

# Q2 2021 ABF SCORECARD

Strategic Goal #1	FUNDRAISING			
Outcomes	Q2 2021	Threshold	Target	Maximum
<b>1. Total funds raised</b>				
a. Restricted	\$2,616,674	\$4,314,666	\$4,530,399	\$5,393,333
b. Unrestricted	\$495,198	\$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	99	860	903	1075
b. Total Gift Ask	\$3,289,600	\$9,745,332	\$10,232,599	\$12,181,665
<b>3. Donors</b>				
a. Total Number of Donors	2022	2938	3085	3232
b. Total Donors from Website	474	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	76%	72%	75%	77%
b. Fundraising	13%	13%	12%	10%
c. Management	11%	15%	14%	13%
<b>6. Fundraising Efficiency Ratio</b>				
a. Cost to Raise a \$1	\$0.09	\$0.12	\$0.11	\$0.10
b. Revenue Raised Per FTE	\$545,234	\$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	Q2 2021	Threshold	Target	Maximum
<b>1. Total Grant &amp; Awards Funded</b>				
a. AAN Total	\$1,491,160	\$2,000,000	\$2,000,000	\$2,000,000
b. Other Grants Total	\$130,000	\$203,000	\$203,000	\$203,000
<b>2. Total # of Grants</b>				
a. AAN Total	8	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>	159%	166%	166%	166%
Strategic Goal #3	PUBLIC AWARENESS			
Outcomes	Q2 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%
<b>3. Unique Web Visitors</b>	121,793	156,000	163,800	171,600

Q2 2021 ABF SCORECARD

<b>4. Social Media Followers</b>	53,451	42,000	44,100	46,200
<b>5. Email Contact List</b>	22,327	18,000	18,900	19,800
<b>6. Web Sessions</b>	146,962	180,000	189,000	198,000
<b>Strategic Goal #4</b>	<b>AAN/ABF PARTNERSHIP</b>			
<b>Outcomes</b>	<b>Q2 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>	1047	1637	1653	1669
<b>3. Percentage of AAN staff donating to the ABF</b>	40%	60%	63%	66%
<b>4. AAN ROI on Total ABF Fundraising</b>	427%	531%	531%	531%