

[COVER]

American Brain Foundation

**The Case for Giving:
Scaling up to Defeat Brain Disease**

Opening our minds to a new more powerful approach, where neurologists, patients, and caregivers examine the whole brain, so they can get the whole picture.

[INSIDE FRONT COVER]

With special thanks to the American Academy of Neurology, our founder and research partner.
[Academy logo]

A New Approach to Beating Brain Disease

When you hear the words “brain disease,” what comes to mind? ALS? Alzheimer’s? Epilepsy? Parkinson’s? Or maybe someone you know and love. A child diagnosed with autism. A parent or grandfather suffering from dementia or memory loss.

Brain disease comes in many different forms and goes by many different names. It affects the lives of over 50 million Americans and costs over a trillion dollars per year in care. And brain disease isn’t just a financial burden. It can be a physical one, a psychological one, affecting who you are—your personality.

No one should be alone in this fight.

The American Brain Foundation is opening our minds to a new more powerful approach where neurologists, patients, and caregivers examine the whole brain, so they can get the whole picture. Because when you take a look, you see that it’s all connected.

The major diseases of the brain and nervous system are scientifically and mechanistically related. So, funding research across a broad spectrum of the brain and nervous system is our best hope for finding better treatments, prevention, and cures for the brain diseases affecting 1 in 6 people.

If we can cure one brain disease, we can cure many.

The American Brain Foundation is poised to make curing brain disease a broad, public, unifying cause to provide an influx of new resources for research. We are scaling up for success.

(Highlight: perhaps, Lewy Body Dementia and Diseases)

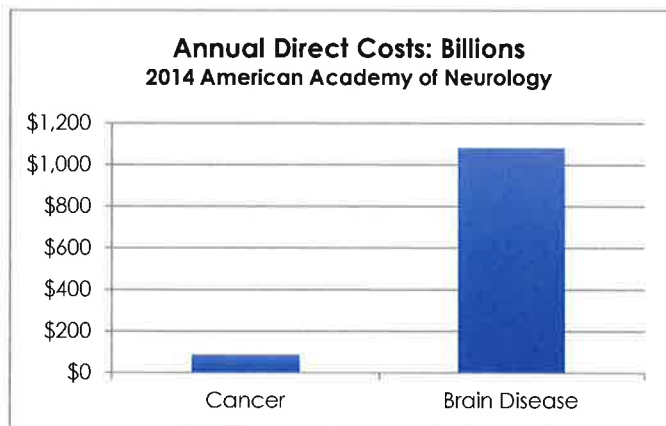
The Last Frontier

We have beaten back many challenging diseases of the body. Polio can be prevented. HIV/AIDS can be managed. Rates of childhood leukemia have declined dramatically. Diseased hearts, lungs and livers can be transplanted.

The brain is the last frontier. The brain that makes us who we are. The epicenter of our humanity.

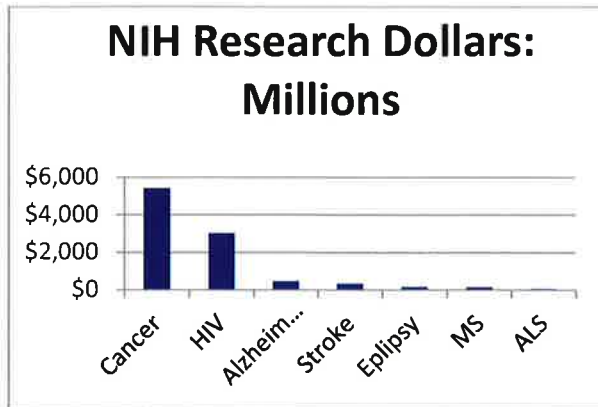
Over 50 million Americans, and 1 in 6 people worldwide, suffer from a disease or disorder of the brain. The prevalence of brain disease is both vast and growing. It is estimated that 50 percent of people aged 85 or over have some form of dementia. Ten percent of people over 65 have Parkinson's or other movement disorder. On the younger end of the spectrum, alarm is growing over youth sports concussions and traumatic brain injury in war veterans. All in all, brain disease is much more prevalent in the population than cancer and much costlier for families and the public.

The economic toll of brain disease is enormous. Currently we are spending over **\$1 trillion** a year on the direct costs of caring for people with brain diseases, versus **\$87 billion** per year in direct costs for cancer care. In 2017, the direct costs of caring for those with Alzheimer's and other dementias was **\$259 billion**. A study linking 62.1% of all personal bankruptcies in the U.S. to medical costs associated neurological illnesses with the highest out-of-pocket expenditures.



Yet if the amount of funding for research on brain diseases such as Alzheimer's, stroke, epilepsy, MS and ALS were combined and added all up, it's still only about one-fifth of what's spent each year on cancer research. Research on brain disease is grossly underfunded, and we face a shortage of researchers in the field.

(Highlight: Early-Onset Alzheimer's Disease)



Source: American Academy of Neurology

What Distinguishes the American Brain Foundation?

- **Orientation.** Our orientation is the whole brain and defeating all brain disease.
- **Distinct approach.** We seek out and fund research on mechanisms of neurodegeneration and neurodevelopment held in common by multiple diseases. We understand that the brain diseases are biologically and mechanistically connected, so curing one brain disease will mean curing many of them.
- **All Star Team.** We have a unique research partnership with the American Academy of Neurology, the world's largest association serving neurologists and the neuroscience community. It means we have access to the best and brightest minds to source the most high-risk and high-reward research cutting across various diseases of the brain.
- **Track record.** Over the past 25 years we have raised and invested millions of dollars in brain disease research, supporting almost 250 research fellows, and developing the next generation of premiere minds that will impact the study of the brain. **This success and commitment to the field has supported some of the most advanced science of this generation.**



"Robert Griggs, MD, FAAN is Chair of the American Brain Foundation's Research Advisory Committee."

List RAC members and affiliations

What We Do

- **Building an Army of Researchers**

There is a common denominator in the search for better treatments, prevention, and cures for migraine, epilepsy, Alzheimer's, multiple sclerosis, Parkinson's and more than 400 other diseases and disorders of the brain and nervous system. **It is the shortage of researchers.** [Highlight: NINDS Chart]

That is why funding the innovative projects of early-career investigators is our cornerstone program. **We have supported almost 250 neurologists and neuroscientists in their early research, enabling 87 percent of them to request and receive NIH funding for long term research.**



"The clinical research training fellowship helped launch my career. Because of this fellowship, I learned how to bring new treatments forward to help my patients. It is an honor to be part of the American Brain Foundation and to give back and support young investigators excited about research careers in Neurology."

The American Brain Foundation has funded multi-year Clinical Research Training Scholarships and Clinician Scientist Development Awards in: **ALS, Dementia with Lewy Bodies, Epilepsy, Muscular Dystrophy, Neuromuscular Disease, Tourette Syndrome, Cognitive Aging and Age-Related Memory Loss, Interventional Neurology, Multiple Sclerosis, and Stroke.** [Complete list.]

The American Brain Foundation's unique partnership with the American Academy of Neurology—our founder and research partner—enables us to fund the best and brightest minds.

"Partnering with the American Brain Foundation on this project [athlete brain health research] will have a valuable global impact for athletes, fans, sponsors, and society"

Terry Cecil, CEO and Chief Sustainability Officer, International Sponsor Council.

(ADD PICTURE)

“Our funding partners are the most prominent brain disease charities in the United States.”

[Our Research Partners Listed Here](#)

Crowdfunding for Cures

In 2017 the American Brain Foundation built and tested the world’s first neuroscience crowdfunding platform and is launching public crowdfunding campaigns to fund research projects. Crowdfunding advances our mission by bringing researchers and donors together online in campaigns to raise needed research dollars and raise public awareness.

Scientific investigators may qualify their projects for crowdfunding through a two-part online application process. In a vetting process developed by the Foundation’s Research Advisory Committee, projects are approved for posting by review panels the American Academy of Neurology experts.

ADD New crowdfunding graphic from Annual Report

Once a research project is posted on our platform, the Foundation works with the researcher to launch a crowdfunding campaign in its support.

Patients, caregivers, and others can sort through the projects on the crowdfunding platform by disease, and then give directly to projects they care about most. One hundred percent of donations go directly to project support.

Detection of Brain Swelling



Brain swelling is a potentially lethal complication of acute brain injuries. Current methods of detecting brain swelling are invasive, or may identify its progression too late to reverse further damage. Dr. Charlene Ong of Harvard University will test whether an innovative handheld technology that measures pupil changes can improve the diagnosis and treatment of brain swelling. Her findings could save lives and improve quality of life for those who suffer from sudden and catastrophic brain injuries.

Charlene Ong, MD | Brain & Nerve Tumors | April 17, 2017 at 4:22 pm

\$8,370

Pledged of \$66,350 goal

18 Supporters

85 Days Left

[Support This Project](#)

Campaign Ends on June 13, 2018

ABOUT THE RESEARCHER

Charlene Ong, MD
Boston, MA



[SUPPORT THIS PROJECT](#)

Description Supporters

“Dr. Charlene Ong is raising funds on the American Brain Foundation’s crowdfunding platform for her research.”

- **Honoring Leaders in the Fight to Defeat Brain Disease**

We honor and support patients, caregivers, and researchers for their staggering efforts and leadership.

- *Public Leadership in Neurology Award*

Honorees are known for being effective advocates for neuroscience research, and for making significant contributions to improve patient care.

Vice President Walter F. Mondale received the American Brain Foundation's Public Leadership in Neurology Award in 2015. Mondale is Honorary Chair of the American Brain Foundation."

(Add photos)

- *Commitment to Cures Award*

Honorees are known for advancing public understanding and awareness of neurologic disease.

DeMaurice Smith, Executive Director of the NFL Players Association and leading advocate for athlete brain received the American Brain Foundation's 2018 Commitment to Cures Award.

(Add photos)

- *American Academy of Neurology Scientific Awards*

The American Brain Foundation underwrites the American Academy of Neurology's prestigious scientific awards, including the internationally-known **Potamkin Prize in Pick's, Alzheimer's, and related diseases**, and the **Sheila Essey Award for Research in ALS**. Others include:

Dreifuss-Perry Epilepsy Award

Norman Geschwind Prize in Behavioral Neurology

Wayne A. Hening Sleep Medicine Investigator Award

Herzog Neuroendocrine Research Award

Mitchell B. Max Award for Neuropathic Pain

Movement Disorders Research Award

Michael S. Pessin Stroke Leadership Prize

Bruce S. Schoenberg International Award in Neuroepidemiology

Sleep Science Award

Jon Stolk Award in Movement Disorders for Young Investigators

Founders Award

S. Weir Mitchell Award

- *Other Awards*

- *Mirhda Humanitarian Award*

- *Association of Indian Neurologists in America Lifetime Achievement Award*

- *American Brain Foundation Board Chair Award*

Sidebar: List all Past Recipients of the Public Leadership in Neurology Award:

Scaling Up for Success

Time after time, we've seen the public come together and wrestle down feared, lethal diseases like Polio, Cancer, and HIV/AIDS. From pennies dropped in March of Dimes cans, to massive grants from megadonors, we have seen the power of the public coming together to fund research and turning the tables on dreaded diseases.

The American Brain Foundation is poised to follow in the footsteps of these well-known and successful public campaigns against dreaded diseases.

We can make curing brain disease a broad, public, well-known unifying cause with an expansive base of donors to provide a new and sustained influx of resources into brain disease research.

We have a strong foundation on which to build:

Our track record of excellence

Our unique research partnership with the American Academy of Neurology

Our funding partnerships with multiple national brain disease organizations

Our distinct whole brain approach

The American Brain Foundation faces the challenge of sustaining our current programs and impact while scaling up so that we can bring millions of people into our cause. We are launching three distinct, but interrelated, strategic initiatives to bring our organization and our message to scale:

- Scaling up for success: *Crowdfunding Initiative*
- Scaling up for success: *Public Awareness Initiative*
- Scaling up for success: *Sustaining Donor Initiative*

Crowdfunding Initiative

The American Brain Foundation's website is the world's first neuroscience crowdfunding platform bringing researchers and donors together to campaign for support for research on brain disease.

In the mid-20th century, donations for medical research on Polio were collected in tin cans passed in movie theaters. Together, researchers and the public surmounted polio.

Crowdfunding is today's version of passing the tin can. Our crowdfunding platform has the potential to leverage millions of dollars of new money for brain disease research while raising awareness of the brain diseases affecting 1 in 6 people through public donations.

Investments in crowdfunding are for the platform to develop national and global reach through strategic marketing campaigns, dedicated social media crowdfunding campaign staff, content development, and paid advertising.

The American Brain Foundation crowdfunding platform will be the go-to site for bringing researchers and donors to come together and solve the mysteries behind the brain diseases affecting 1 in 6 people.

Public Awareness Initiative

In market research commissioned by the American Brain Foundation in 2017, we learned that, when initially questioned only 28% of respondents indicate that they know someone affected by brain disease. After being presented with a list of brain diseases, 68% of respondents indicate that they know someone affected by brain disease.

(Add Photo)

These results reveal both a challenge and an enormous opportunity. The challenge is to reach the public with messaging that unifies the many brain diseases under one umbrella. The opportunity, shown in our research, is that people can quickly understand that brain diseases are connected when the information is presented to them in this way. We have a huge opportunity to turn on one big light bulb in the public mind.

(Quote from “Emperor of All Maladies” about how this was done with cancer.)

Investments in our public awareness initiative are to build awareness that the brain diseases are connected and to rally the public under the broad cause of defeating brain disease. The American Brain Foundation will implement a strategic marketing campaign to transform curing brain disease into a public cause. Paid advertising, content development, production, and media relations support will be our primary costs.



Sustaining Donor Initiative

This is a philanthropic initiative with the purpose of bringing the neurology and neuroscience community together with patients and caregivers together to fund research and outsmart brain disease.

Ours is a two-pronged strategy to (1) increase our donor base, and (2) retain donors by shifting to a sustaining donor fundraising and retention model, replacing our current annual gift solicitation model. It will be undertaken in collaboration with the American Academy of Neurology and focus on two key audiences:

- (1) the public, targeting patients and caregivers
- (2) the Academy's membership 34,000 neuroscience professionals

The broadened, sustaining donor base will produce new major donors, to be cultivated and solicited for leadership and major giving.

Investments in the sustaining donor initiative are for list purchases, media buys, database updates, giveaway items, and additional staffing.

Gift Opportunities

The American Brain Foundation is delighted to present donors with customized gift opportunities based on their philanthropic interests. Opportunities include the initiatives outlined in our **Case for Support**, as well as gifts for specific research projects across the spectrum of brain diseases.

Donor Advised Funds (endowed and non-endowed) can be established and named by donors to support the Foundation's mission and disease-specific research.

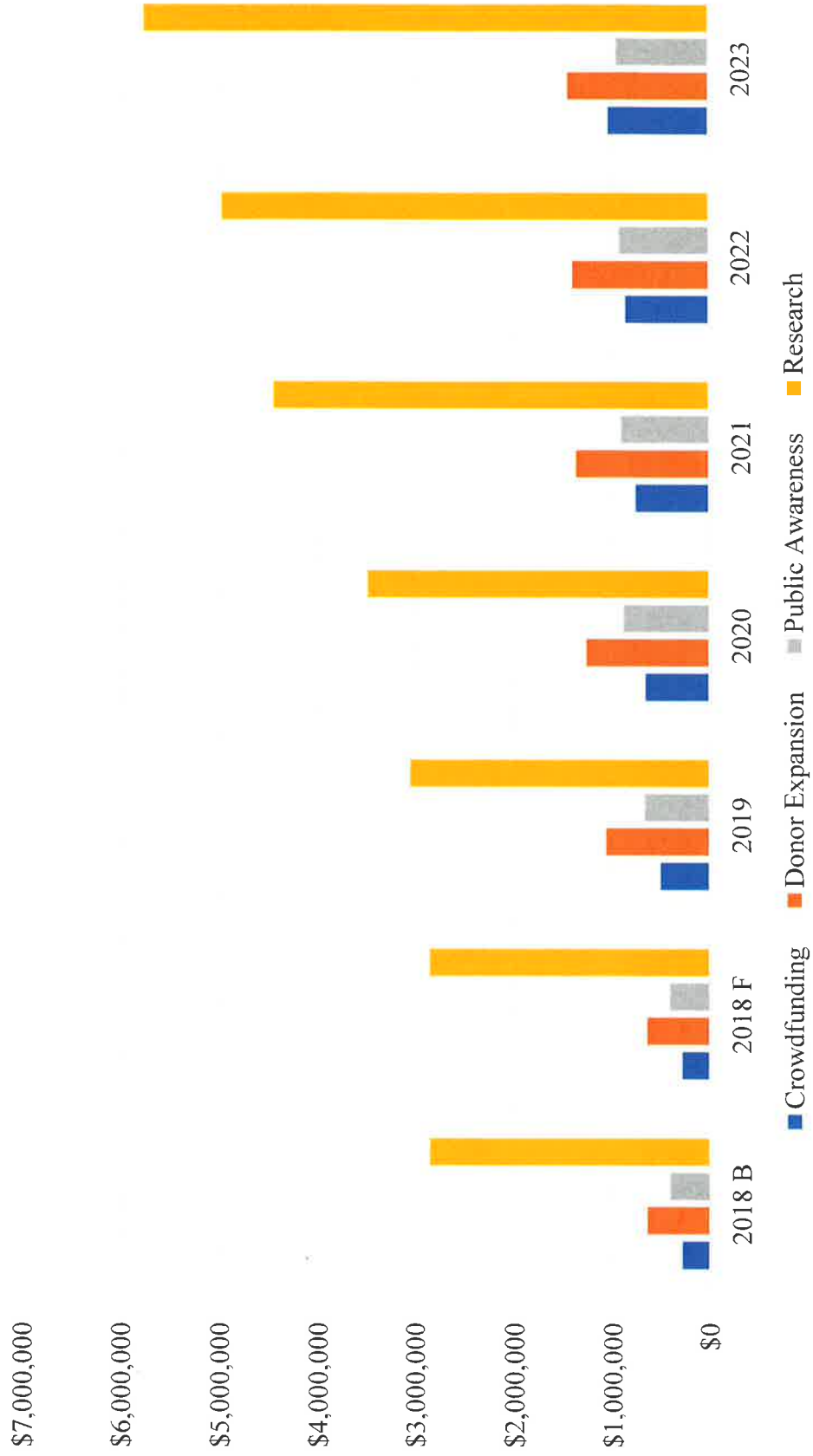
Planned Gifts can be established to support the Foundation's mission and specific programs and areas of research.

Any gift can be in honor or memory of someone special to you.

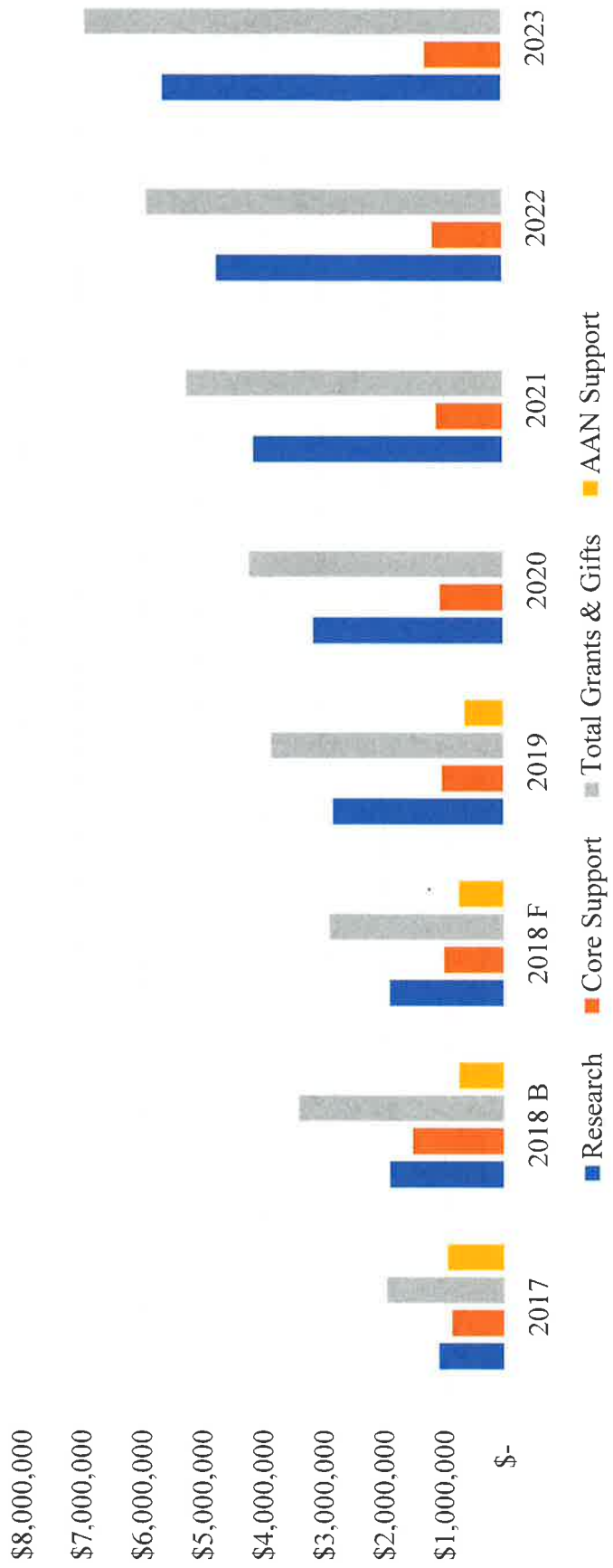
List full Board of Directors and Staff

| | A | B | C | D | E | F | G | H | I |
|---|-----------------------|---------------|--------------|--------------|----------------|----------------|----------------|----------------|---|
| American Brain Foundation | | | | | | | | | |
| Total Operating Revenue and Expense Projections | | | | | | | | | |
| Projected | | | | | | | | | |
| | 2018 Budget | 2018 Forecast | 2019 | 2020 | 2021 | 2022 | 2023 | | |
| 1 | | | | | | | | | |
| 2 | | | | | | | | | |
| 3 | | | | | | | | | |
| 4 | | | | | | | | | |
| 5 | | | | | | | | | |
| 6 | | | | | | | | | |
| 7 | Revenue | | | | | | | | |
| 8 | Core Support | 1,520,741 | 1,000,000 | 1,030,000 | 1,060,900 | 1,113,945 | 1,169,642 | 1,286,606 | |
| 9 | Research | 1,904,109 | 1,904,109 | 2,840,250 | 3,165,750 | 4,147,500 | 4,751,250 | 5,643,750 | |
| 10 | Total | 3,424,850 | 2,904,109 | 3,870,250 | 4,226,650 | 5,261,445 | 5,920,892 | 6,930,356 | |
| 11 | AAN Support | 750,000 | 750,000 | 650,000 | | | | | |
| 12 | Interest Income | 13,000 | 13,000 | 13,390 | 13,792 | 14,205 | 14,632 | 15,071 | |
| 13 | Misc Income | 750 | 750 | - | - | - | - | - | |
| 14 | | 4,188,600 | 3,667,859 | 4,533,640 | 4,240,442 | 5,275,650 | 5,935,524 | 6,945,427 | |
| 15 | | | | | | | | | |
| 16 | Expenses | | | | | | | | |
| 17 | Crowdfunding | 278,457 | 278,457 | 503,838 | 656,391 | 756,217 | 857,350 | 1,030,848 | |
| 18 | Donor Expansion | 646,362 | 646,362 | 1,067,345 | 1,264,821 | 1,369,998 | 1,403,833 | 1,450,740 | |
| 19 | Public Awareness | 411,000 | 411,000 | 670,063 | 885,654 | 907,214 | 925,435 | 953,495 | |
| 20 | Research | 2,852,038 | 2,852,038 | 3,050,957 | 3,489,385 | 4,447,767 | 4,971,994 | 5,763,001 | |
| 21 | | 4,187,856 | 4,187,856 | 5,292,202 | 6,296,252 | 7,481,196 | 8,158,611 | 9,198,083 | |
| 22 | | | | | | | | | |
| 23 | Net Increase(Deficit) | \$ 744 | \$ (519,997) | \$ (758,562) | \$ (2,055,810) | \$ (2,205,545) | \$ (2,223,087) | \$ (2,252,656) | |

Expense



Revenue



| Assumptions | 2019 | 2020 | 2021 | 2022 | 2023 |
|--------------------------------|-----------|-----------|-----------|-----------|-----------|
| Annual General Support Growth | 3% | 3% | 3% | 3% | 3% |
| Admin fee on Restricted Grants | 10% | 10% | 10% | 10% | 10% |
| Salary & Benefits | | | | | |
| Salary | 4% | 4% | 4% | 4% | 4% |
| Medical/Dental | 10% | 10% | 10% | 10% | 10% |
| Other Benefits | 3% | 3% | 3% | 3% | 3% |
| Staffing | | | | | |
| Grants Awarded | 2,400,000 | 2,600,000 | 3,500,000 | 4,000,000 | 4,750,000 |
| other awards | 225,000 | 325,000 | 325,000 | 325,000 | 325,000 |
| | 2,625,000 | 2,925,000 | 3,825,000 | 4,325,000 | 5,075,000 |
| Crowd Funding Grants | 80,000 | 90,000 | 125,000 | 200,000 | 300,000 |
| General Support Growth | 3% | 3% | 5% | 5% | 10% |
| Restricted Grant Admin Fee | 5% | 5% | 5% | 5% | 5% |
| 2018 Base | | | | | |
| /FTE | 7 | 7.25 | 11.25 | 12.5 | 12.5 |
| FTE's | | | | | |
| Management Fee/ FTE | | | | | 13 |

New award

| | <u>2018 Base</u> | <u>2019</u> | <u>2020</u> | <u>2021</u> | <u>2022</u> | <u>2023</u> |
|-----------------------------|------------------|-------------|-------------|-------------|-------------|-------------|
| FTE's | <u>/FTE</u> | 7.25 | 11.25 | 12.5 | 12.5 | 13 |
| Management Fee/ FTE | | | | | | |
| IT/IS | 6,069 | 6,252 | 6,439 | 6,632 | 6,831 | 7,036 |
| Occupancy | 17,132 | 17,646 | 18,176 | 18,721 | 19,283 | 19,861 |
| HR/Finance/Legal | 17,885 | 18,421 | 18,974 | 19,543 | 20,129 | 20,733 |
| Mgmt/Board Oversight | 864 | 890 | 916 | 944 | 972 | 1,001 |
| IT/IS Equipment | 4,804 | 4,948 | 5,096 | 5,249 | 5,406 | 5,569 |
| Total Fee | | | | | | |
| IT/IS | 42,486 | 45,323 | 72,439 | 82,903 | 85,390 | 91,470 |
| Occupancy | 119,926 | 127,935 | 204,476 | 234,011 | 241,032 | 258,193 |
| HR/Finance/Legal | 125,192 | 128,948 | 132,816 | 136,801 | 140,905 | 145,132 |
| Mgmt/Board Oversight | 6,047 | 6,451 | 10,310 | 11,800 | 12,153 | 13,019 |
| IT/IS Equipment | 33,625 | 35,871 | 57,331 | 65,612 | 67,581 | 72,393 |
| | 0 | 327,276 | 477,373 | 531,127 | 547,061 | 580,206 |
| Estimated Allocation | | | | | | |
| Management Fee | 15% | 49,091 | 51,679 | 71,606 | 79,669 | 82,059 |
| Administration | 21% | 69,546 | 73,212 | 101,442 | 112,864 | 116,250 |
| Crowdfunding | 21% | 69,546 | 73,212 | 101,442 | 112,864 | 116,250 |
| Donor Expansion | 21% | 69,546 | 73,212 | 101,442 | 112,864 | 116,250 |
| Public Awareness | 21% | 69,546 | 73,212 | 101,442 | 112,864 | 116,250 |
| Research | | | | | | |
| | | 327,276 | 344,528 | 477,373 | 531,127 | 580,206 |

Staffing

| | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|--|----------------|----------------|------------------|------------------|------------------|------------------|
| Staff Position | | | | | | |
| Executive Coordinator | x | x | x | x | x | x |
| Gift Officer | x | | x | x | x | x |
| Executive Director | x | x | x | x | x | x |
| Development Director | x | x | x | x | x | x |
| Program Officer, Research & Digital Grants | x | x | x | x | x | x |
| Manager, Annual Fund | x | x | x | x | x | x |
| Development Associate, Gift Processing | | | x | x | x | x |
| Manager, Marketing & Communications | | | x | x | x | x |
| Major Gifts Officer | | | x | x | x | x |
| Grants Manager, Foundations & Corporations | | | x | x | x | x |
| Digital Marketing Specialist | | | x | x | x | x |
| Manager, Crowdfunding | | | | x | x | x |
| Digital Marketing Specialist | 0.5 | | x | | | |
| Manager, Crowdfunding | 0.5 | | x | | | |
| Data Manager | 0.05 | | x | | | |
| Data Manager | 0.25 | x | | | | |
| Development Associate, Gift Processing | PT | x | | | | |
| Manager, Marketing & Communications | PT | x | | | | |
| Total Staff | 8 | 9 | 13 | 13 | 13 | 13 |
| Total FTE's | 7 | 7.25 | 11.25 | 12.5 | 12.5 | 13 |
| Average Salary (net of CEO) | 65,504 | 68,124 | 70,849 | 73,683 | 76,630 | 79,695 |
| Salary Increase | 4% | 4% | 4% | 4% | 4% | 4% |
| Benefit Increase | 10% | 10% | 10% | 10% | 10% | 10% |
| Other Increase | 3% | 3% | 3% | 3% | 3% | 3% |
| Salaries | 708,527 | 736,868 | 1,049,739 | 1,183,832 | 1,231,185 | 1,320,280 |
| Employee Health Insurance | 56,055 | 69,368 | 110,218 | 121,240 | 133,364 | 146,700 |
| Employee Dental Insurance | 3,624 | 4,199 | 6,248 | 6,435 | 6,628 | 6,827 |
| Employee LT Dis/Life Ins. | 1,419 | 1,644 | 2,446 | 2,520 | 2,595 | 2,673 |
| Worker's Compensation Ins. | 1,632 | 1,891 | 2,814 | 2,898 | 2,985 | 3,074 |

Staffing

| | | | | | | |
|-----------|----------------|----------------|------------------|------------------|------------------|------------------|
| 99-1001-0 | 2,880 | 3,337 | 4,965 | 5,114 | 5,267 | 5,425 |
| 99-1001-0 | 47,380 | 49,275 | 70,197 | 79,164 | 82,331 | 88,289 |
| 99-1001-0 | 63,463 | 66,002 | 94,025 | 106,036 | 110,278 | 118,258 |
| | 884,980 | 932,585 | 1,340,652 | 1,507,239 | 1,574,633 | 1,691,527 |

Other Employee Related Ins/Ben
 FICA
 Employee Retirement Contrib.

Allocation

2018

Allocation

| | | | | | | | |
|-------------|-----|----------------|----------------|------------------|------------------|------------------|------------------|
| Program | 74% | 654,885 | 690,113 | 992,082 | 1,115,357 | 1,165,229 | 1,251,730 |
| Management | 15% | 132,747 | 139,888 | 201,098 | 226,086 | 236,195 | 253,729 |
| Fundraising | 11% | 97,348 | 102,584 | 147,472 | 165,796 | 173,210 | 186,068 |
| | | 884,980 | 932,585 | 1,340,652 | 1,507,239 | 1,574,633 | 1,691,527 |

Estimated Allocation

| | | | | | | | |
|------------------|-----|----------------|----------------|------------------|------------------|------------------|------------------|
| Administration | 15% | 132,747 | 139,888 | 201,098 | 226,086 | 236,195 | 253,729 |
| Crowdfunding | 21% | 188,058 | 198,174 | 284,889 | 320,288 | 334,610 | 359,450 |
| Donor Expansion | 21% | 188,058 | 198,174 | 284,889 | 320,288 | 334,610 | 359,450 |
| Public Awareness | 21% | 188,058 | 198,174 | 284,889 | 320,288 | 334,610 | 359,450 |
| Research | 21% | 188,058 | 198,174 | 284,889 | 320,288 | 334,610 | 359,450 |
| | | 884,980 | 932,585 | 1,340,652 | 1,507,239 | 1,574,633 | 1,691,527 |