



**American Brain Foundation  
Compensation Committee Meeting  
February 14, 2022  
10:00 a.m. CT  
Zoom Conference Call**

**In attendance:** Kevin Goodno, Chair; Ben Lenail, 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 10:03 am CT by Kevin Goodno.

The members approved the minutes of the December 9, 2021 meeting unanimously.

**2021 Q4 Scorecard (Jane)**

Overall results were very good. In Fundraising, we exceeded our goals, doing much better than expected in unrestricted dollars, and going significantly past the threshold in the total number of donors and online donors. We maintained our staff of 8 FTEs and had 100% retention for the second year in a row. The only dip was in Functional Expense Ratios, due to our giving money to the AAN all in one year rather than spacing it out. All goals in Research Grants, Public Awareness, and AAN/ABF Partnership were also exceeded.

**2021 Incentive (Kevin)**

Kevin walked us through the draft results of the 2021 incentive scorecard. Five of the six goals hit their maximum target, with one, for total unrestricted money raised falling between the threshold and target number. He then explained how the final score is determined by multiplying each raw score by their weighted target. The final result is 1.3 or 130%. Kevin Goodno asked if the differences between the threshold, target and maximum are set too low? Kevin Myren explained that the target should be a stretch goal, and that we can expand the range so that it's more difficult to achieve the 1.5 score.

**2022 Board Scorecard and Incentive (Jane)**

Our 2022 goals will be a big stretch for our staff this year, with a \$2.4M increase in total funds raised over last year. We raised the threshold for the number of donors by 3%. We'll be adding one more FTE in a few weeks to increase staff to 9. All other goals come directly from the business plan. Two Incentive goals were changed in response to a request at our December 2021 meeting; the weighting for "social media followers" was reduced to 10%, and "increased site traffic" went up to 10%.

**Executive Session**

Kevin Goodno dismissed Jane and Kim for the remainder of the meeting.

Meeting adjourned at 11:00 am CT

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