



Strategic Plan for the American College of Veterinary Ophthalmologists Vision for Animals Foundation (ACVO VAF)

ACVO Vision for Animals Foundation 2013 – 2018

The strategic plan should communicate the purpose and projects of the Vision for Animals Foundation (VAF). It will frame the discussions of the board and its committees.

The VAF board met in Atlanta February 1 and 2, 2013 (facilitated via Mr. Bob Harris) to set a course for the foundation, incorporated in 2002.

The board reviewed the existing mission statement and amended it after reviewing the GuideStar posted statement that reads: *“Support education in veterinary ophthalmology through research, grants, education and scholarship.”*

Mission Statement *(existing)*

The purpose of the VAF is to provide for the welfare of animals through prevention, treatment and cure of eye diseases by supporting scientific research, instruction of veterinary students, ophthalmology residents and graduate students and the dissemination of information to the veterinary community and the general public.

Mission Statement *(proposed)*

To improve the quality of life of animals by preserving and restoring vision through education and science.

Three goals were identified to fulfill the mission:

I) DEVELOPMENT – Improve animal eye health through scientific advancement.

II) EDUCATION AND AWARENESS – Disseminate scientific information to veterinarians and the public about animal eye disease.

III) SUSTAINABILITY – Maintain financial strength and leadership of the foundation.

Strategies, Performance Measures and Accountability

The board suggested these strategies to support the three goals in the next 3 to 5 years. Some strategies are ongoing, others immediate, and a few "parked" as good ideas pending increases in funding.

I) DEVELOPMENT – Improve animal eye health through scientific advancement.

A. Grants – Maintain grants of \$5,000 to ACVO residents; average five grants yearly. [Grants Committee]

B. Think Tank on Key Problem – Scientific Think Tank on even numbered years and white paper development by bringing together experts. Approximate cost of up to \$10,000. [Think Tank Logistics Task Force and Scientific Advisory Committee]

C. Periodic Large Grant - Provide to a qualified applicant with a worthy project in the field of ophthalmology; budget for every other year or as funds are available. [Grants Committee to develop criteria]

D. Research Portal – Invite research project submissions from clinicians, students, residents, etc. to accumulate suggestions for future; vetted by members of the Scientific Advisory Committee. Use ideas and input to encourage greater funding of the Foundation.

E. Facilitate Research Assistance – Limited funding of research support.

1. Consider small grant stipends for travel and registrations. [Grants Committee]
2. Seek large grants and matching funds from corporations. [Long term goal]
3. Offer resident workshop on research and how to be a clinician scientist.

II) EDUCATION AND AWARENESS – Disseminate scientific information to veterinarians and the public about animal eye disease.

A. VAF Website – Build a portal on website focused on the availability of scientific research papers resulting from grants and workshops. Capable of searches, viewing abstracts, links to other research, etc.

B. Publication of Research – Require grant recipients to submit scientific abstracts and layperson reviews.

C. Compilation of Research – Document and promote history of grants and research papers as a result of VAF.

III) SUSTAINABILITY – Maintain financial strength and leadership of the foundation.

A. Fund Raising – Increase amount and sources of revenue. [Fund Raising Committee]

1. Adopt annual budget, develop three-year projected budget. [Approval Spring 2013; Treasurer]
2. Create fund raising plan with goal of \$1 million endowment.

- a) Diversify revenue sources.
- b) Identify and approach new sponsors.
- c) Increase planned giving and consider a Legacy Dinner.
- d) Hire professional fund raiser. [Task Force appointed for feasibility & guidelines in 2013; implementation by 2014; acceptable to use reserve funds to make funds]

B. Public Relations – Improve awareness of foundation to multiple audiences and professional organizations. [Public Relations Committee]

- 1. Marketing targets and programs.
 - a) Improve website. [Website Task Force]
 - b) Consider social media.
 - c) Updated collateral materials.
 - d) Report on compilation of grants and achievements of foundation
- 2. Outreach to organizations.
 - a) Professional and student organizations.
 - b) Pet and pet owner organizations; breed clubs.

C. Leadership and Staffing – Maintain sufficient workforce to grow the foundation.

- 1. Maintain a strong board of directors and staff.
- 2. Expand committee structure and align with strategic plan strategies; appoint chairs and populate with Diplomates.
- 3. Update governing documents (bylaws, policies and procedures) [Spring 2013]
- 4. Based on fund raising plan and recommendations, consider the association name or use of a DBA, e.g., Pet Vision Foundation.

5. Sufficient time allocation for board meetings in person (afternoon prior to annual ACVO conference) and possible conference calls.

Board of Directors

President - Dr. Dineli Bras, CEVET, Puerto Rico

Past President - Dr. Brad Nadelstein, Animal Eye Care, VA

Vice President - Position open

Secretary/Treasurer - Dr. Steve Dugan, Eye Specialists for Animals, P.C., CO

Board Member - Dr. Susan Nelms, Veterinary Eye Care, AL

Board Member - Dr. Brad Holmberg, Animal Eye Center of New Jersey, NJ

Board Member - Dr. Brian Skorobohach, Calgary Animal Referral and Emergency Centre, Alberta, CANADA

Board Member - Dr. Stacy Andrew, Georgia Veterinary Specialists, GA

Board Member - Dr. Andras Komaromy, Michigan State University, MI

Board Member - Dr. Bill Miller, Advanced Animal Eye Care, TN

Executive Director - Stacey Daniel, ACVO VAF office, ID