

**ABF Board Scorecard 2017 – Quarter ending 12/31/17**

Strategic Goal #1	Research & Crowdfunding: Construct a virtual platform to match the best science with the largest pool of committed donors to advance a continuum of research.			
Outcomes	December 31, 2017	Threshold	Target	Max.
<b>#1, A: Crowdfunding</b>				
1. Number of peer-reviewed proposals posted on crowdfunding platform	9 <sup>i</sup>	10	25	50
2. Number of crowdfunding/website donors	317	Benchmarking during 2017		
3. Amount raised in crowdfunding	\$17,630	Benchmarking during 2017		
<b>#1, B: Grant making</b>				
1. Money granted for CRTS/CSDA's	\$888,249	Benchmarking during 2017		
2. Money granted through crowdfunding	0	Benchmarking during 2017		
3. Total Scientific and Other Awards	\$179,802	Benchmarking during 2017		
4. Total money granted to defeat brain disease	\$1,068,051	Benchmarking during 2017		
Strategic Goal #2	Public Engagement: Build the ABF brand around our unique niche.			
Outcomes		Threshold	Target	Max.
1. Stakeholder awareness		Survey 2018 coming		
2. Increased site traffic <sup>ii</sup>		Benchmarking during 2017		
a. Users	a. 41,733	50,000	75,000	100,000
b. Pageviews	b. 156,317			
3. Increased site conversion (from visitor to donor)	317 conversions; 0.75%	Benchmarking during 2017		
Strategic Goal #3	Philanthropy: Develop full-fledged public support and deepen giving from AAN members			
Outcomes		Threshold	Target	Max.
1. Total funds raised <sup>iii</sup>				
a. Restricted/Research	a. \$3,918,400	--	\$ 480,000	\$ 937,000
b. Operating	b. <u>\$924,531</u>	<u>\$1,350,000</u>	<u>\$1,390,500</u>	<u>\$1,417,500</u>
TOTAL <sup>iv</sup>	\$4,843,931	\$1,350,000	\$1,870,500	\$2,354,500
2. Major donor pipeline value				
a. Number of major donors solicited	a. 63	a. 20	a. 30	a. 40
b. Gift amount asked	b. \$5,958,500	b. \$250,000	b. \$500,000	b. \$1,000,000
3. Number of new donors	926	900	990	1188

<b>4. Number of donors</b>					
<b>a. AAN members</b>		a. 1,462	a. 1,830	a. 2,013	a. 2,416
<b>b. Public</b>		b. 833	b. 450	b. 495	b. 594
<b>TOTAL</b>		2,295	2,280	2,508	3,010
<b>Strategic Goal #4</b>	<b>A Thriving Partnership: Align the goals and leadership of the AAN and ABF.</b>				
<b>Outcomes</b>			<b>Threshold</b>	<b>Target</b>	<b>Max.</b>
<b>1. Number of AAN members who are aware of the ABF<sup>v</sup></b>			<i>See endnote – measured annually December 2017</i>		
<b>2. Number of AAN members donating to the ABF</b>		1,462	<i>See 4a above.</i>		
<b>3. Number of AAN staff donating to the ABF</b>		51%	50%	70%	90%
<b>4. Money raised for AANI research agenda-i.e., projected # of CRTS/CSDA awards signed by the end of the year.</b>		13 (\$3,469,995)	10	12	14

<sup>i</sup> 11 LOIs have been approved; 1 project approved, but waiting for required documentation before posting on the crowdfunding site.

<sup>ii</sup> Targets were developed from traffic on former website during FY 2016. “Conversions” include both donors to the general fund and crowdfunding donors.

<sup>iii</sup> By Development for future and current years.

<sup>iv</sup> The total funds raised does not include the AANI Operating Grant.

<sup>v</sup> Insights Study in progress to compare member awareness between 2016 and 2017.