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.