



**American Brain Foundation  
Executive Committee Meeting  
October 9, 2017  
Held via Conference Call**

**In attendance:** Kevin Goodno, Chair; Ralph Jozefowicz, MD; John Mazziotta, MD; A. Gordon Smith, MD

**Staff:** Jane Ransom, Shelly Collins Rucks, Tim Engel, CFO; Natalie Baumgartner

**Excused:** Robert Griggs, MD;

Mr. Goodno called the meeting to order. Meeting minutes from all previous meetings were approved unanimously.

1. **Review of 2018 Budget Recommendation:** Ms. Ransom and Mr. Engels gave the Committee a preview of the 2018 budget. The Foundation budget supports a marketing plan that will focus on the crowdfunding site. It supports fundraising initiatives including planned giving, major giving, annual fund direct mail, special events, and fundraising from corporations and foundations. In 2018, fundraising from AAN members will be more targeted, with a special fundraising targeting two segments of the membership.

Mr. Engel explained that, while there is more risk in the 2018 budget than in 2017, the budget is on par with the 2018 strategic plan budget forecast budget plan. The key difference between the strategic forecast and the recommended budget for 2018 is that there is a larger staff than originally forecast; however, there is less reliance on professional services. The Foundation has also removed its \$200,000 contingency, but it still has \$2.8 million in unrestricted reserves.

Motion to recommend the budget to the Board. Unanimous approval.

2. **Road to Independence:** At the October 15, 2018, the Board will be discussing the the Foundation's challenges in raising unrestricted funding. Ms. Ransom gave the committee a preview of PowerPoint created to guide the discussion.

The Committee discussed ways in which corporations might be interested in donating to the Foundation, and whether we can raise enough unrestricted funds without access to pharma and medical device corporations from which we are largely restricted in our agreement with the Academy.

The Committee discussed the difference between the grants and unrestricted revenue. They suggested looking toward neurologists to pay for operational funding or that an additional \$10 might be added to every membership fee to "support brain research."

Ms. Ransom suggested that this be a topic of discussion at the October Board meeting. Mr. Goodno stated that this discussion would be a positive long-term planning tool.

Meeting adjourned at 9:46 a.m. C.T.