

Q1 2021 ABF SCORECARD

Strategic Goal #1	FUNDRAISING			
Outcomes	Q1 2021	Threshold	Target	Maximum
1. Total funds raised				
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
2. Major Donor Pipeline Value				
a. Number of Solicitations	56	860	903	1075
b. Total Gift Ask	\$1,216,600	\$9,745,332	\$10,232,599	\$12,181,665
3. Donors				
a. Total Number of Donors	1277	2938	3085	3232
b. Total Donors from Website	208	912	958	1003
4. Staffing - Total FTE's				
a. Total FTEs	8	8	9	10
b. Retention Rate	100%	80%	90%	100%
5. Functional Ratios				
a. Programming	82.5%	72%	75%	77%
b. Fundraising	7.7%	13%	12%	10%
c. Management	9.8%	15%	14%	13%
6. Fundraising Efficiency Ratio				
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
7. Charity Navigator Rating	Three Star	Three Star	Three Star	Four Star
8. Guidestar Rating	Platinum	Gold	Gold	Platinum
Strategic Goal #2	RESEARCH GRANTS			
Outcomes	Q1 2021	Threshold	Target	Maximum
1. Total Grant & Awards Funded				
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
2. Total # of Grants				
a. AAN Total	8	9	10	11
b. Other Awards Total	2	3	4	5
3. Total Number of CDA's	0	0	1	2
4. Total AAN ROI on ABF Research Grants	141%	166%	166%	166%
Strategic Goal #3	PUBLIC AWARENESS			
Outcomes	Q1 2021	Threshold	Target	Maximum
1. Stakeholder awareness of what Brain Disease is	N/A	25%	30%	34%
2. Stakeholder awareness of the American Brain Foundation	N/A	27%	30%	32%

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