



## Strategic Plan 2020-2025

### Mission

*To Prevent Blindness and Preserve Sight*

### Vision

*Helping Ohioans Enjoy Good Sight for Life*

#### Guiding Principles

*We, the leadership of Prevent Blindness, value and support:*

1. **Ownership and accountability** of the Board of Directors for the vision of Prevent Blindness and ownership with volunteer leadership to carry out the steps to reach that vision.
2. **Teamwork**, open communication, trust and shared understanding among volunteers and staff.
3. **Maintenance of a solid foundation** built on sound business practice and highest ethical and philanthropic standards while operating at peak performance.
4. **Commitment to and understanding of the mission** of preventing blindness and preserving sight and understanding that Prevent Blindness is the leading consumer authority in providing vision preservation services and information to the public.
5. **Commitment to meaningful involvement and recognition** for leadership of all ages and backgrounds who provide philanthropic giving of time, talent and treasure.
6. **Continual striving to grow and expand**, promoting innovation which utilizes research findings and focus on statewide coverage.
7. **Respect** for our partnership with Prevent Blindness National and its affiliates, and action toward collaboration with individuals and organizations that share common goals.
8. **Excellence** in quality of services and information to internal and external customers.