



**AMERICAN BRAIN FOUNDATION**  
 Compensation Committee  
 February 14, 2022  
 10:00am CT  
 Zoom Video Call

<b>Committee Members</b>	Kevin Goodno, Chair; Martin Shenkman; Jacqueline French, MD; Ben Lenail; David Dodick, MD	
<b>Staff</b>	Jane Ransom, Deanna Ekholm, CHRDO; Kevin Myren, CFO; Kim Howard	
	<b>AGENDA ITEM</b>	<b>PRESENTED BY</b>
10:00 am CT	<b>Call to Order</b>	Kevin Goodno, Chair
10:03	<b>Approval of December 9, 2021 Minutes</b>	Kevin Goodno
10:05	<b>2021 Q4 Scorecard</b>	Jane Ransom
10:15	<b>2021 Incentive</b>	Kevin Myren, CFO
10:30	<b>2022 Board Scorecard &amp; Incentive</b>	Jane Ransom
10:45	<b>Executive Session</b>	Kevin Goodno, Deanna Ekholm
11:00 am	<b>Adjourn</b>	

**Materials:**

- Draft Meeting Minutes from December 9, 2021 - page 2
- 2021 Q4 Board Scorecard - page 4
- 2021 Incentive Draft - page 6
- Recommended Draft 2022 Board Scorecard - page 7
- Recommended Draft 2022 Incentive - page 10



**American Brain Foundation  
Compensation Committee Meeting  
December 9, 2021  
11:00 a.m. CT  
Zoom Conference Call**

**In attendance:** Kevin Goodno, Chair; Martin Shenkman, Jacqueline French, MD, David Dodick, MD

**Staff:** Jane Ransom, Deanna Ekholm, Kevin Myren, CFO; Kim Howard

The meeting was called to order at 11:03 am CT by Kevin Goodno.

The members approved the minutes of the February 16, 2021 meeting unanimously.

**2022 Board Scorecard Recommendation (Jane Ransom)**

Jane reviewed the recommended 2022 scorecard numbers, which are based on our budget and business plan. Fundraising numbers are aggressive and come from the 2022 budget that was approved by the board. AAN support is what they plan to give us. Charity Navigator and GuideStar ratings also came directly out of the business plan metrics for 2022. The ABF will award \$3.4M to the AAN and \$200K to other organizations. The Public Awareness goal is 15% over 2021 website visits, and 25% over in social media outreach, and 20% over 2021 in e-mail subscribers. The board has had some discussions over whether these are the things we want to measure; the goals may change depending on what is determined at the board retreat.

**Motion:** To adopt the 2022 scorecard numbers, with the understanding that they may be modified after the March Board Retreat. The motion was seconded and approved.

**Executive Director 2021 Performance Review (Deanna Ekholm)**

Deanna anticipates following same process as in previous years, which consists of sending a survey to board members, then compiling and sharing results with the Compensation Committee. She noted that a new question was added in 2019 regarding demonstrating a commitment to equity, diversity, and inclusion. In 2020, another question was added regarding agile leadership during COVID pandemic and other uncertain circumstances.

**2022 Incentive Goal Recommendations (Kevin Goodno)**

2021 board scorecard numbers and the business plan/budget numbers are used to determine thresholds. Kevin Goodno asked the committee to recommend the weighting of each item.

**Motion:** To recommend to the ABF Board of Directors that online donations be added to the 2022 scorecard as one of the indicators under public engagement, and be weighted at 5%, and that the weighting for total number of donors be reduced to 15%. Motion passed unanimously.

## **Agenda for February 14, 2022**

1. Review final results of the 2021 Scorecard & 2021 Incentive
  - a. Recommend 2021 staff incentive payouts
2. Review recommended 2022 Scorecard
3. Review recommended 2022 Incentive
4. Recommendations on Executive Director 2021 performance, and compensation recommendations for 2022
  - a. Deanna will submit survey results to Kevin and David prior to the meeting

Meeting adjourned at 11:46 am CT

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## Q4 2021 ABF BOARD SCORECARD

Strategic Goal #1	FUNDRAISING			
Outcomes	Q4 2021	Threshold	Target	Maximum
<b>1. Total funds raised</b>				
a. Restricted	\$4,409,040	\$4,314,666	\$4,530,399	\$5,393,333
b. Unrestricted	\$1,157,356	\$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	175	860	903	1075
b. Total Gift Ask	\$11,057,700	\$9,745,332	\$10,232,599	\$12,181,665
<b>3. Donors</b>				
a. Total Number of Donors	3946	2938	3085	3232
b. Total Donors from Website	1564	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	67%	72%	75%	77%
b. Fundraising	17%	13%	12%	10%
c. Management	16%	15%	14%	13%
<b>6. Fundraising Efficiency Ratio</b>				
a. Cost to Raise a \$1	\$0.13	\$0.12	\$0.11	\$0.10
b. Revenue Raised Per FTE	\$852,050	\$804,018	\$836,406	\$949,694
<b>7. Charity Navigator Rating</b>	Four Star	Three Star	Three Star	Four Star
<b>8. Guidestar Rating</b>	Platinum	Gold	Gold	Platinum
Strategic Goal #2	RESEARCH GRANTS			
Outcomes	Q4 2021	Threshold	Target	Maximum
<b>1. Total Grant &amp; Awards Funded</b>				
a. AAN Total	\$2,046,160	\$2,000,000	\$2,000,000	\$2,000,000
b. Other Grants Total	\$203,848	\$203,000	\$203,000	\$203,000
<b>2. Total # of Grants</b>				
a. AAN Total	11	9	10	11
b. Other Awards Total	3	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>	220%	166%	166%	166%

<b>Strategic Goal #3</b>	<b>PUBLIC AWARENESS</b>			
<b>Outcomes</b>	<b>Q4 2021</b>	<b>Threshold</b>	<b>Target</b>	<b>Maximum</b>
<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%
<b>3. Unique Web Visitors</b>	220,536	156,000	163,800	171,600
<b>4. Social Media Followers</b>	63,805	42,000	44,100	46,200
<b>5. Email Contact List</b>	21,945	18,000	18,900	19,800
<b>6. Web Sessions</b>	267,855	180,000	189,000	198,000
<b>Strategic Goal #4</b>	<b>AAN/ABF PARTNERSHIP</b>			
<b>Outcomes</b>	<b>Q4 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>	1928	1637	1653	1669
<b>3. Percentage of AAN staff donating to the ABF</b>	59%	60%	63%	66%
<b>4. AAN ROI on Total ABF Fundraising</b>	667%	531%	531%	531%





2022 ABF BOARD SCORECARD - DRAFT

Strategic Goal #2		RESEARCH GRANTS			
Outcomes		2021 Actuals	Threshold	Target	Maximum
<b>1. Total Grant &amp; Awards Funded</b>					
a. AAN Total		\$2,046,160	\$3,402,000	\$3,402,000	\$3,402,000
b. Other Grants Total		\$203,848	\$200,000	\$200,000	\$200,000
<b>2. Total # of Grants</b>					
a. AAN Total		11	15	16	17
b. Other Awards Total		3	1	2	3
<b>4. Total AAN ROI on ABF Research Grants</b>		220%	259%	259%	259%
Strategic Goal #3		PUBLIC AWARENESS			
Outcomes		2021 Actuals	Threshold	Target	Maximum
<b>1. Stakeholder awareness of ABF</b>					
a. Web Sessions		267,855	308,033	323,435	338,836
b. Unique Web Visitors		220,536	253,616	266,297	278,978
c. Social Media Followers		63,805	79,756	83,744	87,732
d. Email Subscribers		21,945	26,334	27,651	28,967
e. Online Donations		\$ 326,968.00	\$ 359,665.00	377,648	395,632

Maintain Maintain

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2022 ABF BOARD SCORECARD - DRAFT

Strategic Goal #4	AAN/ABF PARTNERSHIP			
Outcomes	2021 Actuals	Threshold	Target	Maximum
1. AAN US Dues Paying Neurologists who give to ABF	9.35%	10.5%	11.2%	11.5%
2. Percentage of AAN staff donating to the ABF	59%	60%	63%	66%
3. AAN ROI on Total ABF Fundraising	667%	787%	787%	787%

5%	10%
5%	10%
Maintain	Maintain

**American Brain Foundation  
2022 Incentive Goals**

	2021 Actuals	2022				Weight	Threshold	Target	Maximum	Score	Weight	Weighted Score
		Threshold	Target	Maximum	Weight							
<b>Public Engagement</b>												
Increased site traffic/web session (# of Users)	267,855	308,033	323,435	338,836	10%	15% over 2021 Actuals	5% over Threshold	10% over Threshold			10%	
Social Media Followers	63,805	79,756	83,744	87,732	10%	25% over 2021 Actuals	5% over Threshold	10% over Threshold			10%	
Online Donations	\$ 326,968	\$ 359,665	\$ 377,648	\$ 395,632	5%	10% over 2021 Actuals	5% over Threshold	10% over Threshold			5%	
<b>Philanthropy</b>												
Total Restricted Funds Raised	\$ 4,409,040	\$ 6,793,324	\$ 7,132,990	\$ 8,491,655	25%	2022 Budget	5% over Threshold	25% over Threshold			25%	
Total Unrestricted Funds Raised (Excludes Any AAN Support and Planned Gifts)	\$ 1,157,356	\$ 1,108,103	\$ 1,163,508	\$ 1,218,913	20%	2022 Budget	5% over Threshold	10% over Threshold			20%	
Total Number of Donors	3,946	?	?	?	15%	3% over 2021 Actuals	5% over Threshold	10% over Threshold			15%	
<b>Financial</b>												
Net Operating Increase	\$ 312,556	\$ 200,000	\$ 275,553	\$ 351,106	15%	2022 Budget	Midpoint of Threshold & Maximum	Average of Last Three Years			15%	
					<u>100%</u>							<u>100%</u>