



Governance Committee
 May 3, 2016
 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; Terrence Cascino, MD; John Mazziotta, MD; Catherine Rydell, CAE; Thomas Swift, MD
Staff	Jane Ransom; John Hutchins, JD; Suzi Sherman
AGENDA ITEM	PRESENTED BY
Approve minutes from March 1, 2016	Kevin Goodno
Report on election of Susan Williams to the ABF Board	
Board Recruitment – In light of the goals & strategies adopted at the April board meeting:	
<ul style="list-style-type: none"> a. What do we recommend regarding ABF board size and at what annual rate should we transition to that size? b. What is the appropriate mix of neurologists and public board members? <ul style="list-style-type: none"> i. Also, how do we identify neurologist candidates for the board? c. What are our geographic priorities? d. Other diversity priorities? e. What are the ideal attributes of future public board members? f. What are the ideal attributes of future neurologist board members? 	
Next steps before Governance Committee meeting of June 7	



**American Brain Foundation
Governance Committee Meeting
Tuesday, March 1, 2016
Held via Teleconference**

Call to order: Tuesday, March 1, 2016 at 9:07 a.m. CST by Kevin Goodno, Chair.

In attendance: Kevin Goodno, Chair; John Mazziotta, MD; Catherine Rydell;
Thomas Swift, MD

Staff: Jane Ransom; John Hutchins, JD; Suzi Sherman

Excused: Terrence Cascino, MD;

Mr. Goodno called the meeting to order at 9:07 a.m. CST and discussed the agenda.

1. Approval of February 2, 2016 Meeting Minutes: Minutes from the February meeting were reviewed.
MOTION to approve Governance minutes from February 2, 2016
Approved

2. Proposed governance training for June, 2016 Board meeting: Committee approves proposal to include governance training at the June Board meeting.

3. Building pool of board candidates: Jane presented the pool of candidates provided to her by ABF board members in discussions with each of them. Some of them, such as Patrick Kennedy, Susan Axelrod and Greg Grunberg, would be difficult to engage. The committee approved of Jane approaching Susan Schneider Williams about joining the board as soon as possible. The rest of the candidates will not be approached until the ABF has finalized its strategic plan.

The ABF will find a map that better identifies the largest concentrations of wealth in the United States so that the committee can work on identifying candidates from those area.

Meeting adjourned at 9:36 a.m. CST.

5/2/2016

VISION, MISSION, GOALS & STRATEGIES

Recommended to the ABF Board by the
Strategic Planning Committee

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BRAIN
FOUNDATION

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VISION & MISSION

- VISION
- MISSION

Cure Brain Disease

To bring researchers and donors together to defeat brain disease.

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Recommended Goals

- **CORE BUSINESS MODEL:** Create a community to support research in brain disease.
- **CULTURE OF PHILANTHROPY:** Build an environment that meets the needs of donors to advance the ongoing health of the Foundation and defeat brain disease.



Recommended Strategies

1. **Research Clearinghouse:** Construct a virtual platform to match the best science with the largest pool of committed donors to advance a continuum of research.
 - A dynamic research platform that fosters valuable fresh connections
 - A continuum of research
 - from training fellowships
 - to career development awards
 - to high-risk/high-reward studies
 - to the unique X-Prize



Recommended Strategies

2. Public Engagement: Build the ABF brand around our unique niche.

- The whole brain approach: *A cure for one brain disease is a cure for many.*
- ABF's collaborative relationship with the AAN "all-star team"
- Signature projects to "seize the moment" and promote research for timely topics (concussion, CTE, dementia, brain health).
- An awards program – the "Nobel Prizes" of brain disease builds upon the ongoing AAN awards program.

Recommended Strategies

3. Philanthropy: Develop full-fledged public support and deepen giving from AAN members.

- Add additional staff to support growth
- Confirm a strong unique case for support
- Increase giving to the Annual Fund
- Identify national foundations with an interest in brain research and advocacy
- Look to broaden brand awareness of the ABF
- Create a collaborative culture of philanthropy in partnership with the AAN
- Develop public facing messaging and platforms to raise funds beyond AAN membership

Recommended Strategies

4. Aligned Leadership: Create a thriving partnership with the AAN.
 - Align organizational ABF/AAN goals and strategies to foster a high-performing “win-win” environment with incentives for working together.
 - A structured AAN/ABF relationship with expectations and incentives for communication, synergy, transparency and trust.
 - Mutually beneficial transparent agreements and policies to facilitate communication, governance, fundraising and finances.

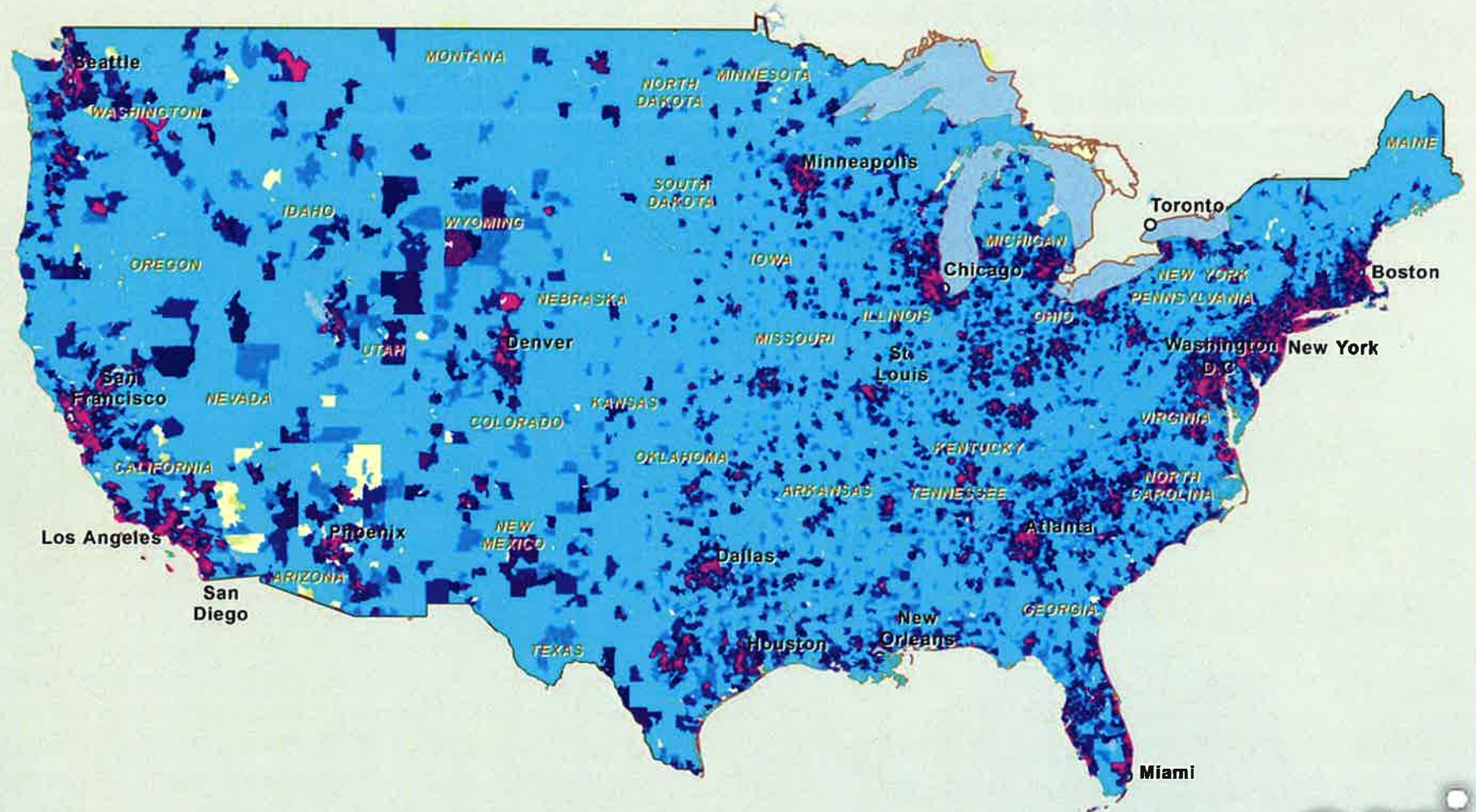
VOLUNTARY HEALTH ORGANIZATIONS: GOVERNANCE STRUCTURE

Organization	# serving on Board	Board Composition and Creation	Expertise/Mix
American Heart Association	15 Directors 7 Officers	-Over last 7+ years reduced size of, & moved to competency-based, Board -Slots set aside for affiliates (originally 56, then 15 in 1998, now 7 geographic) -Affiliates & national nominate people to nominating committee	-Combo lay/medical (8Md, 1PhD) -Chair nonmedical, Pres medical -Chair-elect liaison for development -Standing Committees led by Board member (Communications, Advocacy, Consumer Health/Quality): look for strength to lead Committee first, leads to strong Board
National MS Society	33 (including 4 officers)		
Alzheimer's Association	4 Officers 11 Exec Comm 20 Directors (35 total)	-Governance-oriented -2 MD, 1 PhD, 3 MD/PhD (no Officer) -Chair, Medical/Scientific Advisory Council on Exec Comm	-Bd & staff diligent about expertise & representation – who rolling off, expertise needed -MSAC shapes philosophical direction of research program & ensures integrity of peer-review process for awarding grants
Michael J. Fox Foundation	39	-One MD on Board -Business, TV/entertainment, communications expertise -3 non-Bd, non-science Councils: Founder's, Leadership, Patients -Executive Scientific Advisory Board (7), subset of SAB advises on overarching strategic & programmatic matters several times a yr	-12+ scientists on staff -Scientific Advisory Board (37, but in practice even larger): leading researchers - academia & industry, clinicians, & experts from related fields who attend grant review assessments, workshops, & other relevant meetings. -In last yr used over 200 different scientific advisors

Organization	# serving on Board	Board Composition and Creation	Expertise/Mix
The ALS Association	28	<ul style="list-style-type: none"> -39 chapters chartered under ALS Assoc -Board of Representatives (BOR): 1 rep each chapter, elects majority of Bd -Bd Chair appoints 8 (approved by BOR) -Bd meets 3x year 	<ul style="list-style-type: none"> - Chairman's Council: past Chairs, honorary but used as advisors as needed
Autism Speaks	28	<ul style="list-style-type: none"> -Meets quarterly -8 on Executive Committee 	
American Brain Injury Association	22	<ul style="list-style-type: none"> - Bd member appointed for 1 yr initially ('dating'), then up to 2 x 3 yr terms -President/CEO voting member -Medical Director non-voting member 	<ul style="list-style-type: none"> -2 MDs, 3 PhDs - not including Med Dir -Online Bd member documents/policies: job description; attendance; financial commitment; nomination; ethics -Moving to add business expertise to Bd

Net Worth of \$500,000 or more by ZIP Code

Alaska



Number of Households	
Lightest Blue	1 - 250
Light Blue	251 - 500
Medium Blue	501 - 1000
Dark Blue	1001 - 1500
Very Dark Blue	1501 - 2000
Dark Purple	2001 - 2500
Light Purple	2501 - 13420

