



**FIGHTING  
BLINDNESS  
CANADA**

# Raising Our Sights **Vision 2030**

Strategic Plan 2025 - 2030



# A Message from our President and CEO

Dear Supporters,

For over fifty years, you—our community—have been at the heart of everything we do at Fighting Blindness Canada (FBC). Thanks to your incredible support and unwavering commitment to our cause, we've reached extraordinary milestones together, advancing research toward treatments and cures for blinding eye disease and providing education, support and advocacy for our vision loss community.

With your generosity, we've invested over \$42 million in research and \$5 million in educational programs, and supported more than 220 grants, driving over 850 scientific discoveries.

**But our journey is far from over.**

More than ever, we are committed to creating a brighter future for people with vision loss—and you are the driving force behind this. To get there, we asked you to share your priorities with us and help shape our future direction.

You told us what matters most:

- Funding more world-class research to develop new and better treatments, prevent or stop vision loss, restore sight, and ultimately find cures.
- Being a trusted source of the most up to date information on eye health and treatments and enabling connections... connections with others facing similar challenges.

**You spoke, and we listened.** Your voice helped shape our bold new vision and mission, which will guide every step we make moving forward.

Today, I'm thrilled to introduce Raising Our Sights: Vision 2030, our Strategic Plan for 2025-2030. This ambitious roadmap will expand our commitment to the vision loss community and deepen the impact we are creating for them. We will accelerate breakthroughs in sight-saving vision research and access to treatments, provide community education and connection and empower people living with vision loss.

I hope you see your own dreams and expectations for Fighting Blindness Canada reflected in **Raising Our Sights: Vision 2030**. I am thrilled to watch alongside you as this exciting new chapter comes to life!

With Gratitude,



**Jennifer Jones**  
President and CEO



## **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.



# Overview

Since 1974, FBC has proudly told its story through lives touched, research funded, and communities supported. Our history is captured in the photos and articles that grace our lobby, reflecting decades of personal stories of resilience, fundraising events, and the vision of researchers whose groundbreaking work has been made possible through our investments. Offering hope and help to our vision loss community is the core of our mission.

Building on the rich legacy you've helped us create, our new strategic plan will further elevate FBC as a leading organization recognized for its research and thought leadership across multiple eye diseases. Over the next five years, we will deepen our connection to the vision loss community, amplify our impact and continue differentiating ourselves through research excellence and community support. Our success will be driven by a strong, trusted brand, one supported by sustainable, diversified fundraising and operational efficiency.

This plan is about achieving the results that matter most to you. It not only honours the achievements we've reached on our journey so far, but it also sets the stage for a future where FBC continues to be a beacon of hope and a leader in the fight against blindness.

To achieve these goals, we will focus on three themes:

## 1. Expanding Community Connections:

We will deepen our engagement in the inherited retinal disease (IRD) and age-related macular degeneration (AMD) communities while growing support for other blinding eye diseases, like glaucoma and diabetic retinopathy, with a focus on areas where we can have the biggest impact. We will drive sustainable growth by fostering deeper relationships and involving more people in our programs.

## 2. Enhancing Fundraising and Brand Positioning:

We will broaden our community of support and generate new opportunities for increased investment in key priorities such as research and community programs. We will refine our brand strategy to engage a wider audience, build stronger connections and inspire action towards our shared vision.

## 3. Scaling for Greater Impact:

We will build the necessary resources, systems, and culture to scale our success and continue funding world-class research into IRDs and AMDs while thoughtfully expanding efforts to address other blinding eye diseases. This will allow us to serve a wider audience while maintaining our reputation for research excellence and community support.

These priorities will drive transformative outcomes for FBC, ensuring meaningful and lasting benefits for the entire vision loss community:

- Increased and strategic investments in sight-saving research
- Expanded national impact that drives meaningful change
- An efficient and high-performing organization
- Sustainable fundraising revenue to support our mission and the priorities where we aim to make the greatest difference
- Deeper engagement with the communities we serve

**But we can't do it alone.** These outcomes will only be possible with the shared dedication, collaboration and participation of our employees, Board, volunteers, partners and most importantly our entire community—including you. Together, we will raise our sights to a vibrant future where FBC continues to lead with innovation, compassion and a relentless commitment to ending vision loss caused by blinding eye disease.



## Strategic Theme 1

# Expanding and Deepening Connection to the Vision Loss Community

We will expand our impact by maintaining and growing our reputation and expertise in the IRD and AMD communities while starting to deepen our commitment to other eye diseases. FBC will adopt a community- and donor-centered approach to build trusted and sustainable relationships in the vision loss community, attracting more people who will benefit from our high-value programs.

### Key Strategies Include

- Directly consult and collaborate with the vision loss community
- Increase engagement with healthcare providers to reach Canadians at point of diagnosis
- Launch a strategic volunteer program
- Strengthen FBC's presence in key regions across Canada
- Build meaningful partnerships with aligned organizations

### What Success Looks Like

FBC is a trusted leader, supporting research, education and engagement across multiple eye diseases and serving a broader community.



“Our association with FBC means that our research will be shared with the vision research community, spurring new collaborations and showcasing our research to patients who may ultimately benefit from new treatments resulting from the outcomes of the study.”

— FBC Funded Researcher



## Strategic Theme 2

# Enhancing Fundraising and Brand Positioning to Accelerate Impact

We will enhance our fundraising capabilities and develop a compelling new brand strategy, helping our mission to be better understood and resonate with more people across Canada. By growing our community of support and nurturing greater contributions to our cause, we will be equipped and empowered to spend more on the research and programs needed to find treatments and cures and bring together those living with blinding eye disease, thereby deepening our impact.

### Key Strategies Include

- Develop a clear, actionable research strategy
- Grow our donor base and create meaningful donor experiences
- Increase research investment in high-impact areas
- Diversify our funding sources, including a new approach to restricted funds and a focus on securing more unrestricted funds
- Execute successful fundraising events

### What Success Looks Like

A strong, unified brand and fundraising strategy inspires donor support, drives sustainable revenue, and expands FBC's reach—ensuring we can meet the needs of our growing community now and in the future.



“Attending View Point was transformative for me. I became part of a community with a support network, and now at 76 years of age I am feeling positive about the future because of the research and all the other good things that are happening.”

— View Point Attendee



### Strategic Theme 3

# Building Structure and Capacity to Scale for Impact

We will build and align the resources, systems, people and culture needed to scale our impact across multiple blinding eye diseases, ensuring we can serve a wider audience while preserving our reputation for research excellence and unwavering commitment to the vision loss community.

## Key Strategies Include

- Strengthen the effectiveness of our Board in strategy, governance and fundraising
- Foster a culture of excellence with a community-centered approach
- Elevate our marketing and communications to increase awareness, engagement and revenue
- Enhance employee engagement through career development and a rewarding work culture

## What Success Looks Like

By adopting donor- and community-centered best practices, making strategic investments in people and technology, and strengthening our capacity, we become a high-performance organization creating national impact.



“I received my first competitive grant from the FBC 30 years ago, it set the stage for my subsequent CIHR funding. More recently, an FBC grant allowed me to follow up on a new gene for glaucoma.”

— FBC Funded Researcher



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The Raising Our Sights Vision 2030 Strategic Plan has been developed collaboratively with Overlap and Fighting Blindness Canada.