

## Q3 2021 ABF SCORECARD

Strategic Goal #1	FUNDRAISING			
Outcomes	Q3 2021	Threshold	Target	Maximum
<b>1. Total funds raised</b>				
<b>a. Restricted</b>	\$3,423,617	\$4,314,666	\$4,530,399	\$5,393,333
<b>b. Unrestricted</b>	\$600,182	\$867,475	\$910,849	\$954,223
<b>c. AAN Support</b>	\$1,250,000	\$1,250,000	\$1,250,000	\$1,250,000
<b>2. Major Donor Pipeline Value</b>				
<b>a. Number of Solicitations</b>	128	860	903	1075
<b>b. Total Gift Ask</b>	\$9,561,700	\$9,745,332	\$10,232,599	\$12,181,665
<b>3. Donors</b>				
<b>a. Total Number of Donors</b>	2401	2938	3085	3232
<b>b. Total Donors from Website</b>	955	912	958	1003
<b>4. Staffing - Total FTE's</b>				
<b>a. Total FTEs</b>	8	8	9	10
<b>b. Retention Rate</b>	100%	80%	90%	100%
<b>5. Functional Ratios</b>				
<b>a. Programming</b>	70%	72%	75%	77%
<b>b. Fundraising</b>	16%	13%	12%	10%
<b>c. Management</b>	14%	15%	14%	13%
<b>6. Fundraising Efficiency Ratio</b>				
<b>a. Cost to Raise a \$1</b>	\$0.11	\$0.12	\$0.11	\$0.10
<b>b. Revenue Raised Per FTE</b>	\$614,155	\$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	Q3 2021	Threshold	Target	Maximum
<b>1. Total Grant &amp; Awards Funded</b>				
<b>a. AAN Total</b>	\$1,491,160	\$2,000,000	\$2,000,000	\$2,000,000
<b>b. Other Grants Total</b>	\$203,848	\$203,000	\$203,000	\$203,000
<b>2. Total # of Grants</b>				
<b>a. AAN Total</b>	8	9	10	11
<b>b. Other Awards Total</b>	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>	166%	166%	166%	166%
Strategic Goal #3	PUBLIC AWARENESS			
Outcomes	Q3 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>	168,731	156,000	163,800	171,600

<b>4. Social Media Followers</b>	58,422	42,000	44,100	46,200
<b>5. Email Contact List</b>	20,150	18,000	18,900	19,800
<b>6. Web Sessions</b>	203,553	180,000	189,000	198,000
<b>Strategic Goal #4</b>	<b>AAN/ABF PARTNERSHIP</b>			
<b>Outcomes</b>	<b>Q3 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>	1414	1637	1653	1669
<b>3. Percentage of AAN staff donating to the ABF</b>	41%	60%	63%	66%
<b>4. AAN ROI on Total ABF Fundraising</b>	516%	531%	531%	531%