

ACVO Vision for Animals Foundation 2014 Accomplishments

GOAL 1: Major Grants Program/Think Tank

Develop a major grant program to fund larger projects.

- a.) Identified a topic area for further investigation
- b.) Organized a day-long Think Tank to discuss the topic
- c.) Summarized results in a white paper for publication in *Veterinary Ophthalmology Journal*.

GOAL 2: Outreach & Public Relations

Better educate both diplomates and the general public about the work of the Vision for Animals Foundation and ways to support the organization.

- a.) Launched new website.
- b.) Created quarterly e-newsletter with information about VAF programs, activities and events.
- c.) Created VAF Facebook page and updated regularly
- d.) Designed printed materials, banners and giveaways for ACVO conference booth to reinforce VAF mission and brand.

GOAL 3: Individual Giving: Focus on cultivating individuals within the ACVO to become supporters via annual campaigns.

- a.) Raised **\$23,502** via year-end campaign (exceeded goal!) including a gift of \$10,000 and several gifts of \$2,500
- b.) Increased revenue from Pet Letter Program

GOAL 4: Corporate Giving: Explore opportunities for partnership with large practices (Eye Care for Animals, Animal Eye Care Center) and other ophthalmology related companies (equipment, pharmaceuticals).

- a.) Raised **\$18,000** in corporate sponsorship via VAF Cocktail Party & Auction
- b.) Created specific corporate sponsorship benefits to acknowledge donors
- c.) All corporate sponsors acknowledged on website

GOAL 5: Board Governance

- a.) Established a monthly/bi-monthly meeting schedule (phone)
- b.) Formalized Board rotation calendar
- c.) Recruited three new Board members (*Drs. Nancy McLean, Carmen Colitz and Jamie Schorling*)
- d.) Acknowledged service of Board members rotating off (*Drs. Stacy Andrew, Susan Nelms and Brad Nadelstein*).