

ABF Scorecard – January - September 30, 2018

Strategic Goal #1		Philanthropy: Develop full-fledged public support and deepen giving from AAN members				
Outcomes		Quarter 3 (January - September 30)	Quarter 2 (January - June 30)	Threshold	Target	Max.
Money In - INPUT	1. Total funds raised (without AANI Grant)	\$3,586,050*	\$2,803,491*	\$3,400,000	\$3,502,000	\$3,570,000
	a. Operational Goal (Financial Organizational Health)	\$617,155	\$453,826	\$1,525,741	\$1,571,513	\$1,602,028
	b. Amount raised in crowdfunding	\$127,141	\$93,351	\$110,000	\$120,000	\$130,000
	c. Amount raised for traditional research/other research awards (for current and future years)	\$1,544,332	\$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. 61	a. 41	a. 63	a. 65	a. 67
	b. Gift amount asked	b. \$8,520,000	b. \$3,925,000	b. \$5,958,500	b. \$6,137,255	b. \$6,256,425
	3. Number of new donors	582	505	926	990	1188
	4. Number of crowdfunding/website donors	130	100	317	326	333
	5. Number of donors	1,446	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		Quarter 3	Quarter 2	Threshold	Target	Max.
#2, A: Crowdfunding						
Money Out - OUTPUT	1. Number of new peer-reviewed proposals approved for posting on the crowdfunding platform	9	9	10	20	40
	#2, B: Grant making					
	1. Money granted for CRTS/CSDA's**	\$1,492,053	\$0	\$1,530,109	\$1,530,109	\$1,530,109
	2. Money granted through crowdfunding	\$127,141	\$88,220	\$100,000	\$110,000	\$120,000
	3. Total Scientific and Other Awards**	\$184,389	\$184,389	\$179,802	\$185,196	\$188,792
4. Total money granted to defeat brain disease	\$1,803,583	\$272,609	\$1,809,911	\$1,825,305	\$1,838,901	

Strategic Goal #3	Public Engagement: Build the ABF brand around our unique niche.				
Outcomes	Quarter 3	Quarter 2	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. 20,142	a. 12,371	a. 41,733	a. 42,985	a. 43,819
b. Pageviews	b. 96,064	b. 68,424	b. 156,317	b. 161,006	b. 164,133
4. Increased site conversion (from visitor to donor)	0.65%	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	Quarter 3	Quarter 2	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	1,031	923	1,462	1,505	1,535
3. Number of AAN Board members donating to the ABF	85%	74%	74%	77%	79%
3. Number of AAN staff donating to the ABF	53%	35%	51%	54%	56%
4. Value (\$) of signed commitments for AANI research agenda - achieved in current year	\$1,544,332	\$1,444,332	\$1,874,259	\$1,930,487	\$1,967,972

* Includes gifts in-kind

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