



## AMERICAN BRAIN FOUNDATION

Executive Committee  
December 16, 2019  
10:00 a.m. CST  
Conference Call

Committee Members	Kevin Goodno, Chair; Susan Schneider Williams, Vice Chair; Ralph Józefowicz, MD, Treasurer; A. Gordon Smith, MD, Secretary; John Mazziotta, MD, Immediate Past Chair
Guest	
Staff	Jane Ransom, ED; Timothy Engel, CFO; Kim Howard

	AGENDA ITEM <i>*Indicates Board Action Needed</i>	PRESENTED BY
10:00	<b>Call to Order</b>	Kevin Goodno, Chair
10:05	<b>Approval of the November 4, 2019 Minutes</b>	Kevin Goodno
10:10	<b>Updated Principles of Joint Collaboration</b>	Jane Ransom
10:30	<b>Executive Director job description</b>	Jane Ransom
10:45	<b>Adjourn</b>	

### Other Materials:

- Minutes of November 4, 2019 (pg. 2)
- Principles of Joint Collaboration - Draft (pg. 4)
- Executive Director job description - Draft (pg. 13)

**American Brain Foundation  
Executive Committee Meeting  
November 4, 2019  
9:00 am CT  
Held via Conference Call**

**In Attendance:** Kevin Goodno, Chair; Susan Schneider Williams, Vice Chair; Ralph Józefowicz, MD, Treasurer; A. Gordon Smith, MD, Secretary

**Staff:** Jane Ransom; Tim Engel, Kim Howard

**Excused:** John Mazziotta, MD

The meeting was called to order at 9:00am CT by Kevin Goodno.

The members approved the minutes of the September 4, 2019 meeting unanimously.

- 1. Staffing Update (Jane Ransom):** Two position have now been filled, Kim Howard started last week as the Operations and Executive Office Manager and Julia Miglets-Nelson starts next week as the Grant Writing and Program Manager. Interviews are underway with multiple candidates for the Missions Advancement Director position. Due to the turnover and retention issues Jane is working with HR to interview and hire an outside consultant to help align roles, responsibilities and talent correctly on the team creating the right support structure, this is an important issue that needs to be addressed. The estimated cost will range from \$7,500.00 - \$15,000.00. Jane asked for approval to proceed and it was unanimously approved.
- 2. Agreement with AAN regarding ABF Metrics (Jane Ransom):** The finalized agreement provides a view of how our relationship will work including monitoring of the ABF Metrics. These metrics were discussed with the Finance Committee which suggested having fewer goals and to only include goals related to raising funds. After discussing this with AAN we decided it would be best to not change the metrics right now and that we should focus on the formation of the Academy/ABF Joint Steering Workgroup that will be meeting quarterly. Dr. Smith added that for this relationship to succeed we need to have open communication and trust going forward.
- 3. 2020 Budget (Tim Engel):** The Finance committee has approved the final 2020 budget, they had a detailed discussion and recommended it be presented to the Board of Directors for approval at the November 12, 2019 Board meeting. Mr. Engel said the current revenue was spot on and there is no deficit for the year, the numbers align well with the business plan.

4. **3<sup>rd</sup> Quarter Scorecard (Jane Ransom):** The 3<sup>rd</sup> quarter scorecard shows we are doing well on the unrestricted operating funds, we are in final discussions with 4 organizations that will hopefully come through by the end of the year and we are waiting on the Alzheimer's for 1.5 million designated specifically for LBD research.

Meeting adjourned at 8:20 a.m.

DRAFT

## **Principles of Joint Collaboration**

American Academy of Neurology/American Academy of Neurology Institute  
American Brain Foundation

The purpose of these Principles of Joint Collaboration is to establish guiding principles for the ongoing collaboration between the American Academy of Neurology (“AAN”)/American Academy of Neurology Institute (“AANI”) (collectively, “Academy”) and the American Brain Foundation (“ABF”). The Academy’s mission is to promote the highest quality patient-centered neurologic care and enhance member career satisfaction. Its vision is to be indispensable to its members. ABF’s mission is to bring researchers and donors together to ~~defeat~~cure brain diseases and disorders. Its vision is life without brain disease. ~~Its vision is to cure brain disease.~~ Each organization is committed to the success of the other organization through support and strategic collaboration.

**1. Background.** ABF was founded in 1992 by AAN member leaders to support scientific research and education in the neurosciences. For over 20 years ABF has supported clinical research training scholarships and focused fundraising efforts almost exclusively on AAN members and for-profit entities that produce drugs, devices, or therapies used to diagnose and ~~treatment of~~treat neurologic conditions (“Industry”).

Since 2017, ABF has ~~adopted~~been implementing a new strategic ~~direction with a focus on creating a community plan whose thrust is to support research in~~ aim marketing and fundraising activities for brain disease ~~and building an environment that meets research toward the needs of public. The ABF brings researchers and donors to advance together to cure diseases and disorders of the ongoing health~~brain. Its strategic goals are:

1. ~~RESEARCH: Funding research across a broad spectrum of ABF and defeat~~ brain disease. ABF plans to achieve these goals, on a continuum that starts with funding for the next generation of researchers and ends with funding high-level strategies of risk, high-reward research projects.
2. ~~Constructing a virtual platform to match the best science with the largest pool of committed donors to advance a continuum of research;~~
3. 2. PUBLIC ENGAGEMENT: Building the ABF brand around the “whole brain approach” (i.e., a cure for one brain disease is a cure for many);
4. 3. PHILANTHROPY: Developing public support and deepening giving from AAN members; and  
A THRIVING PARTNERSHIP WITH THE ACADEMY: Creating a thriving partnership aligned leadership and collaboration with the Academy, including utilizing the power of the Academy brand.

The Academy wishes to demonstrate the value of neurology, neurologists, and neuroscientists. Its ~~2019~~2020 goals are to:

1. ~~—~~
1. Demonstrate and assert the value of neurology to policymakers and other major stakeholders;
2. Expand the neurology workforce to meet future needs for patient care;
3. Ensure the health of the Academy by enhancing member and staff satisfaction, well-being and engagement;
4. Provide resources to support the financial well-being of the practice of neurology;
5. Expand neuroscience training and research funding;
6. Educate and assist members in providing high value, team-based, patient-centered clinical care;
7. Strengthen advocacy on behalf of and in collaboration with members and their patients; and
8. Increase the reach of AAN resources to enhance patient-centered neurologic care.

Specific Academy objectives may interface with ABF goals and fundraising efforts. For example, the Academy Boards have directed the Science Committee to continue ~~conceptualizing elements of~~

~~an~~strengthening the AANI research program ~~that, which~~ includes ~~resources on~~ efforts to increase funding for training opportunities (Clinical Research Training Scholarships (“CRTS”), bridging grants after CRTS, late career, diversity, etc.). The Academy, through its ~~Government Relations~~ Advocacy and Science Committees, ~~will continue~~ continues to increase lobbying efforts in support of neuroscience research, including NIH and NINDS funding. The Academy also ~~aspires~~ continues to increase and sustain AAN advocacy efforts to improve the amount of federal research funding, including enhanced collaboration with patient groups and coalitions in joint lobbying efforts.

The Academy is also ~~implementing major redesigns in the process of all platforms of Academy publications over the next 2-3 years and its Publications Committee is~~ solidifying a more global strategy for AAN patient education and advocacy, to create a more visible and cohesive public-facing presence for the “AAN” that consolidates and expands the reach of Academy patient resources and ~~addresses the public’s growing interest in the need for neurology content that is easily accessible online~~ strengthens advocacy efforts on behalf of and ~~on mobile devices in~~ collaboration with patients. ABF’s opportunity to leverage the Academy’s patient education resources, AAN’s advocacy efforts, and AAN member expertise, uniquely positions the ABF to be able to raise significant funding for brain research, which in turn supports the Academy’s research goals and sustainability; this defines why it’s valuable for both the Academy and ABF to have a high-functioning, symbiotic relationship.

~~The ABF continually works with donors—individuals and institutions—interested in providing resources for research. The ABF leverages resources for research by identifying philanthropic interests among donors to fund existing projects in the AANI’s research portfolio, as well as by strategically collaborating with the AANI to create other funding opportunities as appropriate.~~

The Academy is committed to providing ABF financial assistance ~~annually, through 2019, to assist with in the years 2020-24 for~~ ABF’s operating expenses ~~for implementation of ABF’s new strategic direction, provided that such financial assistance is approved by the AANI Board, with funding in years 2021-24 subject to ABF’s ability to achieve performance metrics developed for those years by the Academy Boards~~ annually.

Given their strategic goals, and in recognition of each other’s value, strength and potential, the Academy and ABF have identified the following areas of collaboration. For each area, the organizations have identified guiding principles to ensure their collaboration is either mutually beneficial or consistent with the commitment of supporting each other’s independent missions.

## 2. Guiding Principles.

### a) *Research Agendas.*

- i. ABF is committed to financial support of, and voluntary health organization partner development efforts related to, AANI’s CRTS and CSDA programs ~~– and to other research projects agreed to by the AANI and the ABF as a result of consultation between AANI’s Science Committee and the ABF’s Research Advisory Committee.~~
- ii. AANI, through the Science Committee, is committed to assisting the ABF’s Research Advisory Committee in providing expert vetting of research projects proposed for ABF’s research platform.
- iii. ~~The Science Committee and Research Advisory Committee will communicate no less than semi-annually about the research priorities of the AANI and the ABF’s ability to financially support those priorities.~~
- iii-iv. The Academy is committed to prioritizing ABF as the Academy’s favored destination for patients or public individuals interested in funding brain research and for AAN members interested in seeking funding for research projects via the ABF’s crowdfunding platform,

if consistent with ABF's research focus and priorities. From time-to-time the Academy and ABF may promote initiatives of other voluntary health organizations.

b) *Development Strategies.*

- i. ABF and the Academy staff will share fundraising priorities annually, with ~~periodic~~ fewer than quarterly updates ~~throughout the year, to ensure, and seek~~ mutually beneficial alignment and collaboration where appropriate.
- ii. ABF ~~will not~~ may seek funding from existing or potential AANI Industry Roundtable ("IRT") members, if approved by the AANI. After prior consultation with AANI before making contact, ABF may seek funding through IRT member organizations' charitable giving departments or from their charitable giving affiliates.
- iii. The Academy will continue to support ABF's efforts to fundraise from AAN members and Academy staff, including AAN membership dues check-off, honoraria donations, presence at the Annual Meeting, and the AAN staff campaign.

c) *Patient Advocacy.*

- i. ABF recognizes the Academy's expertise and experience in advocating for issues related to neurology/brain disease and is committed to taking positions and providing resources that are consistent with Academy positions. ABF may expand on a particular issue to better serve its constituents; when doing so, ABF will collaborate with the Academy to align their positions to the extent reasonably possible and consistent with the mission of each organization. To the extent ABF takes a position that does not align with the Academy, ~~or is~~ a position not addressed by the Academy, or is a position or action (e.g., endorsing a controversial issue or public figure) that threatens to damage the Academy brand, the ABF will remove, if the Academy requests, any use of the Academy name, trademarks, or other Academy-owned content in connection with ABF's promotion of the unaligned position; or otherwise being used by the ABF.
- ii. The Academy recognizes the value in and the ABF supports, mobilizing ABF's non-physician board members and public donor base to assist the Academy in advocating for certain patient-centric advocacy efforts.
- iii. The Academy and ABF staff will ~~meet periodically~~ utilize the leadership meetings described in Section 2 e) iii. to discuss and determine which advocacy issues are best suited for ABF's support.
- iv. In no event will ABF participate in or contribute to advocacy efforts in a manner inconsistent with its status as a 501(c)(3), tax-exempt organization.

d) *Patient Education, Public Awareness & Brand Support.*

- i. ABF recognizes its relationship with the Academy as a distinguishing feature making ABF unique and attractive to potential donors, researchers, and other voluntary health organizations. The Academy recognizes ABF's ability, through its philanthropic efforts and community building, to demonstrate the value of neurology, neurologists, and neuroscientists to patients, caregivers, policy makers, and the general public.
- ii. The Academy is a trusted, central hub for patient and public education on brain disease. The Academy recognizes the benefit of utilizing ABF as a conduit for delivering this Academy content to the patients/public. ABF recognizes the benefit of utilizing this Academy content to attract and support ABF donors. Accordingly, the Academy and ABF staff will determine a strategic and sophisticated approach to integrate ABF on Academy patient/public platforms and integrate the Academy on ABF's donor platforms, to the mutual benefit of the organizations and their brands, in a manner that does not duplicate content.

e) *Communication.*

- i. The Academy and ABF are committed to ongoing cross-organizational communication and, where goals align, collaborative strategic planning efforts.

- ii. ABF leadership will be invited to address the Academy ~~Board~~Boards annually, to provide an update on ABF.
  - iii. ~~In addition, On a monthly basis, the~~ ABF Executive Director, ~~and other designated ABF staff,~~ will ~~periodically join meetings of~~ meet with the Academy Executive ~~Staff, as requested by the~~Team, or designated members of that team, to foster ongoing alignment on common goals and strategies. ~~The~~ Academy ~~Executive Director, and the Academy Executive Director (i.e., the Executive Directors of each of AAN and AANI) will~~ periodically join meetings of ABF Executive Staff, as requested byCEO and ABF Executive Director, ~~to foster successful implementation of these Principles are responsible for coordinating these meetings and determining their respective invitees.~~
- f) *Leadership.*
- i. The Academy and ABF are committed to ensuring that members of their respective Boards of Directors are positioned to comply with their fiduciary responsibility to discharge their duties in good faith, in a manner the directors reasonably believe to be in the best interests of the corporation, and with the care an ordinarily prudent person in a like position would exercise under similar circumstances. This includes a duty of loyalty that requires each director to place the interests of the organization they manage above all other competing interests.
  - ii. ~~With some~~Only ex-officio voting or non-voting members ~~serving~~may serve on both the Boards of Directors of the Academy and ABF ~~or on committees.~~

**3. Joint Steering Workgroup.** ~~The Academy and ABF agree to form a Joint Steering Workgroup to foster successful implementation of one or these Principles and to review ABF's ongoing progress on the other organization, it is critical that directors recognize their fiduciary responsibilities and adhere to the established performance metrics. The Joint Steering Workgroup will be comprised of interest policy a total of their respective organizations, particularly if competing interests may interfere~~four to six members, with the director's official responsibilities to either organization. ABF and the Academy each designating 2-3 representatives, which will include the President and CEO of the Academy as well as the Chair and Executive Director of the ABF. The Workgroup will meet once every quarter and more frequently as mutually agreed. Areas for Workgroup review and discussion may include (but are not limited to):

a) ~~3~~Research Agenda

- i. Reviewing and ensuring alignment of research agendas.
- ii. Supporting collaboration and communication between AANI's Science Committee and ABF's Research Advisory Committee.

b) Development Strategies

- i. Ensuring mutually beneficial alignment and collaboration on fundraising efforts, including development opportunities for existing or potential AANI Industry Roundtable members.

c) Patient Education, Public Awareness and Brand Support

- i. Reviewing and approving the strategic direction for mutually beneficial, non-competitive or duplicative promotion of the Academy as the central hub and brand for patient and public education and advocacy, and the ABF as the go-to destination for supporting brain research.

**4. Operational Specifics.** The Academy ~~CEO~~ and ABF Executive ~~Directors~~Director are responsible for operationalizing the above Principles. The organizations will enter into a Management Services, Resource Allocation and Lease Agreement to describe lease of employees from AAN to ABF, ABF's lease of space at Academy headquarters, and ABF's use of certain services in the following areas: Finance, Operations,

IT, Marketing, Human Resources and Legal. In addition, the Agreement will include use of the following resources:

- a) Organizational Names and ~~Marks~~Trademarks
- b) AAN Membership List
- c) ABF Donor List
- d) Patient Education & Public Engagement Resources

**~~4. Amendments~~ 5. Annual Review & Amendments.** The Academy and the ABF will review these Principles annually, with review beginning no later than October of each year. The Academy or ABF may propose amendments to these Principles. The proposer of an amendment will provide written notice of the proposed amendment and schedule a meeting among Academy and ABF leadership and staff to discuss the proposed amendment prior to consideration by the Boards of Directors. A proposed amendment does not become effective until approval by the Boards of Directors of ABF, AANI and AAN.

*History: Approved by AAN Board of Directors on September 17, 2016, by the AANI Board of Directors on September 17, 2016, and the ABF Board of Directors on September 18, 2016. Amended by AAN Board of Directors on [DATE], by the AANI Board of Directors on [DATE], and the ABF Board of Directors on [DATE].*



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Since 2017, ABF has been implementing a new strategic plan whose thrust is to aim marketing and fundraising activities for brain disease research toward the public. The ABF brings researchers and donors together to cure diseases and disorders of the brain. Its strategic goals are:

1. **RESEARCH:** Funding research across a broad spectrum of brain disease, on a continuum that starts with funding for the next generation of researchers and ends with funding high-risk, high-reward research projects.
2. **PUBLIC ENGAGEMENT:** Building the ABF brand around the “whole brain approach” (i.e., a cure for one brain disease is a cure for many);
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The Academy is also in the process of solidifying a more global strategy for patient education and advocacy, to create a more visible and cohesive public-facing presence for the “AAN” that consolidates and expands the reach of Academy patient resources and strengthens advocacy efforts on behalf of and in collaboration with patients. ABF’s opportunity to leverage the Academy’s patient education resources, AAN’s advocacy efforts, and AAN member expertise, uniquely positions the ABF to be able to raise significant funding for brain research, which in turn supports the Academy’s research goals and sustainability; this defines why it’s valuable for both the Academy and ABF to have a high-functioning, symbiotic relationship.

The ABF continually works with donors—individuals and institutions—interested in providing resources for research. The ABF leverages resources for research by identifying philanthropic interests among donors to fund existing projects in the AANI’s research portfolio, as well as by strategically collaborating with the AANI to create other funding opportunities as appropriate.

The Academy is committed to providing ABF financial assistance in the years 2020-24 for ABF’s operating expenses, with funding in years 2021-24 subject to ABF’s ability to achieve performance metrics developed for those years by the Academy Boards annually.

Given their strategic goals, and in recognition of each other’s value, strength and potential, the Academy and ABF have identified the following areas of collaboration. For each area, the organizations have identified guiding principles to ensure their collaboration is either mutually beneficial or consistent with the commitment of supporting each other’s independent missions.

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- ii. AANI, through the Science Committee, is committed to assisting the ABF’s Research Advisory Committee in providing expert vetting of research projects proposed for ABF’s research platform.
- iii. The Science Committee and Research Advisory Committee will communicate no less than semi-annually about the research priorities of the AANI and the ABF’s ability to financially support those priorities.
- iv. The Academy is committed to prioritizing ABF as the Academy’s favored destination for patients or public individuals interested in funding brain research and for AAN members interested in seeking funding for research projects via the ABF’s crowdfunding platform, if consistent with ABF’s research focus and priorities. From time-to-time the Academy and ABF may promote initiatives of other voluntary health organizations.

### **b) *Development Strategies.***

- i. ABF and the Academy staff will share fundraising priorities annually, with no fewer than quarterly updates, and seek mutually beneficial alignment and collaboration where appropriate.
- ii. ABF may seek funding from existing or potential AANI Industry Roundtable (“IRT”) members, if approved by the AANI. After prior consultation with AANI before making contact, ABF may seek funding through IRT member organizations’ charitable giving departments or from their charitable giving affiliates.
- iii. The Academy will continue to support ABF’s efforts to fundraise from AAN members and Academy staff, including AAN membership dues check-off, honoraria donations, presence at the Annual Meeting, and the AAN staff campaign.

c) *Patient Advocacy.*

- i. ABF recognizes the Academy's expertise and experience in advocating for issues related to neurology/brain disease and is committed to taking positions and providing resources that are consistent with Academy positions. ABF may expand on a particular issue to better serve its constituents; when doing so, ABF will collaborate with the Academy to align their positions to the extent reasonably possible and consistent with the mission of each organization. To the extent ABF takes a position that does not align with the Academy, is a position not addressed by the Academy, or is a position or action (e.g., endorsing a controversial issue or public figure) that threatens to damage the Academy brand, the ABF will remove, if the Academy requests, any use of the Academy name, trademarks, or other Academy-owned content in connection with ABF's promotion of the unaligned position or otherwise being used by the ABF.
- ii. The Academy recognizes the value in, and the ABF supports, mobilizing ABF's non-physician board members and public donor base to assist the Academy in advocating for certain patient-centric advocacy efforts.
- iii. The Academy and ABF staff will utilize the leadership meetings described in Section 2 e) iii. to discuss and determine which advocacy issues are best suited for ABF's support.
- iv. In no event will ABF participate in or contribute to advocacy efforts in a manner inconsistent with its status as a 501(c)(3), tax-exempt organization.

d) *Patient Education, Public Awareness & Brand Support.*

- i. ABF recognizes its relationship with the Academy as a distinguishing feature making ABF unique and attractive to potential donors, researchers, and other voluntary health organizations. The Academy recognizes ABF's ability, through its philanthropic efforts and community building, to demonstrate the value of neurology, neurologists, and neuroscientists to patients, caregivers, policy makers, and the general public.
- ii. The Academy is a trusted, central hub for patient and public education on brain disease. The Academy recognizes the benefit of utilizing ABF as a conduit for delivering this Academy content to the patients/public. ABF recognizes the benefit of utilizing this Academy content to attract and support ABF donors. Accordingly, the Academy and ABF staff will determine a strategic and sophisticated approach to integrate ABF on Academy patient/public platforms and integrate the Academy on ABF's donor platforms, to the mutual benefit of the organizations and their brands, in a manner that does not duplicate content.

e) *Communication.*

- i. The Academy and ABF are committed to ongoing cross-organizational communication and, where goals align, collaborative strategic planning efforts.
- ii. ABF leadership will be invited to address the Academy Boards annually, to provide an update on ABF.
- iii. On a monthly basis, the ABF Executive Director, and other designated ABF staff, will meet with the Academy Executive Team, or designated members of that team, to foster ongoing alignment on common goals and strategies. The Academy CEO and ABF Executive Director are responsible for coordinating these meetings and determining their respective invitees.

f) *Leadership.*

- i. The Academy and ABF are committed to ensuring that members of their respective Boards of Directors are positioned to comply with their fiduciary responsibility to discharge their duties in good faith, in a manner the directors reasonably believe to be in the best interests of the corporation, and with the care an ordinarily prudent person in a like position would exercise under similar circumstances. This includes a duty of loyalty that requires each director to place the interests of the organization they manage above all other competing interests.

- ii. Only ex-officio voting or non-voting members may serve on both the Boards of Directors of the Academy and ABF.

**3. Joint Steering Workgroup.** The Academy and ABF agree to form a Joint Steering Workgroup to foster successful implementation of these Principles and to review ABF's ongoing progress on the established performance metrics. The Joint Steering Workgroup will be comprised of a total of four to six members, with the ABF and the Academy each designating 2-3 representatives, which will include the President and CEO of the Academy as well as the Chair and Executive Director of the ABF. The Workgroup will meet once every quarter and more frequently as mutually agreed. Areas for Workgroup review and discussion may include (but are not limited to):

- a) *Research Agenda*
  - i. Reviewing and ensuring alignment of research agendas.
  - ii. Supporting collaboration and communication between AANI's Science Committee and ABF's Research Advisory Committee.
- b) *Development Strategies*
  - i. Ensuring mutually beneficial alignment and collaboration on fundraising efforts, including development opportunities for existing or potential AANI Industry Roundtable members.
- c) *Patient Education, Public Awareness and Brand Support*
  - i. Reviewing and approving the strategic direction for mutually beneficial, non-competitive or duplicative promotion of the Academy as the central hub and brand for patient and public education and advocacy, and the ABF as the go-to destination for supporting brain research.

**4. Operational Specifics.** The Academy CEO and ABF Executive Director are responsible for operationalizing the above Principles. The organizations will enter into a Management Services, Resource Allocation and Lease Agreement to describe lease of employees from AAN to ABF, ABF's lease of space at Academy headquarters, and ABF's use of certain services in the following areas: Finance, Operations, IT, Marketing, Human Resources and Legal. In addition, the Agreement will include use of the following resources:

- a) Organizational Names and Trademarks
- b) AAN Membership List
- c) ABF Donor List
- d) Patient Education & Public Engagement Resources

**5. Annual Review & Amendments.** The Academy and the ABF will review these Principles annually, with review beginning no later than October of each year. The Academy or ABF may propose amendments to these Principles. The proposer of an amendment will provide written notice of the proposed amendment and schedule a meeting among Academy and ABF leadership and staff to discuss the proposed amendment prior to consideration by the Boards of Directors. A proposed amendment does not become effective until approval by the Boards of Directors of ABF, AANI and AAN.

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## Executive Director, American Brain Foundation

### Basic Purpose

The Executive Director is accountable to the Board of Directors of the American Brain Foundation (ABF) for transforming a traditional medical society foundation into the largest national charitable organization for the brain—one which serves as a clearinghouse for brain research across a broad spectrum. The ABF's work is based on the philosophy that the brain diseases are interconnected, so curing one means curing many. ABF's credibility is strengthened by its close affiliation with the American Academy of Neurology (AAN), its founder and research partner. The Executive Director must ensure that the organization is on the proper trajectory and move it along the path of transformation, meeting challenging fundraising, grant making and marketing benchmarks along the way, ensuring that the organization meets the purposes for which it was created and that it operates prudently. The Foundation is on a growth trajectory with grant making forecast to increase from \$2 M to \$6.5 M per year, much of it to be awarded to the AAN's research program, between 2020-2024. To keep pace with the grant making and supporting programs, fundraising for the same period must grow from \$4.7 M to \$9.5M per year.

The Executive Director is individual is responsible for reaching the ABF's revenue, grant making, and leadership goals, through increased contributions and building awareness of Foundation initiatives. While fundraising activities are a major focus, in addition, the Executive Director serves as the organization's spokesperson; maintains effective internal and external public relations; manages the finances, including preparation of an annual budget and long-range needs forecasts; ensures legal integrity; coordinates and helps plan meetings of the Board of Directors; and manages a major donor portfolio of approximately 50 donors and prospects; and completes other duties assigned by the Board. The Executive Director will be responsible for substantially increasing operating revenue, while AAN support for operations gradually declines over a five-year period, and, at the same time, to help increase collaboration between the ABF and the AAN, achieving the increased level of independence from the AAN while continuing to foster and maintain a positive relationship with the organization and its constituents.

### Primary Duties

#### Strategy and Leadership

- Develop and implement measurable objectives, strategies, budgets, funding strategies and timelines
- Identify, cultivate, solicit, close and steward major gift prospects and donors with the Board of Directors and staff
- Prepare and manage the ABF budget and annually evaluate the success of the fund development program, including cost-effectiveness
- Provide collaborative leadership in maintaining a positive and productive working relationship among the Board of Directors, staff, partner organizations and volunteers
- Hire, lead, develop, motivate, supervise and maintain a highly effective, productive and cohesive staff with both professional/technical expertise and operational talent
- Work in collaboration with the CEO of the AAN and American Academy of Neurology Institute (AANI) to ensure the three organizations are aligned in their long-term strategies and future visions
- Develop close partnerships with AAN – particularly around communications and events – so that a high level of alignment is achieved

#### Board Development & Relations

- Lead the transition from the current make-up and structure of the Board to one made up of a majority of public members as well as the establishment of a supporting Research Advisory Committee
- Inspire a climate for meaningful Board participation by clearly communicating expectations and creating opportunities to enhance individual Board Members' roles and impact on the organization
- Provide staff leadership and ongoing support for Board relations, retention and training

- Assist the Board in identifying, cultivating and securing Board Member prospects from the corporate sector.
- Develop a communication protocol and Board meeting schedule, including frequency and content, in collaboration with Board Chair, and also for senior management
- Assure that the Board's standing committees, including its elected Research Advisory Committee, are supported by staff and meeting their goals.

#### Grant Making

- Responsibility for grant making strategy, policies, and procedures, and costs related to those efforts
- Fund research programs to build the next generation of brain disease researchers; launch small projects through crowdfunding; and support customized high-risk high-reward research
- Work in collaboration with AAN Science Committee and research staff, as well as with research funding partners to make sure that the needs of all parties are met

#### Awards

- Make awards to non-neurologist champions for brain disease research and education
- Provide financial and administrative services for AAN scientific awards funded through endowments funded at the ABF
- Make an annual scientific breakthrough award to a scientist or team of scientists

#### Fund Development

- Responsibility for total fundraising efforts and all costs related to those efforts
- Maintain a portfolio of ~~identified~~ major gift prospects that have the capacity to make transformational gifts to ABF
- Steward existing donor advised funds and endowed funds, and establish new ones
- Develop and execute a planned giving program
- Cultivate, solicit and steward major gifts relationships with donors to acquire major gifts, which includes the entire process from soliciting to closing gifts
- Develop and execute annual fund, grant writing, special events, and corporate fundraising strategies. Develop a specific corporate fundraising strategy around non-endemic corporations (e.g., non-pharmaceutical, medical device manufacturers), including the identification of key prospects, cultivation of corporate leaders and stewardship of relationships

#### Marketing

- Responsibility for increasing awareness of the ABF brand and mission through strategic marketing campaigns
- Improve social media engagement and increase followers to drive donations
- Assure proper internal and external talent is in place so that goals can be achieved.

#### Planning and Evaluation

- Develop and implement an annual plan incorporating the goals of the ABF's business plan for 2020-2024 organizational assessment recommendations, long-range goals, measureable objectives, budget, funding strategies and timeline, in collaboration with the Board, the CEO of AAN/AANI and other senior staff
- Facilitate and lead the development of an annual operating budget, program-specific budgets, as well as budgets for all non-programmatic areas in partnership with management staff
- Organize and participate in the evaluation of objectives, strategies and results

#### Qualifications

**Education:**

- Bachelor's degree in marketing, business, public relations, communications or related field required

**Experience:**

- Minimum of ten years of senior management experience in a foundation
- Experience and skill working with a Board of Directors
- Active fundraising and donor relations experience

**Knowledge, Skill and Abilities**

- High level strategic thinking and planning. Ability to envision and convey the organization's strategic future to the staff, board, volunteers and donors
- Excellent communication skills, both oral and written with the ability to effectively communicate the organization's mission to donors, volunteers and the overall community
- Demonstrated ability to oversee and collaborate with staff
- A history of successfully generating new revenue streams and improving financial results
- Solid organizational abilities, including planning, delegating, program development and task facilitation
- Strong financial management skills, including budget preparation, analysis, decision making and reporting
- Demonstrated ability to build effective and collaborative relationships with a wide set of constituencies
- Demonstrated knowledge and/or experience in all phases of Foundation work, including grant making
- Demonstrated track record of solid accomplishment in fundraising

**Supervisory Responsibilities:** Forecast staff of 8-10 people between 20-24.~~Manages a Division~~

**Physical Demands**

- Occasionally using stairs
- Ability to sit for long periods of time

**Travel Requirements:** Frequent travel required, up to ~~34~~0%