



**American Brain Foundation
Executive Committee Meeting
September 14, 2020
9:00 a.m. CT
Video Conference Call**

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

Staff: Jane Ransom; Kim Howard

The meeting was called to order at 9:03am CT by David Dodick.

The members approved the minutes of the June 1, 2020 meeting unanimously.

Executive Director Updates (Jane Ransom)

Finance

The financial statement as of July 31, 2020 shows the following:

- Operating Revenue of \$4M
- Operating Expenses \$3.2M
- Net Operating Increase \$742

There is an opportunity is to complete 2020 with a healthy net operating surplus and invest in our growth through marketing. The challenge is to meet our restricted fundraising goal of \$3.7M for research when only \$129K was raised through July 31.

The detailed path to raise these funds by year end include the newly executed agreement with Alzheimer's Association for \$1.5M that will be booked in September and several other pending proposal totally \$2.3M through the remainder of the year. The McKnight Brain Research Foundation told us last year that this fall we could apply for renewal of our 10 CRTS's in cognitive aging and age-related memory loss for a total \$1.65M. They are very happy with the programs so we are confident they will fund this; we are just not sure when. It could be as early as September based on our recent conversations. There is also a chance that we can recognize the Michael J. Fox Foundations \$1.5M matching grant this year because we have the match raised from the Alzheimer's Association. We would need an addendum to the grant related to timing for this to happen this year. When presenting to the AAN we need to be mindful that we are short on our goal and we are expecting a lot to happen in the 4th quarter.

Public Awareness - The 2021 marketing plan was shared showing the impact on public awareness in multiple area's like social media, website visits, email subscribers etc. with and without paid advertising. This comparison supports our request for more "paid" advertising dollars in 2021. We started an emphasis in August specifically with social media.

Philanthropy/Fundraising - A development report was provided in the meeting materials for reference. Highlights included:

- Commitment to Cures - Sanjay Gupta and Cindy McCain have been selected as awardees for the 2021 virtual C2C event and Jim Cramer is returning as Emcee. We are working on some other exciting awardees.
- Annual Fund - the year-end campaign is beginning as well as the employee giving campaign.
- Major Giving – the monthly donor salons have been very effective and we plan to continue those year round.
- Institutional Giving - \$8M LOI's and proposals for research have been submitted to Industry in July and a \$1.5M grant agreement for LBD initiative was executed.

Staff - Some recent wellness/remote work check-ins have been done and the responses were very positive from our staff. We have had no staff turnover this year, we are in a much better place than last year at this time.

2021 Goals and Budget – Staff is in the process of goal setting and budgeting for 2021 based on the business plan goals. The draft budget will be reviewed by the Finance Committee on October 27 and presented to the Board for final approval at the November 15 meeting.

ABF Report to AAN Board, September 25 (David Dodick) ABF has been invited to present at the AAN Board meeting on September 25. Below are the some of the items that David Dodick and Jane Ransom will address in the presentation:

- 2019 vs 2020 financial comparison (present interim scorecard through 9/15)
- Path to \$3.7M in research fundraising for future years
- Use of extra 750K from AAN for marketing
- Industry fundraising outlook
- Greater alignment with AAN including:
 - Quarterly Leadership Steering Committee meetings (ABF/AAN Leadership)
 - ABF Executive Director/AAN CEO weekly meetings (Mary/Jane)
 - Monthly AAN Executive Team meetings attended by Jane Ransom
 - Staff Level Quarterly Strategic Alignment meetings with Marketing/Fundraising

ABF is creating an interim AAN scorecard as of 9/15 which looks shows healthy progress since the June 30 scorecard presented for the AAN board's last meeting. It will reflect the Alzheimer's Association \$1.5M. The ROI might be meeting the goal already. We will also promote the 1800 people that attended our most recent live event, the new awardees for C2C and the well-attended monthly donor salons.

David and Jane are planning to start building a relationship with Dr. Orly Avitzur, the new AAN Board Chair who will replace Jim Stevens in April 2021. We should continue to cultivate a relationship with Sanja Gupta, he has been discussed at the Governance Committee as a potential board member. An actor or sports figure for C2C would help to draw a larger audience.

Governance Committee (Kevin Goodno) The Governance Committee is working on recruiting new board members. Dr. Dodick has checked in with existing board members whose terms are up this year to see if they want to be renewed for another term and everyone will stay on except Sharon Klein, who has asked to not be re-elected to the board for another term due to time constraints. Confidentially, the Governance Committee has been notified that one of our neurologist board members will be elected to the AAN Board in April, so we will need to add another neurologist to the board beginning on May 1.

At the end of 2021 we will have 3 public members who will be term limited out—Kevin Goodno, Susan Schneider Williams and Marty Shenkman, so the Governance Committee needs to start preparing for that time and turnover. The Research Advisory Committee is another group where we have several neurologists that are going to be term limiting out in 2021. Dr. Griggs and Dr. Dodick are working with a small group on how we want to structure the RAC and recruit for those future openings.

Open discussion and more thoughts about the presentation to the AAN:

It is amazing what has transpired in the year given what we are facing with the pandemic, and that we are so unscathed through this and might even be stronger. That is the attitude we will bring into the AAN meeting, it is going to be a very upbeat message.

We are taking care of the team first and should highlight that to the AAN based on the positive survey responses from staff.

We should also emphasize the outward facing efforts with social media events and Facebook Live events. Emphasize what is novel and important about these new platforms that we are using, because they are appealing to a different audience than the AAN. Show how we used the extra money the AAN gave us this year, how the money was spent.

Meeting adjourned at 9:45 a.m. CT