

ABF Scorecard – January - December 31, 2018

Strategic Goal #1		Philanthropy: Develop full-fledged public support and deepen giving from AAN members			
Outcomes		FY 2018	Threshold	Target	Max.
Money In - INPUT	1. Total funds raised (without AANI Grant)	\$4,499,940*	\$3,400,000	\$3,502,000	\$3,570,000
	a. Operational Goal (Financial Organizational Health)	\$1,506,435	\$1,525,741	\$1,571,513	\$1,602,028
	b. Amount raised in crowdfunding	\$128,343	\$110,000	\$120,000	\$130,000
	c. Amount raised for traditional research/other research awards (for current and future years)	\$2,531,833	\$1,975,109	\$2,034,362	\$2,073,864
	2. Major donor pipeline value (Individuals / organizations)				
	a. Number of major donors solicited	a. 127	a. 63	a. 65	a. 67
	b. Gift amount asked	b. \$8,635,250	b. \$5,958,500	b. \$6,137,255	b. \$6,256,425
	3. Number of new donors	959	926	990	1188
	4. Number of crowdfunding/website donors	336	317	326	333
5. Number of donors	2,638	2,295	2,363	2,409	
Strategic Goal #2		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		FY 2018	Threshold	Target	Max.
#2, A: Crowdfunding					
Money Out - OUTPUT	1. Number of new peer-reviewed proposals approved for posting on the crowdfunding platform	9	10	20	40
	#2, B: Grant making				
	1. Money granted for CRTS/CSDA's	\$1,501,664	\$1,530,109	\$1,530,109	\$1,530,109
	2. Money granted through crowdfunding	\$113,220	\$100,000	\$110,000	\$120,000
	3. Total Scientific and Other Awards**	\$194,389	\$179,802	\$185,196	\$188,792
4. Total money granted to defeat brain disease	\$1,809,273	\$1,809,911	\$1,825,305	\$1,838,901	

Strategic Goal #3	Public Engagement: Build the ABF brand around our unique niche.			
Outcomes	FY 2018	Threshold	Target	Max.
1. Stakeholder awareness of what Brain Disease is	33%	28%	31%	33%
2. Stakeholder awareness of who the American Brain Foundation is	<i>Benchmarking for 2019</i>			
3. Increased site traffic				
a. Users	a. 34,059	a. 41,733	a. 42,985	a. 43,819
b. Pageviews	b. 124,427	b. 156,317	b. 161,006	b. 164,133
4. Increased site conversion (from visitor to donor)	0.98%	0.75%	0.77%	0.81%
Strategic Goal #4	A Thriving Partnership: Align the goals and leadership of the AAN and ABF.			
Outcomes	FY 2018	Threshold	Target	Max.
1. Number of AAN members who are aware of the ABF	75%	69%	72%	74%
2. Number of AAN members donating to the ABF	1,826	1,462	1,505	1,535
3. Number of AAN Board members donating to the ABF	85%	74%	77%	79%
4. Number of AAN staff donating to the ABF	55%	51%	54%	56%
5. Value (\$) of signed commitments for AANI research agenda - achieved in current year	\$1,894,332	\$1,874,259	\$1,930,487	\$1,967,972

* Includes \$1 M+ gifts in in-kind.

**The ABF was prepared and able to grant the Threshold amount, however, circumstances beyond the staff's control prevented us from doing so. For example, no applicant was chosen to receive an award in one category.