

ABF Scorecard – 2019

Financial figures below are preliminary and pending our full audit in March 2020

Strategic Goal #1		Philanthropy: Develop full-fledged public support and deepen giving from AAN members				
Outcomes		Quarter 4	Threshold	Target	Max.	
Money In - INPUT	1. Total funds raised (include GIK, excludes AANI Support)	\$3,853,425	\$3,500,000	\$3,605,000	\$3,675,000	
	a. Unrestricted Operating (Excludes AANI Support)	\$1,823,489	\$1,097,875	\$1,130,811	\$1,152,769	
	b. Amount raised for traditional research/other research awards (for current and future years)	\$1,667,609*	\$2,782,000	\$2,865,460	\$2,921,100	
	2. Major donor pipeline value (Individuals/organizations)					
	a. Number of major donors solicited	a. 300	a. 127	a. 131	a. 133	
	b. Gift amount asked	b. \$6,050,500	b. \$8,635,250	b. \$8,894,307	b. \$9,067,012	
	3. Number of new donors	1476	959	988	1,007	
	4. Number of website donors	698	336	346	353	
	5. Total number of donors	3,276	2,717	2,799	2,853	
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 4	Threshold	Target	Max.	
#2, A: Research Program						
Money Out - OUTPUT	1. Evaluation & Strategy Report for Crowdfunding Readiness	Completed**	Completed	Quality Grade	Quality Grade	
	2. Evaluation & Strategy Report for ABF research portfolio development	Completed**	Completed	Completed	Quality Grade	
	#2, B: Grantmaking					
	1. Money granted for CRTS/CSDA's	\$2,365,347***	\$2,532,000	\$2,532,000	\$2,532,000	
	2. Total Scientific and Other Awards	\$289,248	\$200,000	\$206,000	\$210,000	
	3. Total money granted to defeat brain disease	\$2,654,595	\$2,732,000	\$2,738,000	\$2,742,000	
Strategic Goal #3		Public Engagement: Build the ABF brand around our unique niche.				
Outcomes		Quarter 4	Threshold	Target	Max.	
1. Stakeholder awareness of what Brain Disease is		30%	33%	34%	35%	
2. Stakeholder awareness of the American Brain Foundation		32%	Benchmarking for 2019			
3. Increased site traffic						
	a. Users	a. 55,235	a. 36,750	a. 44,100	a. 47,775	
	b. Pageviews	b. 128,330	b. 124,427	b. 128,160	b. 130,648	
4. Increased site conversion (from visitor to donor)		1.26%	0.98%	1.00%	1.02%	
Strategic Goal #4		A Thriving Partnership: Align the goals and leadership of the AAN and ABF.				
Outcomes		Quarter 4	Threshold	Target	Max.	
1. Signed Partnership Agreement with AAN for 2020 and beyond.		Completed	Completed	Quality Grade	Quality Grade	
2. Number of AAN members who are aware of the ABF		70%	75%	77%	79%	
3. Number of AAN members donating to the ABF		2,189	1,826	1,881	1,917	
4. Percentage of AAN Board members donating to the ABF		71%	85%	87%	89%	
5. Percentage of AAN staff donating to the ABF		60%	55%	56%	57%	
6. Value (\$) of signed commitments for AANI research agenda - achieved in current year		\$906,000	\$2,532,000	\$2,607,960	\$2,658,600	

*This amount does not include a matching grant of 1.5M from the Michael J Fox Foundation

**Research Program: The evaluation and strategy report for crowdfunding readiness was shared with the Board on September 27, 2019. The evaluation and strategy report for ABF research portfolio development was shared with the Research Chair December 15, 2019 and will be shared with the full Board February 23, 2020.

***No candidate was identified for MD CRTS, therefore \$155,000 could not be granted.