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**American Brain Foundation
Strategic Planning Committee Meeting
March 25, 2016
In-Person, Minneapolis, MN**

Call to order: March 25, 2016 at 8:24 a.m. (Central) by Dr. Shulman, Chair

In attendance: Kevin P. Goodno; Jeffrey Rosenfeld, MD; Martin Shenkman; Lisa Shulman, MD, Chair; A. Gordon Smith, MD; Ben Utecht

Staff: Tim Engel, CPA; John Hutchins, JD; Jane Ransom; Lauren Ross; Suzi Sherman; Marlys Weyandt

Guests: Shafali Jeste, MD; Lela Diaz and Jim Starr, consultants at Carter

1. Welcome and introduction of attendees: Dr. Shulman welcomed everyone and discussed the agenda and objective for the meeting.

2. State of the Planning Process: Ms. Ransom referenced what stage we are in on the strategic planning flowchart and shared that a call will be held with the AAN and ABF leadership to begin working toward alignment between the two organizations in light of the strategies emerging in the planning process.

3. Philanthropic Assessment Preliminary Review: Lela Diaz (in person) and Jim Starr (via teleconference) presented a preliminary report of the philanthropic assessment. The purpose of assessment is to determine where the ABF should invest our time in terms of revenue channels.

Outlined below are the key take aways from the presentation.

- 37 individuals and corporations interviewed.
- 6 interviews were put on hold by the Academy (mainly pharmaceutical companies) because of fear that it would create confusion for the company about who the ABF is vs. the AAN .
 - Ms. Diaz shared that she has never run into this level of concern in a philanthropic assessment
- There was a wide range of reactions and level of understanding about the ABF among the interviewees.
- Overall reaction to “A cure for one is a cure for many” was positive but more explanation is needed.
- Committee members expressed concern that many interviews were with neurologists and that more emphasis should have be put on interviews with members of the public.

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- Ms. Diaz presented charts of our current fundraising channels, highlighting the amount of investment vs. return, to show where our resources are best spent in the fundraising process.
- One of Carter’s recommendations will be that the ABF hire a Chief of External Affairs to oversee both marketing and fundraising.
- Some concerns about the preliminary report were expressed by committee members:
 1. The report merged feedback from neurologists and members of the public, making it difficult to decipher what each audience segment said.
 - Carter will break out the feedback based on audience in their final report.
 2. So far, Carter has interviewed more neurologists than members of the public. Are we getting a clear enough sense of which messages resonate with the public?
 - Carter has not completed the interviews and will put more emphasis on interviewing members of the public in the remainder.
 - However, they pointed out that there is still a lot of fundraising potential among the AAN membership. It would be a mistake to ignore their opinions.
 - Also, Carter has sent five direct mailings, testing messaging, which will provide broader feedback.
 3. Committee members also said that the final report should include discussion of how much the ABF can actually raise.
 - Carter will provide a range in their final report.

4. Presentation of Draft Strategic Goals and Strategies: Ms. Ransom presented the committee with the ABF virtual brain disease clearinghouse idea and provided a demo of the Kiva website as a model. In addition, she presented draft goals and strategies for the strategic plan.

Benefits of clearinghouse:

1. The clearinghouse would attract fundable research
2. Fewer missed opportunities with donors
3. Other organizations in the brain disease “space” will fund the ABF attractive
4. Pushes everyone to take the “whole brain” approach

Overall, positive reaction about the clearinghouse from the committee and they are in support of ABF staff vetting this option further.

5. Breakout Session: The committee split into two groups, each tasked with the responsibility of reviewing and, if necessary revising, the draft goals and strategies for the strategic plan.

The committee discussed the current ABF/AAN relationship and recommended

1 the following steps to ensure success:

- 2 • Clarify our respective missions – where we overlap and where we don't
- 3 • Create a shared culture between the AAN/ABF
- 4 • Determine whether or not the AAN and ABF should be truly separate
- 5 • Process to resolve conflict between the AAN/ABF
- 6 • Formal business agreements between the AAN/ABF

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8 Small group feedback also led to the condensation of the of the goals and
9 strategies into two overall goals with a list of strategies:

- 10 • **Proposed Goal #1:** Core Business Model: Creating a community to
11 support brain disease research.
 - 12 ○ Strategies to accomplish this goal:
 - 13 ▪ Core business model - clearinghouse
 - 14 ▪ Public engagement
 - 15 ▪ Relationship with AAN
 - 16 ▪ Culture
- 17 • **Proposed Goal #2:** Culture of Philanthropy: Build an environment that
18 fosters relationships with donors and meets their needs to ensure the
19 ongoing health of the Foundation.

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21 These goals and strategies will be fleshed out before the next meeting.

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23 New versions of the the ABF's mission and vision statements were also
24 proposed and will be worked on.

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26 **Adjourned at 4:00 p.m. CST.**

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