



**American Brain Foundation  
Finance Committee Meeting  
Finance Committee  
April 3, 2020  
2:00 p.m CT  
Conference Call**

**In attendance:** James Essey, Chair; James Erwin, James Stevens, MD; Sharon Klein

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

**Excused:** Martin Shenkman, CPA

The meeting was called to order at 2:02 p.m. CT.

The minutes of the February 4, 2020 meeting were approved unanimously.

**Financial Statements ending February 29, 2020 (Tim Engel):** Mr. Engel presented the financial performance for the two months ending February 29, 2020. The reports show total revenue of \$1.6M with the AAN grant reflected in that amount. Operating expenses are at \$344K and our net operating income is \$1.3M. No funds have been released because of the timing of bringing on the new marketing firm, that is one of the larger variances. The investment market is volatile, short term investments are down as well as money markets and CD's. Overall, the markets are down 20-25%. We will keep our allocations where they are and make no adjustments at this time. There is no need to tap into any long-term investments as we are well covered from a cash flow perspective. A large change in interest earnings was noted. Some columns have been added to the net assets schedule to show funds earmarked for future years. We need to raise at least \$2M this year as reflected in the development plan.

**Development Report (Jane Ransom):** We are now fundraising in an economic downturn. As a staff we have been looking at how we can shift and adapt to the new environment to meet our goals.

- Commitment to Cures will now be a digital event open to the public.
  - We will not be sending any staff or have any food and beverage expenses; the venue has allowed us to cancel with no penalties.
  - We are working to keep all our Commitment to Cures sponsors, and to add 1-3 new ones, as we transition to an online event. need to preserve the sponsorship money from C2C since that drops to the bottom line.
- Our application was submitted for the Payroll Protection Program. If granted, it will cover eight weeks of payroll and other operational expenses June 30, at which point we will apply for the loan to be forgiven and convert it into a grant functioning as additional revenue/operational support. Our application for \$148,000 will be submitted to the SBA by US Bank for \$148,000.

- Per AAN guidelines, staff may not travel until further notice, so we are finding new ways to touch base with major donors. We are using Zoom calls with the donors we were going to meet up with in San Francisco and Houston.
- We did an emergency appeal immediately; 4-5 emails have gone out over the last week.
- We are looking into the AAN membership donations to the ABF, we want to possibly increase the amount and are thinking of running an experiment this summer to see what the response would be. Dr. Stevens mentioned that this might not be the best year to do this because the AAN members will be hit hard by this pandemic, maybe wait until 2021. Mr. Engel suggested working with Angela Babb to test a group of members.
- We are investigating donor advised funds at community foundations as a source of funds which donors have already contributed.
- We are looking at adding a tool to our website called FreeWill which allows to people to make their Will for free online. Fifty percent of people who use this tool leave money for the charity that is promoting this service. Ms. Klein brought up some concerns regarding this type of estate planning and wanted to know our liability if we are promoting it on our website. Ms. Ransom is going to follow up with Ms. Klein to learn more from her firm.
- We continue to be hopeful that our CRTS/CSCA partners will renew but we do not typically ask them until mid-summer. We will move the timeline up and begin inquiring in May.

Everyone across the country has been affected by the COVID-19 pandemic. Mr. Erwin mentioned that it will be a challenge to raise funds in Texas due to the oil prices plummeting. The group discussed the strategy of asking major donors to set up charitable lead trusts, which would take advantage of low interest rates and provide the lead interest to ABF or donors' families.

**Timeline of Audit & 990 (Tim Engel):** We are attempting to accelerate completion of the 990 for review by the Audit Committee as early as possible. The sooner we can file it, the sooner our ratings on sites like Charity Navigator will improve.

**Final Discussion:** Mr. Essey discussed the importance of being nimble in this environment. We are all aware that the cure for brain disease is not top of mind right now. We need to adapt what we are doing to the current situation and we are doing a good job so far. On a positive note, our new marketing partner Yakkety Yak is zeroing in on our website and improving it. Commitment to Cures will be focused on research and science and the relationship between Covid-19 and patient and caregiver issues. We need to leverage what we are doing as an organization. The AAN has a fantastic, comprehensive Covid-19 resource page.

Meeting adjourned at 2:47 p.m. CT