

**Our Vision**

Ending vision loss caused by blinding eye disease.

**Our Mission**

Accelerating world-class research and providing expert information, advocacy and connection for everyone impacted by blinding eye disease.

**IN 5 YEARS**

**We are a strategic multi-eye disease organization**

**GOALS**

Community Impact & Brand Awareness

Financial Growth and Sustainability

Operational Efficiency and Effectiveness

**OBJECTIVES**

Maximize Brand Awareness and Engagement with Impacted Communities

Amplified National Impact

Increased Strategic Research Investment

Optimized Performing Organization

Sustainable Fundraising Revenue for Our Strategic Priorities

**STRATEGIC THEMES**

1. Expanding and Deepening Connection to the Vision Loss Community

2. Enhancing Fundraising and Brand Positioning to Accelerate Impact

3. Building Structure and Capacity to Scale for Impact

