

2022 ABF BOARD SCORECARD

Strategic Goal #1	FUNDRAISING			
Outcomes	Q1 2022	Threshold	Target	Maximum
1. Total funds raised				
a. Restricted	\$1,097,900	\$6,793,324	\$7,132,990	\$8,491,655
b. Unrestricted	\$400,991	\$1,163,508	\$1,221,683	\$1,279,859
c. AAN Support	\$1,250,000	\$1,250,000	\$1,250,000	\$1,250,000
2. Major Donor Pipeline Value				
a. Number of Solicitations	55	183	192	229
b. Total Gift Ask	\$815,000	\$11,330,000	\$11,896,500	\$14,162,500
3. Donors				
a. Total Number of Donors	1301	4143	4350	4558
b. Total Donors from Website	449	1610	1691	1771
4. Staffing - Total FTE's				
a. Total FTEs	9	9	9	9
b. Retention Rate	100%	100%	100%	100%
5. Functional Ratios				
a. Programming	93%	83%	85%	87%
b. Fundraising	1%	9%	8%	7%
c. Management	6%	8%	7%	6%
6. Fundraising Efficiency Ratio				
a. Cost to Raise a \$1	\$0.02	\$0.06	\$0.05	\$0.04
b. Revenue Raised Per FTE	\$356,671	\$1,016,825	\$1,067,666	\$1,118,507
7. Charity Navigator Rating	Four Star	Three Star	Three Star	Four Star
8. Guidestar Rating	Platinum	Gold	Gold	Platinum
Strategic Goal #2	RESEARCH GRANTS			
Outcomes	Q1 2022	Threshold	Target	Maximum
1. Total Grant & Awards Funded				
a. AAN Total	\$4,955,000	\$3,402,000	\$3,402,000	\$3,402,000
b. Other Grants Total	\$0	\$200,000	\$200,000	\$200,000
2. Total # of Grants				
a. AAN Total	16	15	16	17
b. Other Awards Total	0	1	2	3
3. Total AAN ROI on ABF Research Grants	409%	259%	259%	259%

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Strategic Goal #3	PUBLIC AWARENESS			
Outcomes	Q1 2022	Threshold	Target	Maximum
1. Stakeholder awareness of ABF				
a. Web Visitors	89,111	308,033	338,836	369,640
b. Unique Web Visitors	72,196	253,616	266,297	278,978
c. Social Media Reach	71,251	79,756	87,732	95,707
d. Email Subscribers	23,041	26,334	27,651	28,967
e. Online Donations	\$97,107	\$359,665	\$395,632	\$431,598
Strategic Goal #4	AAN/ABF PARTNERSHIP			
Outcomes	Q1 2022	Threshold	Target	Maximum
1. AAN US Dues Paying Neurologists who give to ABF	3.5%	10.5%	11.2%	11.5%
2. Percentage of AAN staff donating to the ABF	43%	60%	63%	66%
3. AAN ROI on Total ABF Fundraising	162%	787%	787%	787%