



Executive Committee
May 16, 2016
2:30 p.m. EST/1:30 p.m. CST/12:30 p.m. MST/11:30 a.m. PST

Call-in number: 866-740-1260
Access code: 9286317

Members

Kevin Goodno, Chair; Robert Griggs, MD; Ralph Józefowicz, MD;
A. Gordon Smith, MD

Staff

Tim Engel, Jane Ransom

AGENDA ITEM

PRESENTED BY

1:30 p.m.

Board Chair Updates

Kevin Goodno, Chair

2016 Staff Incentive Plan

Jane Ransom & Tim Engel

2:00 p.m.

Adjourn

Kevin Goodno

AMERICAN BRAIN FOUNDATION 2016 OPERATING PLAN

THEME: PREPARING THE ABF FOR GROWTH

PURPOSE OF THE OPERATING PLAN:

To align around goals and activities which strengthen current operations and prepare for the future.

OVERALL GOALS:

Our success will be in accordance with the following goals:

- Complete new 5-year strategic plan
- Raise \$762,500 through fundraising activities
- Improve staffing and governance capacity to support further expansion

TARGET AUDIENCES:

Our efforts will focus on the following ABF audiences:

- Donors
- Volunteers (ABF Board, Committees and Ambassadors)
- AAN/AANI Executive Staff

CAPACITY BUILDING AREA #1:

CHART THE FUTURE PATH OF THE FOUNDATION & DEFINE OUR RELATIONSHIP WITH THE AMERICAN ACADEMY OF NEUROLOGY

Objectives

- | | |
|----|---|
| 1. | Complete the new 5-year strategic plan |
| 2. | Establish multi-year grant agreement with AAN |

CAPACITY BUILDING AREA #2:

IMPROVE FUNDRAISING RESULTS

Objectives

- | | |
|----|---------------------------------------|
| 1. | Raise \$762,500 (includes match) |
| 2. | Establish tracking of fundraising ROI |
| 3. | Develop and launch new website |
| 4. | Reinvent Ambassador Program |
| 5. | Establish moves management system |

CAPACITY BUILDING AREA #3

SUPPORT BOARD IN STRENGTHENING GOVERNANCE

Objectives

- | | |
|----|---|
| 1. | Make governance information accessible to the Board/committee members on their own secure website |
| 2. | Increase public representation on the Board by at least three people. |
| 3. | Develop governance philosophy and agreements. |

American Brain Foundation

2016 Incentive Goals

	<u>As of 12/31</u>	<u>Threshold</u>	<u>Target</u>	<u>Maximum</u>	<u>Weight</u>
1. <u>Strategic Plan</u> Approval of Strategic Plan by Board of Directors ¹			Subjective Goal		34%
2. <u>Fundraising</u> Raise \$762,500 ²		\$762,500 ¹	\$785,375	\$808,936	33%
3. <u>Financial Health</u> Net operating increase ³		(\$98,135)	(\$49,068)	(\$0)	33%

Executive Director Recommendation

The ABF Board of Directors has asked that the Foundation's new strategic plan include a report card with fundraising and other metrics to measure the Foundation's progress as we work through the 5-year plan beginning in 2017. Since that report card is still being developed, I am recommending that we keep our 2016 incentive plan simple, as opposed to establishing more complex metrics for 2016, a year in which we are operating without a strategic plan.

I recommend three simple but challenging goals for 2016. The first is the completion of the strategic plan. The second is a fundraising goal linked to the threshold number in our 2016 budget and operating plan.⁴ The third is a goal aimed at improving the financial health of the organization by achieving a net operating increase. This goal is also linked to the 2016 budget, with the threshold number being the one that appears there.

¹ The strategic plan will include a multi-year budget.

² Values listed are what are in the budget or in the Ops Plan.

³ This assumes the \$200,000 contingency in the budget is used.

⁴ AAN matching funds are included in the fundraising goal of \$762,500.