

2020 ABF Board Scorecard

Strategic Goal #1	FUNDRAISING			
Outcomes	Q2 2020	Threshold	Target	Maximum
1. Total funds raised				
a. Restricted	\$282,180	\$3,800,000	\$3,990,000	\$4,750,000
b. Unrestricted	\$393,952	\$850,000	\$892,500	\$935,000
c. AAN Support	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000
2. Major Donor Pipeline Value				
a. Number of Solicitations	523	150	158	188
b. Total Gift Ask	\$1,889,500	\$8,000,000	\$8,400,000	\$10,000,000
3. Donors				
a. Total Number of Donors	1166	2700	2835	2970
b. Total Donors from Website	338	350	368	385
4. Staffing - Total FTE's				
a. Total FTEs	8	9	9	9
b. Retention Rate	100%	TBD	TBD	TBD
5. Functional Ratios				
a. Programming	52.2%	72%	73%	73%
b. Fundraising	23.1%	13%	13%	12%
c. Management	24.7%	15%	15%	15%
6. Fundraising Efficiency Ratio				
a. Cost to Raise a \$1	\$0.15	\$0.12	\$0.12	\$0.12
b. Revenue Raised Per FTE	\$272,017	\$683,333	\$709,167	\$798,333
7. Charity Navigator Rating	Three Star	Two Star	Three Star	Four Star
8. Guidestar Rating	Platinum	Gold	Gold	Platinum

Strategic Goal #2	RESEARCH			
Outcomes	Q2 2020	Threshold	Target	Maximum
1. Total Research Grants and Awards Funded				
a. AAN Total	\$1,796,500	\$1,800,000	\$1,800,000	\$1,800,000
b. Other Grants Total	\$75,000	\$203,000	\$203,000	\$203,000
2. Total # of Research Grants				
a. AAN Total	10	8	8	8
b. Other Awards Total	1	2	2	2
3. Total Number of CDA's	0	0	0	0
4. Total # of Crowdfunding Awards	0	2	3	4
5. Total AAN ROI on ABF Research Grants	161%	166%	166%	166%
*To better reflect our current status we have included the grants already paid out to recipients. These have been reconciled but due to timing won't appear on our financial reports until July.				
Strategic Goal #3	PUBLIC AWARENESS			
Outcomes	Q2 2020	Threshold	Target	Maximum
1. Stakeholder awareness of what Brain Disease is	n/a	29%	31%	32%
2. Stakeholder awareness of the American Brain Foundation	n/a	23%	25%	27%
3. Unique Web Visitors	50,649	45184	46884	48584
4. Social Media Followers	15,523	14726	16119	17512
Strategic Goal #4	AAN/ABF PARTNERSHIP			
Outcomes	Q2 2020	Threshold	Target	Maximum
1. Number of AAN members who are aware of the ABF	n/a	78%	79%	80%
2. Number of AAN members donating to the ABF	641	1881	1900	1918
3. Percentage of AAN staff donating to the ABF	47%	56%	57%	57%
4. AAN ROI on Total ABF Fundraising	187%	531%	531%	531%