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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:

- 4 • Should strive to reach the “mature” stage of the board life cycle.
- 5 • Consider asking each member what type of engagement *they want* to
6 to have while on the Board.
- 7 • Change Board meetings from management reports to strategic
8 conversations.
- 9 • Examples of activities Board members can participate in: introductions,
10 cultivation interactions, solicitations, thank you calls, participating in
11 preparation and strategy meetings.

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

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

- 15 ○ Access to AAN pool of researchers which may lead to cross
16 sectional discoveries.
- 17 ○ Opportunities to invest in projects that are not otherwise available.
- 18 ○ Access to funding the best and brightest across the board - we
19 have access to the broadest spectrum of researchers.
- 20 ○ Ability to directly connect donors with researchers.
- 21 ○ Ability to let people affected by multiple brain diseases focus their
22 efforts and work with a singular organization that will impact all of
23 the diseases that affect them.
- 24 ○ Relationship with AAN
- 25 ○ Direct and indirect connection with patients
- 26 ○ Ability to spread our investors' message to audiences that wouldn't
27 otherwise be reached by them

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

- 30 ○ Donate to the ABF to show their investment and dedication
- 31 ○ 100% engagement of the Board
- 32 ○ Get involved in aspects other than giving – i.e., making thank you
33 calls, going on visits with ABF staff, etc.

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

- 37 ○ More public members
- 38 ○ More members who have fundraising experience
- 39 ○ Training on how to become more engaged
- 40 ○ Direction from staff on where assistance is needed

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

- 44 • YTD net operating results: \$60K
- 45 • 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.