**

**10:00 a.m. EST/9:00 a.m. CST/8:00 a.m. MST/7:00 a.m. PST**

**Call-in number: 866-740-1260 Access code: 1952779**

**Webinar Link: <https://cc.readytalk.com/r/qd119zd33doy&eom>**

## Members

Kevin Goodno, Chair; Terrence Cascino, MD; Robert Griggs, MD; Ralph Józefowicz, MD; John Mazziotta, MD; Jane Ransom; Jeffrey Rosenfeld, MD; Catherine Rydell, CAE; Susan Schneider Williams; Martin Shenkman, CPA; Lisa Shulman, MD; Joseph Sirven, MD; A. Gordon Smith, MD; Thomas Swift, MD; Ben Utecht

## Staff

Kristi Benson; Tim Engel; John Hutchins, JD; Lauren Ross; Suzi Sherman; Marlys Weyandt

### **AGENDA ITEM \*Signifies Board action needed**

### **PRESENTED BY**

9:00  
CST

**American Brain Foundation Board of Directors Meeting Call to Order**

Kevin Goodno, JD, Board Chair

### **Board Chair Report**

- Review meeting agenda
- Approve minutes of June 23, 24, 2016 meeting
- Call for Disclosure of Conflict of Interest related to any agenda items

Kevin Goodno

9:10

### **Executive Director Report**

Jane Ransom

9:20

### **2016 Staff Incentive**

- See revised goals attached

Kevin Goodno

9:30

### **Fund Development**

- Brainstorm ideas for 2017 Commitment to Cures fundraising event
- Update on 2016 Board giving and campaign

Jane Ransom  
Kevin Goodno

9:40	<b>Committee Reports</b> <ul style="list-style-type: none"> <li>• Executive Committee</li> <li>• Governance Committee</li> <li>• Research Advisory Committee</li> <li>• Strategic Planning Committee</li> </ul>	Committee Chairs
10:00	<b>Adjourn</b>	Kevin Goodno
	<b>Next steps:</b>	

**American Brain Foundation  
Board of Directors Meeting  
Thursday, June 23, 2016  
ABF Office, Minneapolis, MN**

**Call to order:** Thursday, June 23, 2016 at 4:14 p.m. CST by Kevin Goodno,  
Chair. A quorum was present.

**In attendance:** Kevin P. Goodno, Chair; Terrence L. Cascino, MD; Robert C.  
Griggs, MD; Ralph Józefowicz, MD; John C. Mazziotta, MD; Jane  
Ransom; Jeffrey Rosenfeld, MD; Catherine Rydell, CAE; Susan  
Schneider Williams; Martin Shenkman, JD; Lisa M. Shulman, MD;  
Joseph Sirven, MD; A. Gordon Smith, MD; Ben Utecht

**Staff:** Catherine Elliott; Timothy Engel, CFO; John Hutchins, JD; Kristi Benson; Suzi  
Sherman; Marlys Weyandt

**Excused:** Thomas R. Swift, MD

**1. Board Chair Report:** Mr. Goodno welcomed everyone and discussed the agenda  
and objective for today's meeting.

Mr. Goodno reported on the AAN/ABF leadership call that took place last month  
to discuss how both organizations can collaborate and resolve potential conflicts.  
A Memorandum of Understanding (MOU) will be created by AAN and ABF  
management that outlines the  
expectations and relationship between the organizations.

**Minutes:** Minutes from May 19, 2016 were reviewed.

**MOTION** to approve the ABF Board minutes from May 19, 2016.

**Approved** (unanimous).

No conflicts of interest regarding any agenda items were disclosed.

Mr. Goodno will be appointing Dr. Eugene Scharf to the Research Advisory  
Committee at the recommendation of the committee chair, Robert Griggs, MD.  
Dr. Scharf brings his expertise on crowdfunding and has played an integral part  
in the development of the ABF's clearinghouse strategy. Please refer to his CV  
provided in the meeting materials on the committee secure site.

**2. ABF Strategic Plan:** The next step is to review and adopt the financial forecast  
that has been created based on the goals and strategies of the strategic plan that  
were adopted in Vancouver.

44 The strategic plan execution forecast is broken out into 4 phases, please refer to  
slide 9:

- 1 1. **2017: Countdown** – beta version of clearinghouse, refreshing our brand,  
2 MOU in place
- 3 **2018-2019: Liftoff** - launching final version of clearinghouse, Ambassador
- 4 2. Program in place
- 5 **2019-2020: Optimize trajectory** – improve awards program, implement
- 6 3. signature programs
- 7 **2020-2021: In orbit** – fully self-sustainable, increasing number of grants
- 8 4. awarded
- 9

10 **Financial forecast:** Mr. Engel presented a 5 year forecast of the costs  
11 associated to implement the strategic plan according to the execution forecast,  
12 the staff's fundraising goals and  
13 operating expenses, and the major assumptions used to create the forecast.  
14 Please refer to slides 10-18 for more details. Key take aways are:  
Total revenue to execute plan is \$25.5M

- 15 • Each year, staff's fundraising goal increases as the committed grants (i.e.,  
16 AANI CRTS program grant and operating grant) are spent. The most  
17 significant  
fundraising increase is from 2019 to 2020.
- 18 • Forecast is based on what is necessary, not what is ideal.
- 19 • Major expense assumptions include building a website and crowdfunding  
20 site, growing ABF brand recognition, and increase in general operating  
21 costs.
- 22 • As of 12/31/15 we have \$2.3M unrestricted reserves to be used as needed  
23 to help achieve fundraising goals each year
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25 This forecast is more conservative and realistic compared to the Alford Group's  
26 initial assumptions because these numbers are based on the ABF's actual  
27 needs through 2021 whereas the Alford Group provided generic numbers.

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29 **Strategic Plan Metrics:** Dr. Shulman presented the process and success  
30 metrics for each of the 4 strategies in the strategic plan. Please refer to slides  
31 21-29 for more details. Key take aways are:

- 32 1. **Research Clearinghouse:** Metrics should further clarify what "donors"  
33 refers to. Metrics should include  
34 # of visits to the website and # of donations made via  
35 the website.

36 The metrics will be finalized by the end of 2016 and measured starting in  
37 2017.

- 38 2. **Public Engagement:** Engagement is difficult to measure, SPC will work  
39 on defining metrics with the assistance of our marketing and  
communications partner who should be hired by August.
- 40 3. **Philanthropy**

41                   **Aligned Leadership:** More metrics will be added for this strategy after  
42                   MOU is developed..

43           Mr. Goodno announced that the Strategic Planning Committee will become a  
44           permanent, rather than an ad hoc, committee responsible  
45           for monitoring the progress of the strategic  
46           plan implementation as well as managing the annual scorecard.

47           **MOTION** to approve the ABF strategic plan for 2017-2021

1           ***Approved*** (unanimous).

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3           Meeting adjourned at 5:57 p.m. CST.

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**American Brain Foundation  
Board of Directors Meeting  
Friday, June 24, 2016  
ABF Office, Minneapolis, MN**

**Call to order:** Friday, June 24, 2016 at 8:03 a.m. CST by Kevin Goodno, Chair. A quorum was present.

**In attendance:** Kevin P. Goodno, Chair; Terrence L. Cascino, MD; Robert C. Griggs, MD; Ralph Józefowicz, MD; Jane Ransom; Jeffrey Rosenfeld, MD; Catherine Rydell, CAE; Susan Schneider Williams; Martin Shenkman, JD; Lisa M. Shulman, MD; Joseph Sirven, MD; A. Gordon Smith, MD; Ben Utecht

**Staff:** Timothy Engel, CFO; John Hutchins, JD; Kristi Benson; Suzi Sherman; Marlys Weyandt

**Guests:** Bob Carter and Lela Diaz of Carter Global

**Excused:** John C. Mazziotta, MD; Thomas R. Swift, MD

**1. Call to Order:** Mr. Goodno called the meeting to order at 8:03 a.m. and discussed the meeting agenda.

**2. Year-End Campaign:** Ms. Weyandt presented the 2016 year-end fundraising campaign strategy. Please refer to slides 2-14 for more details. Key take aways are:

- Kicked-off first phase of “Share Your Story” campaign that encourages patients and caregivers to share their story with the ABF that will be used in appeals and communications. The next phase of this campaign will include researcher stories. The RAC will help vet which messages we use.
- Campaign will be executed now through December.
- Target audiences are: AAN member donors, public donors, lapsed donors, and new donors.
- Will add “why the ABF” to key messages for campaign – emphasize relationship with researchers.
- Building a strong stewardship plan for this campaign.
- We need participation from the Board to make the campaign successful, involvement can vary and includes: opening doors to prospects, participate in “Share Your Story” campaign, follow the ABF on social media and share/retweet our posts.

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1 **3. Culture of Philanthropy:** Ms. Diaz and Mr. Carter presented what a board's  
2 role is when developing a culture of philanthropy. Please refer to slides 16-20 for  
3 more details. Key take aways are:

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- Should strive to reach the “mature” stage of the board life cycle.

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- Consider asking each member what type of engagement *they want* to have while on the Board.

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- Change Board meetings from management reports to strategic conversations.

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- Examples of activities Board members can participate in: introductions, cultivation interactions, solicitations, thank you calls, participating in preparation and strategy meetings.

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Mr. Carter led a group discussion around the following questions:

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**a) What does the ABF have to offer philanthropic investors?**

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- Access to AAN pool of researchers which may lead to cross sectional discoveries.

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- Opportunities to invest in projects that are not otherwise available.

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- Access to funding the best and brightest across the board - we have access to the broadest spectrum of researchers.

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- Ability to directly connect donors with researchers.

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- Ability to let people affected by multiple brain diseases focus their efforts and work with a singular organization that will impact all of the diseases that affect them.

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- Relationship with AAN

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- Direct and indirect connection with patients

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- Ability to spread our investors' message to audiences that wouldn't otherwise be reached by them

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**b) What can the Board to do help advance the culture of philanthropy?**

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- Donate to the ABF to show their investment and dedication

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- 100% engagement of the Board

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- Get involved in aspects other than giving – i.e., making thank you calls, going on visits with ABF staff, etc.

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**c) What support does the Board need to help advance the culture of philanthropy?**

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- More public members

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- More members who have fundraising experience

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- Training on how to become more engaged

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- Direction from staff on where assistance is needed

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**4. Finance Report:** Dr. Józefowicz presented the current financial status of the ABF. Please refer to slides 23-25 for more details.

- YTD net operating results: \$60K

- Forecast net operating results: \$13K

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**5. Committee Reports:**

**a) Executive Committee:** Board reviewed the proposed ABF staff incentive policy and metrics.

**MOTION** to approve the ABF staff incentive policy.

**Approved** (unanimous).

Ms. Ransom and Mr. Engel will adjust the proposed 2016 goals with an eye toward making those above the Threshold level more challenging, and provide them at the July Board meeting to vote on. A compensation committee will be created

to develop the incentive plan going forward. Suggested members include Drs. Cascino, Józefowicz, Shulman, Griggs, and Mr. Engel.

**b) Joint Investment Committee:**

**MOTION** to approve revising Section III F4 and F6 of the Investment Policy as presented in the Board materials.

**Approved** (unanimous).

**c) Governance Committee:** Will send out Board expectations document for the Board to review and vote on via email. ABF staff will create a proposal outlining how Board gifts will be counted.

**d) Research Advisory Committee:** No updates provided.

**e) Strategic Planning Committee:** No updates provided.

Due to time constraints, the Executive Director report was skipped over but is available to review in the meeting materials.

Ben Utecht provided autographed copies of his book to the ABF and AAN boards.

Meeting adjourned at 11:33 a.m. CST.





**TO: ABF Board of Directors**  
**FROM: Jane Ransom**  
**DATE: July 13, 2016**  
**SUBJECT: Executive Director's Report**

Since the June meeting of the Board, our staff has focused upon:

- Executing fundraising events and campaigns for the second half of 2016
- Preparing to implement our new strategic plan by
  - finding expertise we will need to support special initiatives
  - setting our 2017 goals, budget and action steps

Our governance, strategic planning and research advisory committees have not met in July, but all have meetings coming up in August. Further updates are provided below, organized according to the ABF's strategic goals.

**Strategic Goal #1: Research Clearinghouse. Construct a virtual platform to match the best science with the largest pool of committed donors to advance a continuum of research.**

The Research Advisory Committee is planning to set the parameters for research to be accepted into our crowdfunding platform. Key questions are:

- a. How do we define fundable research that's acceptable to be posted in the ABF virtual clearinghouse?
- b. From whom should we request applications/proposals?
- c. By what process should applications be vetted to assure they meet our standards?

Dr. Griggs reported on the crowdfunding project to the AAN Science Committee in June and asked for the committee's help in vetting proposals for the ABF platform. The committee has agreed in principle to establish a vetting process for the crowdfunding site.

We have received and are considering four bids for the new website and crowdfunding platform. These bids are incorporated in proposals from potential new marketing and communications partners. It is likely that the website and crowdfunding will be one integrated site, rather than two separately developed but linked sites. The leadership of

the AAN's IT department is playing an advisory role in the proposal review and selection process.

**Strategic Goal #2: Public Engagement. *Build the ABF brand around our unique niche.***

The ABF has confirmed B. Smith and Dan Gasby as our 2017 Public Leadership in Neurology Award (PLINA) winners. Their book, "Before I Forget" chronicles their struggles with B.'s early onset Alzheimer's, makes a great case for increased research funding on brain disease, and emphasizes the devastating effect of Alzheimer's disease on the African American community: <http://www.bsmith.com/before-i-forget/>.

The ABF and the AAN were approached last month to co-brand an informational DVD on concussion and traumatic brain injury being produced by the NLF Players Association for distribution to NFL players. Dr. Jeffrey Kucher of the AAN is providing the scientific direction for the video and Ben Utecht will have a role in it. On the advice of the AAN, the ABF is co-branding this project to take advantage of the opportunity for public exposure. There is no monetary cost to our involvement.

As noted above, we have received four bids for a marketing and communications partner (containing the website bids mentioned above). The AAN's marketing and communications staff is playing an advisory role in the proposal review and selection process. I hope to have the firm we hire make a presentation at the ABF Board meeting in Minneapolis this September. It is exciting to be speaking with marketing and communications experts about how to effectively message our mission and activities.

Our 2015 annual report is at the printer and will be published two months earlier than it was last year. In addition we are producing a postcard format "dashboard report" to be sent to a large segment of donors which directs them our website to see the full 2015 annual report to be posted there.

**Strategic Goal #3: Philanthropy: *Develop full-fledged public support and deepen giving from AAN members.***

A new \$100,000 endowed fund is being established at the ABF with a \$50,000 gift from Dr. Debasish Mridha, a Saginaw, Michigan neurologist, and \$50,000 of matching funds from our remaining AANI pool. The endowment is to fund a humanitarian award to be awarded by the AAN.

In planning ahead for 2017, staff is considering enlarging the invitation list for our Commitment to Cures, changing the format to a dinner, and soliciting sponsorships as ways to get a greater return on our investment in this event. I look forward to talking about some of these ideas with you on our upcoming conference call.

Major fundraising activities for the second half of this year include:

- Standing Strong sponsorship solicitations for our event in Minneapolis, Oct. 26
- AAN Employee Giving Campaign
- Year-End Campaign

- Clinical Research Training Scholarship fundraising from voluntary health organizations
- Major Donor cultivation and solicitation meetings
- Solicitation for sponsorships for our Commitment to Cure event at the next annual meeting in Boston

#### ***Fundraising Help Needed from the Board***

Following up from our discussion of how ABF board members can help with our fundraising, here are a few areas where we could use help right now:

- Board Campaign – Kevin Goodno and I have had a chance to discuss this since the last board meeting. Any funds you've contributed to the Foundation this year, including honoraria, will count toward your annual contribution. Kevin will discuss timing and expectations for an upcoming push for board donations on the board phone call.
- Standing Strong Sponsorships – We need connections with companies to sponsor our October 26<sup>th</sup> Standing Strong event. Please let us know if you can make any introductions for us.
- Commitment to Cures Sponsorships – We are going to look for underwriting sponsorships for next year's Commitment to Cures event in Boston. Can you help us connect with any Boston area companies, universities or hospitals to see if we can interest them?
- Major Donor Prospecting – Can you give us the names of 3-5 potential donors to whom we can introduce the ABF?

#### **Strategic Goal #4: Aligned Leadership: Create a thriving partnership with the AAN.**

Current collaboration between the ABF and AAN staff includes:

- Regular discussions on 2017 annual meeting plans
- Transition meetings on handover of CRTS fundraising from voluntary health organizations from the AAN to the ABF
- AAN advisory review of ABF marketing and communications proposals

This is in addition to ongoing advice and hands on support from the AAN's finance, marketing, legal and human resources departments which is part of our fee agreement with the Academy.

I am really excited about the AAN Science Committee's agreement to help the ABF with vetting of research proposals for our crowdfunding platform because it hits a real sweet spot—the intersection between fundraising and science to defeat brain disease.

The Memorandum of Understanding and Fee Agreements between the ABF and AAN are being worked on and should be substantially complete by September.



TO: Board of Directors

FROM: Jane Ransom, Executive Director

DATE: July 16, 2016

SUBJECT: 2016 Staff Incentive

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At our June, 2016 meeting the Board approved a staff incentive plan policy and reviewed recommended goals for 2016. The Board asked that the fundraising goals beyond the Threshold goal be more challenging. The Threshold goal of \$762,500 is a total of this year's goals for our annual fund, including major gifts, special events and annual meeting fundraising in our 2016 budget. (Our newly added fundraising for Clinical Research Training Scholarships is not included in the total as it was not budgeted for 2016.)

In light of the Board's directive, the Target goal has been raised by approximately 12 percent (from 3 to 15%) above the Threshold, and the Maximum goal has been increased by approximately 12 percent (from 3 to 15%) above the Target. Fundraising performance for the year must therefore reach 30 percent above the Threshold to reach maximum. Please see the attached "2016 Incentive Goals" for the dollar amounts of the revised fundraising goals.

The other two goals for 2016 address completion of the strategic plan (subjective goal) and financial health (decrease of net operating deficit). These are also shown on the attachment. For the Strategic Plan goal #1, performance indicators have been added to help judge whether we have reached Threshold, Target or Maximum.

As we discussed at the board meeting, we are keeping staff incentive goals simple for 2016 as we are operating without either a strategic plan or a scorecard this year.

## American Brain Foundation

### 2016 Incentive Goals

	<u>As of 12/31</u>	<u>Threshold</u>	<u>Target</u>	<u>Maximum</u>	<u>Weight</u>
<b>1. <u>Strategic Plan</u></b>					
Complete strategic plan and pivot toward execution					
		<u>Performance Indicators:</u>			25%
		<ul style="list-style-type: none"> <li>• Strategic Plan completed</li> <li>• Goals, budget and action steps are developed for 2017</li> <li>• Expertise secured for key initiatives (marketing and crowdfunding)</li> <li>• Metrics completed for measuring each of the four major strategies</li> <li>• ABF/AAN Memorandum of Understanding signed</li> </ul>			
<b>2. <u>Fundraising</u></b>					
Raise \$762,500		\$762,500 <sup>1</sup>	\$875,000	\$1,000,000	50%
<b>3. <u>Financial Health</u></b>					
Net operating increase <sup>1</sup>		(\$98,135)	(\$49,067)	\$0	25%

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<sup>1</sup> This assumes the \$200,000 contingency in the budget is used.