

ABF Scorecard – January - June 30, 2018

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**** (without AANI Grant)	\$2,803,491*	\$3,400,000	\$3,502,000	\$3,570,000
	a. Operational Goal (Financial Organizational Health)	\$453,826	\$1,525,741	\$1,571,513	\$1,602,028
	b. Amount raised in crowdfunding	\$93,351	\$110,000**	\$120,000	\$130,000
	c. Amount raised for traditional research/other research awards (for current and future years)	\$1,467,869	\$1,975,109	\$2,034,362	\$2,073,864
	2. Major donor pipeline value (Individuals / organizations)				
	a. Number of major donors solicited	a. 41	a. 63	a. 65	a. 67
	b. Gift amount asked	b. \$3,925,000	b. \$5,958,500	b. \$6,137,255	b. \$6,256,425
	3. Number of new donors	505	926	990	1188
	4. Number of crowdfunding/website donors***	100	317	326	333
5. Number of donors****	1,312	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****	5	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	\$88,220	\$100,000	\$110,000	\$120,000
	3. Total Scientific and Other Awards*****	\$186,389	\$179,802	\$185,196	\$188,792
4. Total money granted to defeat brain disease	\$274,609	\$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. 12,371	a. 41,733	a. 42,985
b. Pageviews		b. 68,424	b. 156,317	b. 161,006
4. Increased site conversion (from visitor to donor)		0.80%	0.75%	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		923	1,462	1,535
3. Number of AAN Board members donating to the ABF		74%	77%	79%
3. Number of AAN staff donating to the ABF		35%	51%	56%
4. Value (\$) of signed commitments for AANI research agenda - achieved in current year		\$1,444,332	\$1,874,259	\$1,930,487
				\$1,967,972

\* Includes gifts in-kind

\*\* \$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.