

ABF Scorecard – 2018 First Quarter

Strategic Goal #1		Philanthropy: Develop full-fledged public support and deepen giving from AAN members			
Outcomes		Actual	Threshold	Target	Max.
Money In - INPUT	1. Total funds raised***	\$1,120,688	\$3,400,000	\$3,502,000	\$3,570,000
	a. Operational Goal (Financial Organizational Health)	\$119,879	\$1,525,741	\$1,571,513	\$1,602,028
	b. Amount raised in crowdfunding	\$600	\$110,000*	\$120,000	\$130,000
	c. Amount raised for traditional research/other research awards (for current and future years)	\$919,332	\$1,975,109	\$2,034,362	\$2,073,864
	2. Major donor pipeline value (Individuals / organizations)				
	a. Number of major donors solicited	a. 10	a. 63	a. 65	a. 67
	b. Gift amount asked	b. \$125,000	b. \$5,958,500	b. \$6,137,255	b. \$6,256,425
	3. Number of new donors	220	926	990	1188
	4. Number of crowdfunding/website donors**	46	317	326	333
5. Number of donors***	755	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		Actual	Threshold	Target	Max.
#2, A: Crowdfunding					
Money Out - OUTPUT	1. Number of new peer-reviewed proposals approved for posting on the crowdfunding platform***	3	10	20	40
	#2, B: Grant making				
	1. Money granted for CRTS/CSDA's****	0	\$1,530,109	\$1,530,109	\$1,530,109
	2. Money granted through crowdfunding	\$8,220	\$100,000	\$110,000	\$120,000
	3. Total Scientific and Other Awards****	\$2,000	\$179,802	\$185,196	\$188,792
4. Total money granted to defeat brain disease	\$10,220	\$1,809,911	\$1,825,305	\$1,838,901	

Strategic Goal #3		Public Engagement: Build the ABF brand around our unique niche.		
Outcomes		Threshold	Target	Max.
1. Stakeholder awareness of what Brain Disease is		28%	31%	33%
2. Stakeholder awareness of the American Brain Foundation is		<i>Benchmarking for 2019</i>		
3. Increased site traffic				
a. Users	a. 6,151	a. 41,733	a. 42,985	a. 43,819
b. Pageviews	b. 34,739	b. 156,317	b. 161,006	b. 164,133
4. Increased site conversion (from visitor to donor)		0.74%	0.77%	0.81%
Strategic Goal #4		A Thriving Partnership: Align the goals and leadership of the AAN and ABF.		
Outcomes		Threshold	Target	Max.
1. Number of AAN members who are aware of the ABF		69%	72%	74%
2. Number of AAN members donating to the ABF		584	1,505	1,535
3. Number of AAN Board members donating to the ABF		19%	77%	79%
3. Number of AAN staff donating to the ABF		27%	54%	56%
4. Value (\$) of signed commitments for AANI research agenda - achieved in current year		\$919,332	\$1,930,487	\$1,967,972

\* \$80,000 already raised

\*\* Consider for future, monitoring ratio of donors to amount raised in crowdfunding.

\*\*\* These metrics were set by the Compensation Committee for the 2018 Incentive Plan

\*\*\*\* Threshold based on contracts signed for 2018. Expenditures will not exceed threshold.