



American Brain Foundation
 Executive Committee
 Tuesday, December 19, 2017
 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: 9286317

Members

Kevin Goodno, Chair; John Mazziotta, MD; Gordon Smith, MD;
Robert Griggs, MD; Ralph Jozefowicz, MD

Staff

Jane Ransom, ED; Natalie Baumgartner

	AGENDA ITEM	PRESENTED BY
10:00 am CST	Approve minutes from October 9, 2017, & November 30, 2017	Kevin Goodno
10:05	Compensation Committee recommendation on 2018 ABF Incentive Goals	Dr. Jozefowicz
11:00	Adjourn	



**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.



**American Brain Foundation
Executive Committee Meeting
November 30, 2017
Held via Conference Call**

In attendance: Kevin Goodno, Chair; Robert Griggs, MD; Ralph Jozefowicz, MD; A. Gordon Smith, MD

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

Excused: John Mazziotta, MD

Mr. Goodno called the meeting to order, and handed the meeting over to Ms. Ransom.

1. **Athlete Brain Health Fund:** The International Sponsors Council (ISC) would like to establish an Athlete Brain Health Fund at the Foundation to fund research projects related to the athlete brain.

The fund agreement we are drafting includes two deviations from the Donor Advised Fund Terms and Conditions in the Foundation's Gift Acceptance Policies. They are: 1) In addition to funding annual recurring grants for CRTS's, the ISC will, from time to time, want to make grants outside this schedule to other research institutions; and 2) The ISC wants to start its fund without the required minimum balance of \$5,000. They hope to use year-end fundraising among their members to trigger donations, including the initial \$5,000.

The Foundation's gift acceptance policies allow for the Board or the Executive Committee, on behalf of the Board, to allow for exceptions to the Donor Advised Fund Terms and Conditions.

Ms. Ransom requests that a resolution be passed by the Executive Committee to allow for these exceptions.

2. **Discussion:** The Executive Committee questioned who decides how funds are deployed. Ms. Ransom explained that an advisory committee would be created to set the fund's parameters. If they funded a CRTS, the regular AAN vetting process would be used. The agreement will state that any donations to the fund are irrevocable gifts, and that the American Brain Foundation has the right to decline to fund research recommended by the fund's advisory committee. All fund advisory committee members would be expected to acknowledge conflicts of interests to make sure that funds are not deployed in a counter-productive way.

Meeting participants agreed that a good process would be for the Foundation's Research Advisory Committee to review and approve funding recommendations.

3. **Motion to pass Ms. Ransom's resolution.**

4. **Motion approved. (*Unanimous*)**

Meeting adjourned at 2:52 p.m. C.T.

American Brain Foundation
Proposed 2018 Incentive Goals

As of 12/31	2017 Forecast	2018				Weight	Basis		
		Threshold	Target	Maximum	Threshold		Target	Maximum	
<u>Research Clearinghouse</u>									
1. Number of new peer-reviewed proposals posted on crowdfunding in 2018	9	10	20	40	10%	Board Scorecard	2 x's Threshold	2x's Target	
<u>Public Engagement</u>									
2. Increased site traffic(Page Views of ABF.org)	137,904	137,904	142,041	144,799	5%	2017 Actual	3% over Threshold	5% over Threshold	
<u>Philanthropy</u>									
2. Funds raised									
a. Restricted	TBD	1,795,109	1,848,962	1,884,864	20%	Board Scorecard	3% over Threshold	5% over Threshold	
b. Unrestricted/Operating	TBD	\$ 1,525,741	\$ 1,571,513	1,602,028	30%	2018 Budget Uncommitted Grant Revenue	3% over Threshold	5% over Threshold	
4. Number of donors									
a. AAN members	920	920	948	966		2017 Actual	3% over Threshold	5% over Threshold	
b. Public	402	402	414	422		2017 Actual	3% over Threshold	5% over Threshold	
Total	1,322	1,322	1,362	1,388	15%				

ABF Executive Director Review Form

PART A. PERFORMANCE RANKING

Please use the following rating scale to complete this form. This section seeks your input on specific rating scale performance characteristics. Performance should be evaluated considering ABF priorities, resources and organizational health.

(5) Outstanding	Work performance is distinguished and clearly obvious. Reserved for exemplary performance.
(4) Excellent	Work performance is commendable and highly effective. Performance is noticeably better than competent.
(3) Good	Work performance is consistently satisfactory. Employee is effective in fulfilling position responsibilities.
(2) Fair	Work performance is handled reasonably well, but there are areas where improvement is needed.
(1) Unsatisfactory	Work performance does not meet acceptable standards.
(N/A) Not observed/ No Opinion	Reviewer does not feel qualified to provide a ranking in this area.

		5 Outstanding	4 Excellent	3 Good	2 Fair	1 Unsatisfactory	NA
Professional Leadership							
a.	Demonstrates commitment to improving the ABF						
b.	Encourages innovation and is amenable to change						
c.	Creates a favorable image of the ABF with the AAN and other associations						
d.	Provides guidance on helping the ABF reach its organizational potential						
e.	Works to build consensus on key ABF issues and challenges						
f.	Promotes professionalism through ABF programs and services						
g.	Works to develop a thriving partnership between the ABF and AAN						

		5 Outstanding	4 Excellent	3 Good	2 Fair	1 Unsatisfactory	NA
Volunteer Relations/Governance							
a.	Provides support to the Board of Directors						
b.	Provides guidance to the Board of Directors on policy and program issues						
c.	Establishes and maintains good working relationships with the Board of Directors						
d.	Leads and mentors staff to Identify and work with donors to raise funds for the ABF						
General Administration/Management							
a.	Displays working knowledge of association management principles						
b.	Assumes responsibility for making decisions within policy framework						
c.	Demonstrates ability to set priorities						
d.	Anticipates problems and is resourceful in dealing with them						
e.	Deals effectively with pressure circumstances/situations						
f.	Manages financial resources to achieve ABF goals						
g.	Organizes staff structure to meet the needs of the ABF						
h.	Recruits and retains competent staff						
i.	Communicates effectively – in writing						
j.	– orally						

		5 Outstanding	4 Excellent	3 Good	2 Fair	1 Unsatisfactory	NA
Personal Qualities							
a.	Is open minded and skilled in listening						
b.	Is sensitive to, and considerate of others						
c.	Demonstrates integrity and loyalty						
d.	Fosters positive interaction with others						
e.	Possesses the ability to get along well with people						
f.	Accepts constructive criticism well						
g.	Displays vigor, energy, and enthusiasm						
h.	Exhibits a professional appearance						
i.	Demonstrates professional demeanor						
j.	Maintains positive approach in difficult times						

Please be specific as you can be with your feedback.

1. What are the Executive Director's most significant accomplishments in the past year?

2. What are the greatest strengths of the Executive Director?

3. What are the Executive Director's areas of needed improvement?

4. Please add any comments, recommendations, or suggestions you feel might be helpful to the Executive Director during the next year.

Name (Print name)

Return the completed form via e-mail to Shelley Rische, HR Manager at srische@aan.com