



**American Brain Foundation
Compensation Committee Meeting
February 18, 2020
4:00 p.m. CT
Conference Call**

In attendance: Ralph Józefowicz, Chair; Martin Shenkman; Lisa Shulman, MD, Kevin Goodno

Staff: Jane Ransom, Deanna Ekholm, Tim Engel, CFO; Kim Howard

Excused: Tim Engel, CFO

The meeting was called to order at 4:00 pm CT by Dr. Ralph Józefowicz

The members approved the minutes of the December 9, 2019 meeting unanimously.

1. **2019 Incentive Results** – The ABF Scorecard results for 2019 were reviewed and were very positive. Below is a summary of the result for each of the 4 Strategic Goals.

Strategic Goal #1 Philanthropy: The total funds raised surpassed the maximum goal of \$3.6M coming in at \$3.8M. The amount raised for the traditional research fell short because the Alzheimer's grant for 1.5M that was expected has not yet come through yet. Three hundred major donors were solicited in 2019 more than doubling the maximum goal of 133 raising \$6M, short of our \$8.5M goal. The number of new donors came in at 1476 (goal 959-1007). The number of website donors also increased with a total of 698 (goal 336-353) The total number of donors was 3,276 (goal 2,717-2,853).

Strategic Goal #2 Research & Crowdfunding: 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 on February 23, 2020. Money granted for CRTS/CSDA's was at \$2.3M, because no candidate was identified for MD CRTS, the \$155K could not be granted. The total money granted was \$2.6M and our goal was \$2.7M.

Strategic Goal #3 Public Engagement: The stakeholder awareness of what Brain Disease was 30% and the awareness of the ABF was 32%. The site traffic increased on our website, for users we ended at 55,235 (goal 36,750-47,775) and for pageviews we ended at 128,330 (goal 124,427-130,648). The site conversion moving someone from a visitor to a donor end at 1.26% (goal 0.98%-1.02%).

Strategic Goal #4 – A Thriving Partnership (AAN/ABF): A signed 5-year partnership agreement with the AAN was signed. The number of AAN member that are aware of the ABF came in at 70% (goal 75%-79%) and the number of AAN members donating to the ABF came in at 2,189 (goal 1,826-1,917). The percentage of the AAN Board members donating to the ABF was 71% (goal 85%-89%) and the percentage of the AAN staff donating to the ABF was 60% (goal 55%-57%).

2. **Draft 2020 Incentive Goals** – The draft 2020 incentive goals were reviewed and the only changes/corrections that were made were the following:
- Max for Public Engagement is not correct, it should be 75,396
 - Unrestricted Operating Grants should exclude any AAN Support and Planned Gifts

There was some discussion regarding the weighting, and it was decided that it was correct and no changes needed to be made.

Dr. Józefowicz asked Ms. Ransom to summarize her accomplishments and challenges for 2019. Ms. Ransom's accomplishments included the newly signed agreement between the AAN and ABF that has really brought us to a new level of support from the AAN, she referred to it as the ABF 2.0 and is very excited with where we are headed. She also mentioned we had an outstanding Commitment to Cures event and the stakeholders were much more involved than in the past and finally we increased our digital efforts with our success reflected in the scorecard. Ms. Ransom said the main challenge was she experienced a dramatic staff turnover for many understandable reasons. She said much of her focus for the year was hiring new staff and developing a new team that included team building efforts, engaging people and strategic engagement as well. Ms. Ransom also mentioned focusing heavily with the Board on 3-5 big wins.

3. Executive Session – Executive Director 2019 Performance Review