



**AMERICAN BRAIN FOUNDATION**

Executive Committee

April 29, 2021

10:00 a.m. CST

Video Conference Call

Committee Members	David Dodick, MN, Chair; Susan Schneider Williams, Vice Chair; James Essey, Treasurer; Shafali Jeste, MD, Secretary; Kevin Goodno, Immediate Past Chair
Staff	Jane Ransom, ED; Kim Howard

	AGENDA ITEM <i>*Indicates Board Action Needed</i>	PRESENTED BY
10:00 CST	<b>Call to Order</b> <b>Approval of the March 9, 2021 Minutes Draft</b> <b>Board Chair Remarks</b>	David Dodick, MD, Chair
10:15	<b>Update from the Finance Committee</b> <ul style="list-style-type: none"> <li>• <b>Updated Business Plan</b></li> <li>• <b>2020 Audit</b></li> </ul>	Jim Essey
10:30	<b>Peter Goadsby Headache Research Fund</b>	Jane Ransom
10:40	<b>Review draft agenda for June 11, 2021 Board meeting</b>	David Dodick
11:00	<b>Adjourn</b>	

**Meeting Materials:**

- Draft Minutes of March 9, 2021 Executive Committee Meeting (page 2)
- Updated Business Plan (page 4)
- Peter Goadsby Headache Research Fund (page 13)
- Draft Board Agenda for June 11, 2021 (page 17)
- Q1 Board Scorecard (page 19)



**American Brain Foundation  
Executive Committee Meeting  
March 9, 2021  
9:00 a.m. CT  
Video Conference Call**

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

**Staff:** Jane Ransom, ED; Kim Howard

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

The members approved the minutes of the February 11, 2021 meeting unanimously.

**Establish Peter Goadsby Headache Research Endowment Fund (Jane Ransom)**

The foundation is establishing the Peter Goadsby Headache Research Endowment Fund in honor of Peter Goadsby, our 2021 Scientific Breakthrough Award winner. Dr. Dodick has been the lead person in approaching various Pharma companies that have profited from Dr. Goadsby's discoveries. We have received a \$250K commitment from BioHaven and a \$150K commitment from Abbvie/Allergan.

We are in the process of creating a document explaining the terms of this Fund and how it works. It is structured like our LBD Fund, except that it is an endowment. Dr. David Dodick is named as the advisor to the fund who will make grant recommendations based on consultation with the RAC and AAN. We would like the Executive Committee to formally approve the establishment of the new fund.

Discussion:

There was discussion about donor expectations with respect to endowments. ABF does not guarantee the return on the endowment. But the document establishing the fund explains how the funds will be invested and used. The donors understand that it is the return on their capital that supports research in perpetuity.

The committee would like the Goadsby Fund to be a dual-purpose fund and that we could set parameters to never allow the fund to dip below a certain threshold. This creates opportunity for an initial ask to donors to build up the endowment fund, and then continue with an on-going/annual ask to be able to fund bigger \$500K-\$1M projects yet never let it dip below that initial endowment amount.

The committee felt that this is a great way to fund high risk/high reward research grants as well as longevity that helps ABF fund Fellows with yearly. One of our big strengths has been these CRTS so if we can do that specifically in headaches that would be ideal.

Ms. Ransom summarized that we are building a dual-purpose fund partially endowed and partially available to use to fund bigger research projects.

**Motion:** A motion was made to approve the dual-purpose concept pending an email review of the final document. Motion approved unanimously.

### **Sponsored content and sponsorships in ABF publications (Jane Ransom)**

A small pharma company approached us about helping them to raise their brand recognition and get people into their clinical trials for neurodegeneration. ABF has told them that we cannot go out and recruit for their clinical trials, but perhaps they could have sponsored content in our newsletters with a link to their clinical trial information. Because they are interested, we want the Executive Committee to weigh in. Do we want sponsored content in ABF newsletters or other publications? Could our Annual Report or our newsletter be sponsored by a corporation, including a Pharma company?

Discussion/Feedback:

In general, the committee agrees to offering sponsorships for various ABF publications. This provides sponsors with visibility and ABF with revenue. We should have a price point chart for those sponsorships.

The committee was less favorable to the idea of sponsored content in ABF publications. Significant vetting would be necessary to assure that we do not look bias in supporting one company over another, and to make sure of the quality of any clinical trials companies were recruiting for. ABF would want to make sure that the trials were consistent with what ABF is trying to accomplish for brain disease.

With respect to recruiting for clinical trials, a bigger idea that would take more time is for ABF to become a hub for providing clinical trial information for the brain. For patients, navigating the world of clinical trials and finding resources can be very difficult. This idea could take ABF to a whole new level to become the the clinicaltrials.gov for brain research. Clinicaltrail.gov is very hard for patients to navigate and this would be so helpful. This concept needs much more thought and would need to be discussed with the AAN, the RAC as well as discussing it further with Yakkety Yak.

**Meeting adjourned at 9:38 a.m. CT**



Date: Tuesday, April 27<sup>th</sup>, 2021

To: Finance Committee

From: Jane Ransom, Executive Director

CC: Lindsey Taveren, Senior Accountant  
Kevin Myren, CPA Chief Financial Officer

Subject: Updated Five Year Business Plan

The Foundation has prepared an updated five-year business plan, which includes 2020 actuals, 2021 updated budget, and updated projections for 2022-2024.

### **Executive Director Summary**

The purpose of this business plan update is to revisit and refresh our original plan's budget forecast and assumptions in the context of ABF's performance in 2020, the COVID-19 pandemic, and other significant positive and negative impacts on the foundation. The overall conclusion of this update is that our business plan still makes sense. The refreshed plan forecasts a 2% increase in total support and revenue compared to the original plan.

The refreshed plan forecasts better fundraising results and increased research grants to AAN than did the original plan from 2019. The biggest driver of these improvements is that the door was opened for ABF to raise money from pharmaceutical and medical device companies—a significant new fundraising target—in July 2020.

Unrestricted fundraising for general operations will remain more challenging than fundraising for restricted research grants because the ABF is still not well-known, major donor fundraising has been aggravated because of the COVID-19 pandemic, and AAN's annual grants will continue to decline as planned. The refreshed plan addresses these issues by increasing our investment in marketing, and making a more cautious forecast for major gifts from individuals compared to the original plan.

Operating our business during the COVID-19 pandemic has taught us that we can decrease travel and occupancy expenses by using available technology for meetings with donors, virtual events and a hybrid remote work environment. As a result, these expenses have been scaled back significantly in the refreshed plan.

### **Overview – 114% Higher Net Income**

- Total 5-year revenue: \$34.4M *2% higher than original*
- Total 5-year expense: \$33.7M *1% higher than original*
- Total 5-year Net Income: \$703K *109% higher than original*

### **Fundraising Forecast – 12% Higher**

Staff revisited and updated all revenue goals for 2021-2024. Based on donor trends with institutional and major donor giving, the Foundation has shifted their goals to reflect the continued donor preference for restricted donations, particularly among pharmaceutical and medical device companies.

Staff have also increased the variety of fundraising objectives, including a large neuroinflammation project (analogous to the LBD project), marketing grants, and the Dr. Goadsby Headache endowment.

- Total 5-year Restricted Fundraising: \$32.4M *26% higher than original*
- Total 5-year Unrestricted Fundraising: \$11.7M *-15% lower than original*
- Total 5-year Fundraising: \$44M *12% higher than original*

### **Grants & Awards Expense – \$1.3M Increase**

The increased restricted fundraising results in a higher number of grants being awarded in future years. The variety of grants has grown in conjunction with the variety of fundraising goals, and has expanded to include neuroinflammation research, COVID-19 research, Health Disparities research, and a special Headache Grant named for Dr. Goadsby.

- Total Grants & Awards: \$20.6M *7% higher than original*
- Grants & Awards going to the AAN: \$19.6M *4% higher than original*

To fully fund the projected grants presented in this business plan, the Foundation will draw on \$1.1M of their restricted research reserve fund. It is important to note that the plan includes a strategy to taper off relying on the restricted research reserves, so that when those historical monies are gone, the grants are fully funded going forward. At the end of 2024, the Foundation will have approximately \$500K remaining in historical restricted research reserves.

### **Operational Expense Savings - \$2.8M**

#### *Personnel - \$220K savings*

The updated plan still includes two new FTE hires, but the timing of hire has been delayed by one year, the nature of the positions has been modified, and the salaries are less expensive.

In the original plan one of the new hires was a marketing role, but in this updated business plan the marketing role has been fulfilled by the independent contractor Yakkety Yak. Instead, the two new professional staff will support the all-around growth of the foundation by focusing upon restricted and unrestricted fundraising, research programming, and operational support.

#### *Software - \$229K savings*

The Foundation is replacing its current fundraising software with Virtuous (CRM and email marketing platform) and Classy (online giving, peer-to-peer, events). This change will provide \$100,000+ savings annually and enhance fundraising effectiveness.

*Occupancy - \$450K savings*

As a result of the prolonged remote work environment the Foundation has embraced the new normal and reduced their footprint in the AAN headquarters building. This has resulted in lower Management Service fees with the AAN.

*Travel - \$1.9M savings*

Staff project that travel will not fully return to the levels anticipated in the original business plan.

**Marketing & Advertising - \$2.2M Investment**

The updated plan includes a larger investment in marketing to support the ambitious public awareness goals laid out in the original plan. A marketing agency with a specialty in the non-profit/neurology space, Yakkety Yak, has been hired to support this effort. Marketing activities will increase brand awareness and align with our strategic goals of supporting brain disease research, expanding our donor base and donations, and building upon our partnership with the AAN.

The ABF has only recently “gone public”, and we are strategically building a large and loyal audience who recognize and trust our brand – and therefore donate generously to our cause. In addition to increasing brand awareness and engagement, we plan to have a 62% increase in Annual Fund revenue (donations under \$2,500) compared to the original plan. While we are aggressively working towards our goals, it is uncertain how the effects of the COVID-19 pandemic may continue to negatively impact the overall fundraising landscape.

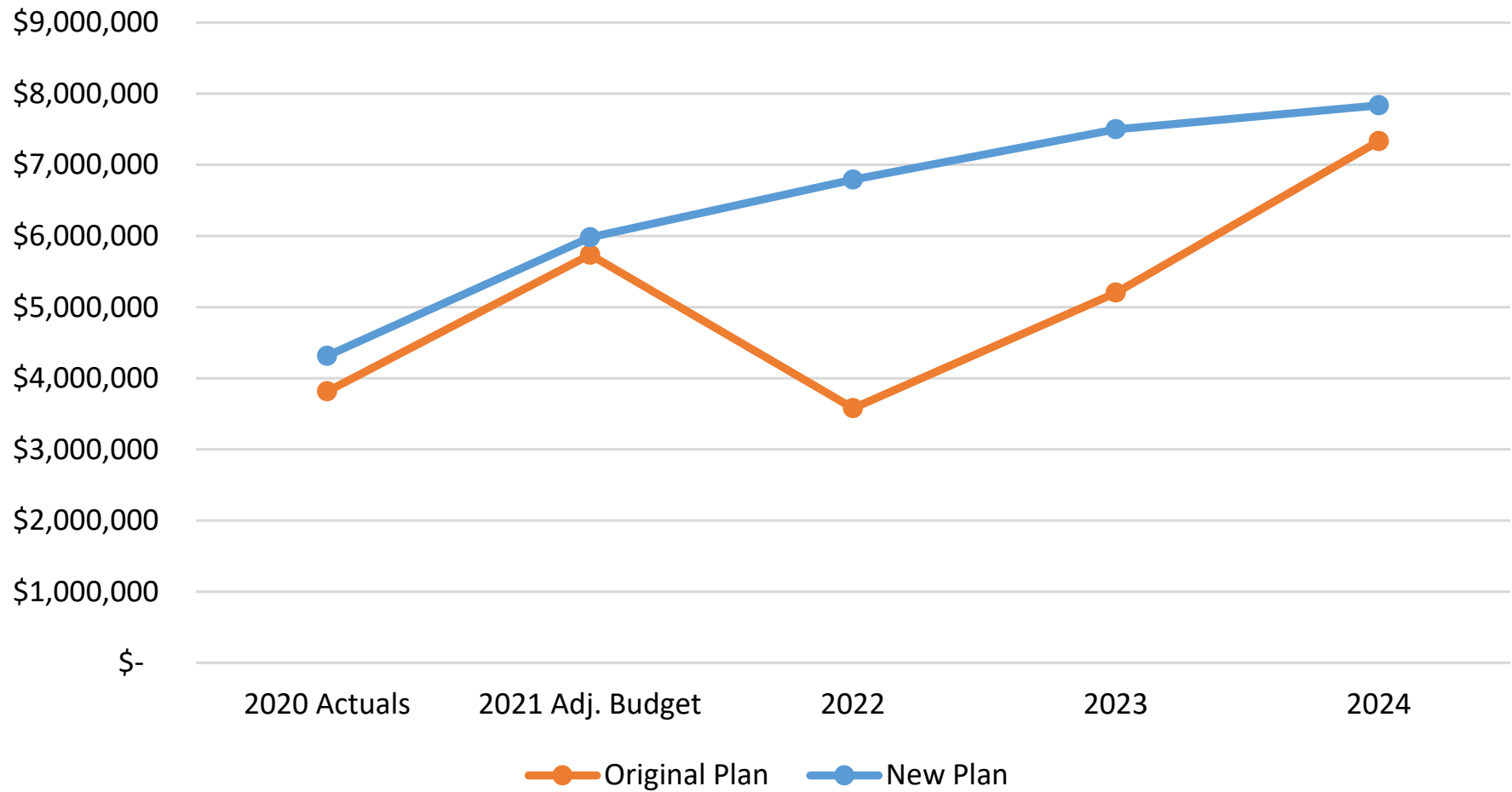
**Provided in the following pages are:**

- 5 Year Business Plan Summary
- Graph: Restricted Fundraising Plan
- Graph: Unrestricted Fundraising Plan
- Business Plan Key Performance Indicators
- Graph: AAN ROI on Grants and Awards
- Graph: AAN ROI on Total Fundraising

**American Brain Foundation  
Business Plan Update 2020-2024**

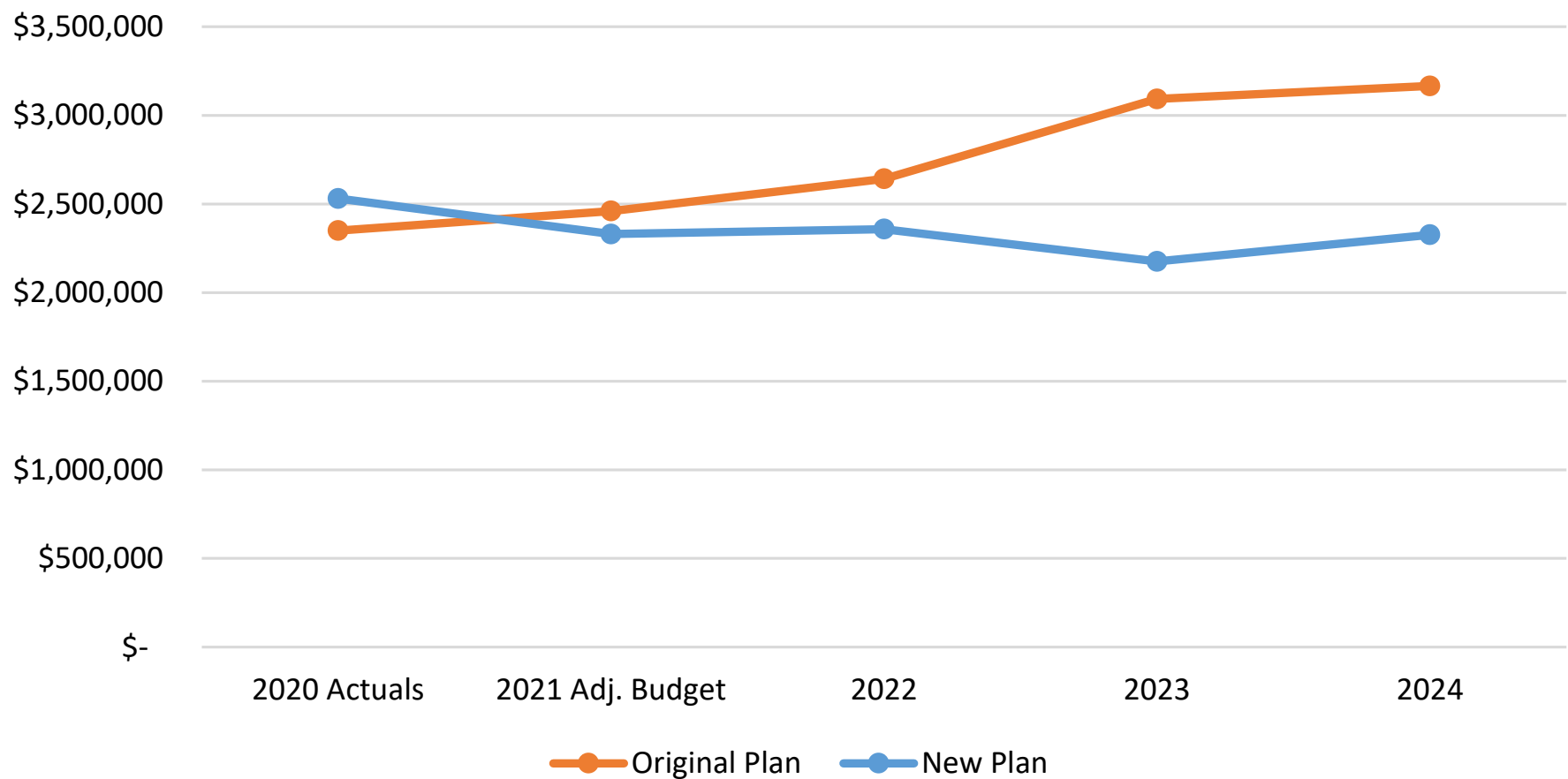
	<b>Updated 5 Year Total</b>	<b>Original 5 Year Total</b>	<b>% Variance</b>
<b>REVENUE</b>			
Operating Revenue	13,807,247	14,409,228	-4%
Research Grant Revenue	20,575,103	19,308,334	7%
<b>Total Support and Revenue</b>	<b>34,382,350</b>	<b>33,717,562</b>	<b>2%</b>
<b>EXPENSES</b>			
Operating Expenses	13,104,558	14,072,911	7%
Research Grant Expenses	20,575,103	19,308,334	-7%
<b>Total Expenses</b>	<b>33,679,661</b>	<b>33,381,245</b>	<b>-1%</b>
<b>Net Increase (Decrease)</b>	<b>702,689</b>	<b>336,317</b>	<b>109%</b>

## Restricted Fundraising Plan





# Unrestricted Fundraising Plan

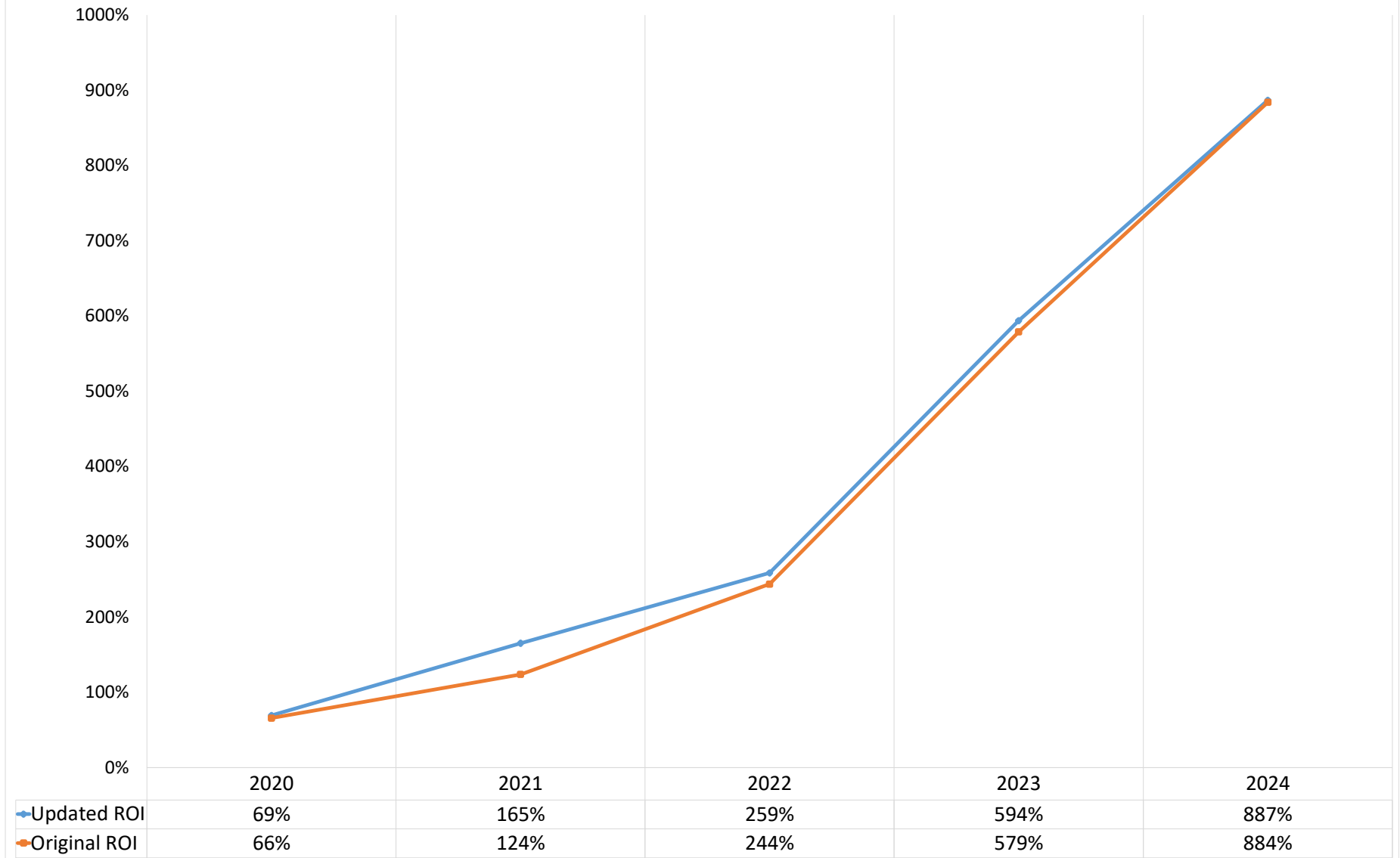


## Key Performance Indicators

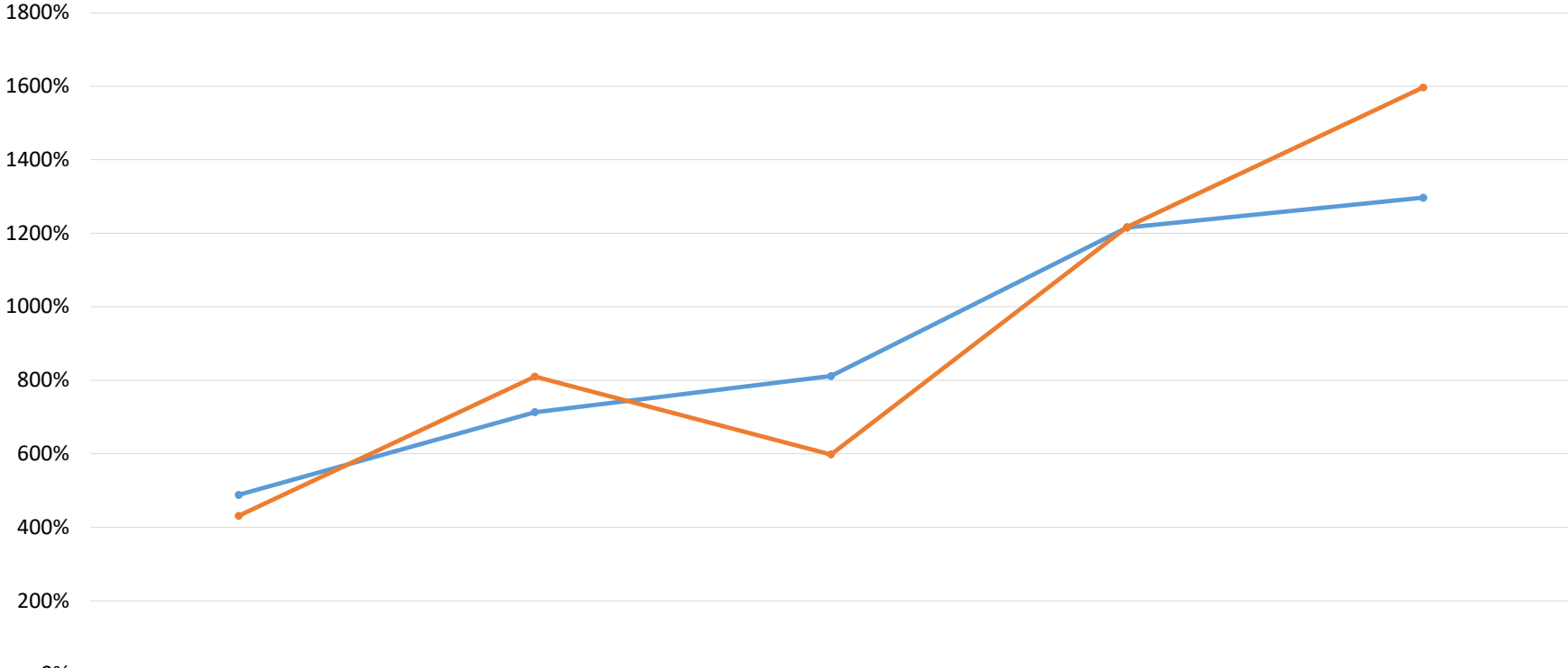
	<u>Original Business Plan</u>	<u>Updated Business Plan</u>	<u>Variance</u>
Total Fundraising (millions)	\$39.0	\$44.1	<b>\$5.1</b>
Research Fundraising (millions)	\$26.0	\$32.4	<b>\$6.4</b>
Unrestricted Fundraising (millions)	\$14.0	\$11.7	<b>-\$2.3</b>
Improve Functional Expense Ratio to Industry Standard (75%+)	75.0%	88.4%	<b>13.4%</b>
Grants/Awards flowing from ABF to AAN (millions)	\$19.0	\$19.6	<b>\$0.6</b>
AAN Return on Grant Awards by 2024*	884.0%	886.8%	<b>2.8%</b>
AAN Return on Fundraising by 2024*	1597%	1297%	<b>-300%</b>

\*The ROI function has been restated for the Original Business plan, to align with the industry ROI function. The Updated Business Plan uses the same ROI Function.

# AAN RETURN ON GRANT AWARDS



# AAN RETURN ON TOTAL ABF FUNDRAISING



	2020	2021	2022	2023	2024
Updated ROI	488%	713%	811%	1215%	1297%
Original ROI	431%	810%	598%	1217%	1597%



## **The Peter Goadsby Headache Research Endowment Fund of the American Brain Foundation**

1. **GOAL.** To establish an endowment fund for headache research at the American Brain Foundation.
2. **MOTION.** The ABF Board of Directors hereby authorizes and approves establishment of the Peter Goadsby Headache Research Endowment Fund of the American Brain Foundation (hereinafter "PGHREF"). This fund will support research grants in migraine and other headache disorders, and research to address health disparities in those areas.
3. **DISCUSSION.** The American Brain Foundation (ABF) is establishing an endowed fund in headache research in honor of its 2021 Scientific Breakthrough Award recipient, Peter Goadsby, MD, PhD. Professor Goadsby's basic and translational research over the past three decades led to the seminal discovery of the role of calcitonin gene-related peptide (CGRP) in the pathophysiology of migraine and its identity as a target for drug development. He then led the design of a number of clinical trials that demonstrated the efficacy and safety of both small molecule CGRP receptor antagonists (*gepants*) and monoclonal antibodies targeting the CGRP ligand or its canonical receptor. As a result, within the past three years, four monoclonal antibodies and two gepants have been approved for the preventive and acute treatment of migraine, respectively, and the lives of countless patients around the world have been changed.

The PGHREF will make grants to clinical neuroscientists for research that focuses on advancing our understanding of migraine or leads to the identification of novel targets or treatments for headache, migraine, or other primary headache disorders. These areas of research include epidemiologic or behavioral studies, clinical trials, studies of disease mechanisms, the development of new technologies, and health services and outcomes research. Disease-related studies not directly involving humans or human tissue will also be encouraged if the primary goal is the development of therapies, biomarkers for diagnosis, or other tools to prevent or manage headache or migraine.

The fund will also support research that addresses health disparities in the areas of headache and migraine, including evaluation of health services, access to care and treatments, quality of care, implementation of therapies, physician performance, or patient adherence.

4. **DONOR CONTRIBUTIONS.** Any individual or organization (each a “Donor”), at any time, with the consent of ABF, may make a charitable contribution to ABF designated to the PGHREF. Donor contributions will be absolute and irrevocable, and after making contributions Donors shall have no right, title or interest in the amounts transferred.
5. **PURPOSE OF FUND.** Without limiting ABF’s authority over the Fund or ABF’s rights under this Agreement, the **purpose of distributions from the PGHREF shall be to fund research** related to migraine and headache.
6. **APPOINTMENT OF ADVISORS.** ABF will appoint a “Chair Advisor” (the “Chair”) who will work in consultation with ABF’s Research Advisory Committee (RAC), the Science Committee of the American Academy of Neurology (AAN), and other organizations with expertise in headache, such as the American Migraine Foundation (AMF), to assure the review of applications submitted by potential grant-recipients by experts. Any grants for research must be approved by ABF’s Research Advisory Committee and AAN’s Science Committee.

The initial Chair Advisor will be:

Name: David Dodick, MD

Address: 13400 E. Shea Blvd., Scottsdale, AZ 85259

Phone: (480) 363-2633

7. **DISTRIBUTIONS & ADVISOR RECOMMENDATIONS.** Distributions from the net income or principal of the PGHREF shall be made at such times, in such amounts, in such ways, and for the Purpose as ABF shall determine, in its sole discretion; provided, however, that distributions from the PGHREF will always be used for the Purpose and reasonable related administrative costs.

The Chair Advisor may submit advice or recommendations to ABF with respect to the distribution of income or principal of the PGHREF, including recommendations on research award recipients or grants to other organizations; however, that such recommendations are advisory in nature, will not be binding upon ABF, and will not be the sole criteria used by ABF in determining whether and how to make distributions from the PGHREF. ABF’s Board of Directors retains the power to modify or eliminate any restriction, condition, or limitation on the distribution of income or principal of the PGHREF, if, in the sole judgement of the Board, such restriction, condition or limitation becomes illegal, impracticable, or inconsistent with the charitable mission of ABF.

Grants must be recommended at least thirty (30) days prior to the desired Grant Distribution Day in order to be processed and made timely. The Chair may recommend a maximum of ten (10) grants to be made in any quarter. ABF will review recommendations and respond within a reasonable time with any questions.

Before processing any grant, ABF reviews each recommendation to verify compliance with ABF policies and IRS guidelines, including seeking clarification when there is a chance that the Chair or any Advisory may receive a personal benefit, and in order to ensure that recipient organizations are aligned with ABF's charitable mission.

8. **ADMINISTRATION.** (a) ABF shall be the absolute and sole owner of all assets in the PGHREF and income derived from its assets; (b) the PGHREF shall be held and administered in accordance with ABF's Articles of Incorporation, Bylaws, and other rules, regulations and policies including, and without limitations, its ABF shall make distributions from the income of the Fund in accordance with all policies adopted by the ABF Board of Directors, including but not limited to, the Spending Policy for endowed funds of the Foundation.

The Spending Policy is designed to allow the funds to be invested on a "total return" basis to maintain and, if possible, increase the real value (as adjusted for inflation) of the funds, while at the same time providing a relatively steady and predictable level of funding for grantees. The Spending Rate in effect on the date hereof provides for the Foundation to spend annually 5% of the average fair market value of the PGHREF calculated over 12 trailing quarters. An administrative fee of 1% (or \$250 minimum) is included in this spending policy.

Any investment returns remaining after distributions for the purposes of the PGHREF and payment of investment management, administrative, and other costs, will be retained as part of the PGHREF. The assets of the fund may be commingled with other assets of the ABF for investment purposes; separate receipt and disbursement records will be maintained. If in the opinion of the ABF Board of Directors, future circumstances change so that the purpose for which the PGHREF is established becomes illegal, impracticable, or inconsistent with the charitable purposes of ABF, the ABF Board of Directors may designate an alternative use for the endowment payout in accordance with applicable state law.

9. **NAME & RECOGNITION.** The name of the Fund is "The Peter Goadsby Headache Research Endowment Fund of the American Brain Foundation," which name has been deemed acceptable by ABF. Donors to the PGHREF will be recognized in the ABF annual report and other publications in a manner reasonably requested by the Chair or PGHREF donors. Donors may also be recognized in connection with specific grants, depending on prior agreement and naming opportunities with ABF. ABF reserves the right to reject the particular manner of recognition requested, and to discuss reasonable alternatives.
10. **PUBLICITY.** ABF agrees to reasonably cooperate in publicly promoting requests for applications by the Committee, provided that the Chair provided that the request aligns sufficiently with ABF's promotional timeline. Any public announcements regarding grants made from the PGHREF or regarding requests for Applications will be made in collaboration between ABF and the Chair.
11. **TERM & TERMINATION.** The PGHREF begins and may accept donations on the date this resolution is approved by the Board of Directors.

12. **REPORTING.** ABF will prepare an accounting of the use of the PGHREF and a brief financial report annually for the Chair. In addition, ABF will require progress and financial reports from the recipients of grant from the PGHREF which will be accessible to the Chair and Committee for informational purposes only.
  
13. **RESEARCH PRODUCTS.** The parties understand that recipients of grants from the PGHREF may develop inventions, products, publications, processes, know-how, formulae, and the like, from research funded by such grants, whether or not capable of protection under copyright, trade secret or patent protections (the "Research Products"). The Committee, Donors, and ABF have no rights in or to the Research Products that are conceived or reduced to practice in the performance of grants from the PGHREF, regardless of whether the invention is patented or copyrighted. To the extent reasonably practicable, ABF shall cause print and scientific publications generated as a result of a grant from the PGHREF to acknowledge the support of PGHREF donors. When possible, a copy of any such material shall be sent to the Chair for pre-approval.
  
14. **REPRESENTATIONS & WARRANTIES.** ABF represents that it has received a determination from the Internal Revenue Service to the effect that it is an organization described in Section 501(c)(3) of the Code and is not a private foundation. To the best knowledge of the officers and directors of ABF, this determination is in full force and effect and is not being reconsidered by the Internal Revenue Service with a view toward revocation. Except as stated in the preceding two sentences, ABF makes no representation or warranty concerning ABF's present or future tax status or the tax treatment of contributions to ABF.
  
15. **AMENDMENT.** This Agreement may be amended only by a vote of the ABF Board of Directors.
  
16. **GOVERNING LAW.** This agreement will be governed and construed in accordance with the laws of Minnesota. Sole venue and jurisdiction for any proceedings under this agreement will be in Hennepin County, Minnesota.

The parties are signing this agreement as of the below date(s).

**AMERICAN BRAIN FOUNDATION**

By: \_\_\_\_\_

Date: \_\_\_\_\_

**CHAIR ADVISOR**

By: \_\_\_\_\_

Date: \_\_\_\_\_





**DRAFT**

**AMERICAN BRAIN FOUNDATION**

Board of Directors Meeting

June 11, 2021

10:00 a.m. CT

Virtual Conference Call

Committee Members	David Dodick, MD, Chair; Susan Schneider Williams, Vice Chair; Shafali Jeste, MD, Secretary; James Essey, Treasurer; David Eagleman, PhD; James Erwin, Jacqueline French, MD; Dan Gasby; Kevin Goodno; Robert Griggs, MD; James Grotta, MD; Frances Jensen, MD; Sharon Klein; Ben Lenail; Cindy McCain; Suzanne Miller; Ronald Peterson, MD; Alyx Porter, MD; Mary Post, CEO AAN; Sean Sansiveri; Martin Shenkman, CPA; Orly Avitzur, MD, President AAN
Guests	Walter Koroshetz, MD; Matthew Picard
Staff	Jane Ransom, ED; Kevin Myren, CFO; Emily Christian; Julia Miglets-Nelson; Kim Howard

	<b>AGENDA ITEM</b> <i>*Indicates Board Action Needed</i>	<b>PRESENTED BY</b>
10:00	<b>Call to Order</b> <ul style="list-style-type: none"> <li>Approval of May 7, 2021 meeting minutes</li> <li>Call for disclosure of conflicts of interest</li> <li>Board Chair Remarks</li> </ul>	David Dodick, MD, Chair
10:10	<b>AAN Update</b>	Orly Avtitzur, MD; Mary Post
10:20	<b>Financial Report</b> <ul style="list-style-type: none"> <li><b>Q1 Financial Statements ending March 31, 2021</b></li> </ul>	Jim Essey, Treasurer Kevin Myren, CFO Lindsey Taveren, Accountant
10:30	<b>Research Strategy</b>	Robert Griggs, MD Susan Schneider Williams Ronald Petersen, MD
10:45	<b>Guest Speaker on Neuro-Inflammation</b>	Walter Koroshetz, MD
11:00	<b>15 Minute Break</b>	
11:15	<b>Developing ABF Board Leadership</b>	Shafali Jeste, MD

11:40	<b>Marketing Strategy &amp; Returns to date</b>	Emily Christian
12:00	<b>Donor Advised Fund Presentation</b>	Martin Shenkman, CPA Matthew Picard
12:30	<b>Adjourn</b>	David Dodick, MD

**Meeting Materials:**

- Minutes of Board of Directors Meeting of May 7, 2021 (Draft) – page
- Executive Director’s Report – page
- Q1 2021 Scorecard – page
- Q1 Financial Statements ending 3.31.2021 – page

# Q1 2021 ABF SCORECARD

Strategic Goal #1	FUNDRAISING			
Outcomes	Q1 2021	Threshold	Target	Maximum
<b>1. Total funds raised</b>				
a. Restricted	\$2,056,887	\$4,314,666	\$4,530,399	\$5,393,333
b. Unrestricted	\$314,580	\$867,475	\$910,849	\$954,223
c. AAN Support	\$1,250,000	\$1,250,000	\$1,250,000	\$1,250,000
<b>2. Major Donor Pipeline Value</b>				
a. Number of Solicitations	56	860	903	1075
b. Total Gift Ask	\$1,216,600	\$9,745,332	\$10,232,599	\$12,181,665
<b>3. Donors</b>				
a. Total Number of Donors	1277	2938	3085	3232
b. Total Donors from Website	208	912	958	1003
<b>4. Staffing - Total FTE's</b>				
a. Total FTEs	8	8	9	10
b. Retention Rate	100%	80%	90%	100%
<b>5. Functional Ratios</b>				
a. Programming	82.5%	72%	75%	77%
b. Fundraising	7.7%	13%	12%	10%
c. Management	9.8%	15%	14%	13%
<b>6. Fundraising Efficiency Ratio</b>				
a. Cost to Raise a \$1	\$0.03	\$0.12	\$0.11	\$0.10
b. Revenue Raised Per FTE	\$452,683	\$804,018	\$836,406	\$949,694
<b>7. Charity Navigator Rating</b>	Three Star	Three Star	Three Star	Four Star
<b>8. Guidestar Rating</b>	Platinum	Gold	Gold	Platinum
Strategic Goal #2	RESEARCH GRANTS			
Outcomes	Q1 2021	Threshold	Target	Maximum
<b>1. Total Grant &amp; Awards Funded</b>				
a. AAN Total	\$1,320,000	\$2,000,000	\$2,000,000	\$2,000,000
b. Other Grants Total	\$125,000	\$203,000	\$203,000	\$203,000
<b>2. Total # of Grants</b>				
a. AAN Total	8	9	10	11
b. Other Awards Total	2	3	4	5
<b>3. Total Number of CDA's</b>	0	0	1	2
<b>4. Total AAN ROI on ABF Research Grants</b>	141%	166%	166%	166%
Strategic Goal #3	PUBLIC AWARENESS			
Outcomes	Q1 2021	Threshold	Target	Maximum
<b>1. Stakeholder awareness of what Brain Disease is</b>	N/A	25%	30%	34%
<b>2. Stakeholder awareness of the American Brain Foundation</b>	N/A	27%	30%	32%

# Q1 2021 ABF SCORECARD

<b>3. Unique Web Visitors</b>	48,158	156,000	163,800	171,600
<b>4. Social Media Followers</b>	37,129	42,000	44,100	46,200
<b>5. Email Contact List</b>	16,785	18,000	18,900	19,800
<b>6. Monthly Web Session</b>	57,030	180,000	189,000	198,000
<b>Strategic Goal #4</b>	<b>AAN/ABF PARTNERSHIP</b>			
<b>Outcomes</b>	<b>Q1 2021</b>	<b>Threshold</b>	<b>Target</b>	<b>Maximum</b>
<b>1. Number of AAN members who are aware of the ABF</b>	N/A	80%	81%	82%
<b>2. Number of AAN members donating to the ABF</b>	761	1637	1653	1669
<b>3. Percentage of AAN staff donating to the ABF</b>	39%	60%	63%	66%
<b>4. AAN ROI on Total ABF Fundraising</b>	354%	531%	531%	531%