



**American Brain Foundation
Executive Committee Meeting
November 3, 2020
9:00 a.m. CT
Video Conference Call**

In Attendance: David Dodick, MD, Chair; Susan Schneider Williams, Vice Chair; James Essey, Treasurer; Kevin Goodno, Immediate Past Chair

Excused: Shafali Jeste, MD, Secretary

Staff: Jane Ransom; Kim Howard

The meeting was called to order at 9:01 a.m. CT by David Dodick.

The members approved the minutes of the September 14, 2020 meeting unanimously.

Scientific Breakthrough Award (David Dodick, MD) The process was reviewed for this year's awardee selection. Requests for nominations were sent to the ABF RAC and the AAN Science Committee. Four names were received, and a discussion was held by Dr. Dodick, Dr. Griggs, Ben Lenail and Jane Ransom and the clear favorite appeared to be Professor Peter Goadsby. As an added step this year the four nominees along with their bios were sent to the RAC as well as Natalia Rost, MD to rank each nominee from 1-4. The committee decided this is a good process to formalize for future years for this awardee selection process.

Executive Director Updates (Jane Ransom)

The Q3 Board scorecard highlight include:

- **Fundraising:** The fundraising looks positive; this report does not include the \$1.65M restricted grant that we received in October (Q4). We are close to our unrestricted goal and feel we will reach the threshold goals and probably exceed them. We just received a \$200K donation to the LBD Fund, the big year-end campaign has started and the annual membership process for AAN that includes a \$125.00 donation option to the ABF are under way. The number of solicitations for donors has increased greatly due to our ability to now raise fund from Pharma. The number of donors will increase as well because of the year-end campaign. The total number of donors from the website has increased nicely. Our staff retention has remained at 100% and we have stayed at 8 staff and not increased to 9 as we thought we might mid-year. We are ahead of the threshold with our functional expense ratios but would like to see that programming number get to 75% as soon as possible. The cost to raise a dollar has declined because of the recent McKnight and Alzheimer's Association grants. The revenue raised per FTE will increase once the McKnight grant is booked. Charity Navigator and GuideStar ratings are ahead of where we are supposed to be.

- **Research:** We are tracking closely with research goals and the target for AAN's ROI on research.
- **Public Awareness:** Website visits have increased. Next year we will be adding more public awareness metrics to this area.
- **AAN/ABF Partnership:** We expect the AAN donations to meet the threshold because of the year-end campaign and the AAN membership drive. We have reached our threshold for the number of AAN staff donating. The AAN ROI on total fundraising will increase once the McKnight grant is recognized.

Governance: We are actively recruiting a new public board member to join by January 1, 2021. We have a short list of candidates we are having discussion with right now. Dr. Sirven is leaving the ABF Board at the end of April because he is joining the AAN Board by virtue of an AAN appointment so we will be looking to replace him with a neurologist by the end of April.

Research Strategy: A few board members and RAC members met recently to look at research funding strategies for the future. The group discussed continuing to fund the AAN awards (CRTS, etc.); having one more special initiative modeled on our LBD biomarker project; and introducing neuro healthcare disparities and research grants.

AAN Support for 2021: The AAN has committed to a \$1.25M grant to the ABF for 2021 on the condition that we are meeting our goals and that they receive their \$10M insurance claim payment due to the cancellation of the annual meeting. AAN is freezing ABF goals because of the pandemic. The goals will be the same as in 2020. Dr. Dodick and Jane Ransom met with Dr. Orly Avitzur recently to start to get to know her more before she becomes the new AAN President. Dr. Avitzur's focus will be on public education and building the brand of Brain & Life.

2021 Budget Recommendations (Jim Essey)

We were very aggressive when we started the budgeting process, but because we are unsure of what 2021 is going to bring, we have scaled back our 2021 budget to be in line with the AAN. We will still be working hard towards meeting their original expectations.

The Finance Committee recommends reinvesting a good deal of 2020 profit into 2021, especially for marketing expenses. ABF will run a deficit in 2021, knowing that it can be paid with 2020 surplus funds. Since our business plan showed a \$65,000 profit for 2021, we will save at least at least \$65,000 of the profit from 2020 in order to meet the \$65,000 change in net assets over the two-year period.

Ms. Ransom added that we are using the savings from the pandemic (no travel, no in person C2C/Annual Meeting, etc.) from 2020 and 2021 and use them to invest in growing the organization through marketing and public awareness. Other 2021 budget highlights include:

- Further professionalizing the Annual Fund by doing more segmentation with unique messages for different segments
- Focus on raising research dollars from dollars from Pharma
- Begin the LBD initiative
- Continue monthly donor salons
- Purchase and migrate to a new CRM
- Virtual Commitment to Cures gala

2021 Board Scorecard (Jane Ransom) The 2021 scorecard draft was shared that shows the AAN goals, the ABF Business Plan goals and the ABF 2021 Budget. It was decided that we will use the ABF 2021 Budget for our 2021 goals and to base our 2021 incentives off those goals.

Board Meeting November 15, 2020 (David Dodick) The draft agenda for the Board meeting was reviewed. We will have a guest speaker talk about Glioblastoma. The strategic session will cover fundraising (highlighting industry fundraising), research strategy, and our marketing strategy with a presentation from our marketing partner Yakkety Yak.

Thoughts/Suggestions: It was noted the AAN Update from Mary Post & Jim Stevens was missing, that should be added to the final agenda. We should rework the timing to 3 hours with a 15-minute break. We should plan for a generous amount of time for the Research Strategy discussion. For a future meeting we should invite Dr. Orly Avitzur to update us on her Public Education plan for the AAN, Jane will check with Mary when they will be ready to discuss this initiative.

Meeting adjourned at 9:56 a.m. CT