



**American Brain Foundation
Executive Committee Meeting
September 10, 2018
Held via Conference Call**

In attendance: Kevin Goodno, Chair; Ralph Józefowicz, MD; A. Gordon Smith, MD; Susan Schneider Williams

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

Excused: John Mazziotta, MD

The meeting was called to order at 9:03 a.m. CDT by Kevin Goodno.

The members approved the minutes of the May 15, 2018 meeting unanimously..

1. **ABF/AAN Planning Meeting on September 15:** The meeting agenda was prepared by Ms. Ransom in consultation with Ms. Rydell and their respective Board chairs. Mr. Goodno requested feedback based on the agenda. The Committee felt that discussions after the last Foundation Board meeting in Minneapolis were positive, but some noted feelings of concern from the AAN Board about the Foundation.

The September 15th meeting will establish the terms of the AAN/Foundation partnership. Ms. Ransom highlighted key issues in the materials, which are:

- Our future Research/Programmatic relationship
- Building a collaborative, energetic partnership with mutual scorecard accountability
- Scaled up funding flows in both directions
- ABF and AAN Board-level engagement and institutional commitment
- Developing internal and external strategies for accessing much bigger money

The Committee agreed that the Foundation and AAN should have a mutually symbiotic relationship where the Foundation raises money for AAN research, and the AAN support the Foundation's operations. There are many on the AAN Board who do not know what the Foundation is doing, and they are looking at the Foundation as a cost, not a benefit. However, funding of research is important to AAN's mission of supporting their members. The Foundation has an expertise in raising public money, which has shown in 2017-2018 fundraising successes. In the past, the vision for the Foundation has been that the Foundation would be independent, but it may be beneficial for both organizations to frame our relationship more in terms of interdependence and collaboration..

2. **Financial Report:** The Foundation is \$311,000 under budget in expenses, but based on the expected year end forecast, there will be a \$74,000 deficit. The Foundation has streamlined expenses, but much of the lowered expense is due to grants and awards being under budget. The Foundation has spent more money than planned on software and professional activities.

On the revenue line under Grants and Gifts, the Foundation is expecting to raise \$715,000 – falling short of the funds needed to for operational expenses. It is important to note, that the Foundation has more than \$3 million in unrestricted assets upon which to draw. The Foundation also has a \$250,000 surplus from 2015 at its disposal which can be used to alleviate a 2018 deficit.

Built into the forecast, there is a \$250,000 MN major donor campaign that the Foundation had planned to undertake this fall. This campaign has been delayed due to one of the co-chairs questioning why the campaign is focused on core support rather than research. The campaign will be reimagined after the September 16 Board meeting.

The Committee questioned why the campaign would be focused on core support instead of research. We have framed the campaign is raising money toward our mission, which includes core support. If we raise \$250,000 for research and then take 10% for operations, we won't come near meeting our core support budget for the year. One suggestion was to request additional operational funding from AAN if this \$250,000 is to go to AAN research. Another idea is to incentivize ABF fundraising for AAN research by asking AAN to give ABF a portion of every dollar raised for AAN research in the form of operational support.

3. **ABF Board Agenda for September 16:** The Foundation will elect Dr. Dodick at the beginning of the meeting and run through the consent agenda. There will be a similar discussion about finance with a draft 2019 budget, but no action will need to be taken on the 2019 draft budget as a finalized 2019 budget will be presented to the Board in November for approval. There will be interviews throughout the day, and Ben and Dan from Keystone Culture Group will take about identifying culture and values. Then, a discussion on Board structure and a strategic partnership model will be discussed. This will all be in the context of what happens after the Saturday meeting with AAN.
4. **Establishing LBD Fund of the ABF:** The purpose of establishing an LBD Fund at the ABF is to have a clearly established “bucket” for donors interested in research on LBD. Primarily through Susan’s work, the ABF has assembled some likely major donors, and a documentary on Robin Williams and LBD, in which Susan Williams is participating, may have the opportunity to call on people who see the film to send funds to this “bucket”

Motion: The Executive Committee will recommend the creation of the LBD fund to the Board of Directors.

Three Approved

One Abstained (Ms. Williams due to conflict of interest)

Motion approved.

5. **Adjourn at 10:00 am CT.**