

# 2020 ABF Board Scorecard

Strategic Goal #1	FUNDRAISING			
Outcomes	Q4 2020	Threshold	Target	Maximum
<b>1. Total funds raised</b>				
a. Restricted	\$4,293,174	\$3,800,000	\$3,990,000	\$4,750,000
b. Unrestricted	\$1,032,823	\$850,000	\$892,500	\$935,000
c. AAN Support	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000
<b>2. Major Donor Pipeline Value</b>				
a. Number of Solicitations	860	150	158	188
b. Total Gift Ask	\$9,745,332	\$8,000,000	\$8,400,000	\$10,000,000
<b>3. Donors</b>				
a. Total Number of Donors	2938	2700	2835	2970
b. Total Donors from Website	912	350	368	385
<b>4. Staffing - Total FTE's</b>				
a. Total FTEs	8	9	9	9
b. Retention Rate	100%	TBD	TBD	TBD
<b>5. Functional Ratios</b>				
a. Programming	67.2%	72%	73%	73%
b. Fundraising	14.3%	13%	13%	12%
c. Management	18.5%	15%	15%	15%
<b>6. Fundraising Efficiency Ratio</b>				
a. Cost to Raise a \$1	\$0.09	\$0.12	\$0.12	\$0.12
b. Revenue Raised Per FTE	\$853,250	\$683,333	\$709,167	\$798,333
<b>7. Charity Navigator Rating</b>	Three Star	Two Star	Three Star	Four Star
<b>8. Guidestar Rating</b>	Platinum	Gold	Gold	Platinum

Strategic Goal #2	RESEARCH			
	Q4 2020	Threshold	Target	Maximum
1. Total Research Grants and Awards Funded				
a. AAN Total	\$1,796,500	\$1,800,000	\$1,800,000	\$1,800,000
b. Other Grants Total	\$171,090	\$203,000	\$203,000	\$203,000
2. Total # of Research Grants				
a. AAN Total	10	8	8	8
b. Other Awards Total	2	2	2	2
3. Total Number of CDA's	0	0	0	0
4. Total # of Crowdfunding Awards	0	2	3	4
5. Total AAN ROI on ABF Research Grants	169%	166%	166%	166%
Strategic Goal #3	PUBLIC AWARENESS			
Outcomes	Q4 2020	Threshold	Target	Maximum
1. Stakeholder awareness of what Brain Disease is	20%	29%	31%	32%
2. Stakeholder awareness of the American Brain Foundation	26%	23%	25%	27%
3. Unique Web Visitors	122,460	45184	46884	48584
4. Social Media Followers	32,310	14726	16119	17512
Strategic Goal #4	AAN/ABF PARTNERSHIP			
Outcomes	Q4 2020	Threshold	Target	Maximum
1. Number of AAN members who are aware of the ABF	80%	78%	79%	80%
2. Number of AAN members donating to the ABF	1637	1881	1900	1918
3. Percentage of AAN staff donating to the ABF	60%	56%	57%	57%
4. AAN ROI on Total ABF Fundraising	588%	531%	531%	531%