

ABF Scorecard – 2019

Strategic Goal #1		Philanthropy: Develop full-fledged public support and deepen giving from AAN members				
Outcomes		Quarter 1	Threshold	Target	Max.	
Money In - INPUT	1. Total funds raised (include GIK, excludes AANI Support)	\$577,014*	\$3,500,000	\$3,605,000	\$3,675,000	
	a. Unrestricted Operating (Excludes AANI Support)	\$197,093	\$1,097,875	\$1,130,811	\$1,152,769	
	b. Amount raised for traditional research/other research awards (for current and future years)	\$347,978	\$2,782,000	\$2,865,460	\$2,921,100	
	2. Major donor pipeline value (Individuals/organizations)					
	a. Number of major donors solicited	a. 200	a. 127	a. 131	a. 133	
	b. Gift amount asked	b. \$800,500	b. \$8,635,250	b. \$8,894,307	b. \$9,067,012	
	3. Number of new donors	301	959	988	1,007	
	4. Number of website donors	167	336	346	353	
5. Total number of donors	886	2,717	2,799	2,853		
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		Quarter 1	Threshold	Target	Max.	
#2, A: Research Program						
Money Out - OUTPUT	1. Evaluation & Strategy Report for Crowdfunding Readiness		Completed	Quality Grade	Quality Grade	
	2. Evaluation & Strategy Report for ABF research portfolio development		Completed	Completed	Quality Grade	
	#2, B: Grantmaking					
	1. Money granted for CRTS/CSDA's	\$0	\$2,532,000	\$2,532,000	\$2,532,000	
	2. Total Scientific and Other Awards	\$2,000	\$200,000	\$206,000	\$210,000	
3. Total money granted to defeat brain disease	\$2,000	\$2,732,000	\$2,738,000	\$2,742,000		

Strategic Goal #3	Public Engagement: Build the ABF brand around our unique niche.			
Outcomes	Quarter 1	Threshold	Target	Max.
1. Stakeholder awareness of what Brain Disease is		33%	34%	35%
2. Stakeholder awareness of the American Brain Foundation	<i>Benchmarking for 2019</i>			
3. Increased site traffic				
a. Users	a. 11,295	a. 36,750	a. 44,100	a. 47,775
b. Pageviews	b. 24,540	b. 124,427	b. 128,160	b. 130,648
4. Increased site conversion (from visitor to donor)	1.48%	0.98%	1.00%	1.02%
Strategic Goal #4	A Thriving Partnership: Align the goals and leadership of the AAN and ABF.			
Outcomes	Quarter 1	Threshold	Target	Max.
1. Signed Partnership Agreement with AAN for 2020 and beyond.		Completed	Quality Grade	Quality Grade
2. Number of AAN members who are aware of the ABF		75%	77%	79%
3. Number of AAN members donating to the ABF	590	1,826	1,881	1,917
4. Percentage of AAN Board members donating to the ABF	50%	85%	87%	89%
5. Percentage of AAN staff donating to the ABF	34%	55%	56%	57%
6. Value (\$) of signed commitments for AANI research agenda - achieved in current year	\$200,000	\$2,532,000	\$2,607,960	\$2,658,600

* No gift-in-kind booked through 3/31/2019