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**MICHIGAN FOUNDATION FOR VISION AWARENESS**

# **2019 ANNUAL REPORT**

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[www.themfva.org](http://www.themfva.org)

[Facebook.com/MichiganFoundationForVisionAwareness](https://www.facebook.com/MichiganFoundationForVisionAwareness)

[ContactMFVA@gmail.com](mailto:ContactMFVA@gmail.com)

# PRESIDENT'S WELCOME

The year 2019 has been a memorable one for our Foundation. This year we received a record number of grant requests and, with your help, we were able to approve nearly every one. This is a momentous occasion as the Foundation was able to help several new eye health clinics in purchasing necessary optometric equipment and support several educational and eye care events. With such an amazing year of support, we take pride in reviewing our years of continued financial support of the Special Olympics Opening Eyes event since 2009, Volunteers of Optometric Services to Humanity (VOSH) student trips since 1998, and student scholarships since 1958. Additionally, for the past four years, the MFVA has had the honor of supporting the Think About Your Eyes campaign. This fulfills our mission to educate the public on the importance of eye safety and routine eye health care with both state-wide and national outreach. The educational outreach to the public throughout Michigan is paramount to the protection of the public's eye health as well as reminding them to schedule an eye exam to care for their precious gift of sight.

The contributor basis of our Foundation continues to grow, and the MFVA Board of Trustees appreciates your support. Our contributors have allowed us to fulfill our mission in supporting optometric education, research, and eye care to the underserved. The Board of Trustees has worked diligently to continue to protect the endowment, while also building the Foundation, in order to continue to support the grant request growth we have experienced. One event the Board has developed as an annual event is the Professional Head Shot event at either the Great Lakes Conference in Grand Rapids or the MOA Fall Seminar in Lansing. We appreciate your support of MFVA by attending our booth to have your professional photo updated as well as making an investment in the future of Michigan Optometry by contributing to the MFVA! Contributors are welcome to attend our Annual Meeting which will take place in Big Rapids in the summer of 2020. May your upcoming "Year of Sight" this 2020 year be inspirational and exceed your expectations.

Cynthia Geneva, OD, FAAO  
MFVA President



# ANNUAL REPORT TABLE OF CONTENTS

2019 MFVA ACTIVITIES..... 2

MFVA FINANCIAL REPORT.... 3

BOARD NEWS..... 4

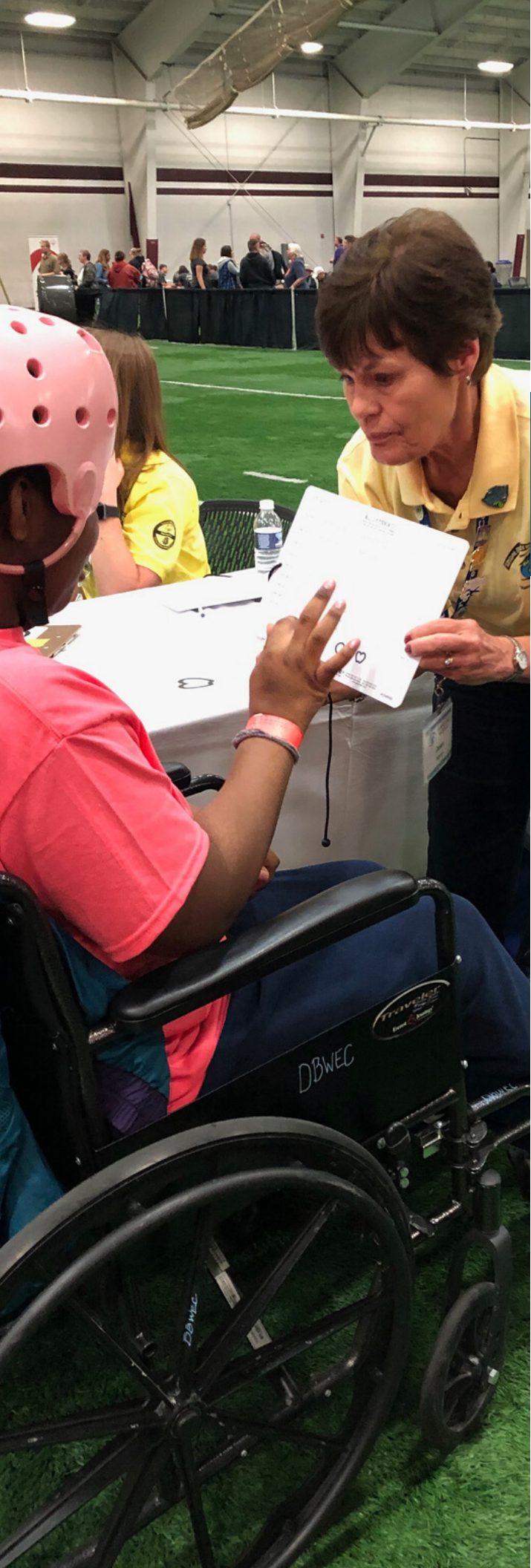
2019 MFVA ANNUAL MEETING..... 5

2020 MFVA ANNUAL MEETING.... 6

2019 CONTRIBUTORS..... 7

**The mission of the MFVA is to provide educational outreach to people of all ages regarding their vision and eye health; to award academic scholarships to optometry students; to award grants that support vision-related scientific research and to award grants to groups/organizations helping the underserved that promote eye health and well-being.**

**The MFVA has a  
new email address!  
ContactMFVA@gmail.com**



# 2019 MFVA ACTIVITIES

MFVA is a 501c3 non-profit organization; contributions to MFVA are tax deductible! MFVA has awarded **OVER \$1,000,000 in grants and scholarships since 1995!**

**In 2019 alone, MFVA donated \$73,360.47 in grants and \$20,000 in scholarships:**

**\$20,000 in Scholarships to third-year optometry students for a total of \$565,000 in scholarships since 1958!**

- \$2,800 to the Eye Clinic at St. Luke's New Life Center for Optomap set-up.
- \$2,800 to Carefree Medical Eye Clinic for Optomap set-up.
- \$1,295 to Carefree Medical Eye Clinic for a BIO.
- \$7,490.47 to Health Unit on Davison Avenue (HUDA Clinic) for a phoropter, autorefractor, iCare tonometer, trial lens set and laptop for EMR.
- \$12,500 for the endowed MFVA Scholarship for 1st year MCO students - **now a \$50,000 endowment!**
- \$18,750 to SVOSH trips, for a **total of \$202,995 to SVOSH over the past 25 years!**
- \$7,500 to Opening Eyes Special Olympics.
- \$4,225 to the Bureau of Services for Blind Persons for a promotional video.
- \$1,000 to MCO's Vision Research Institute for research.
- \$15,000 to the MOA for Think About Your Eyes.

**Congratulations to the 2019 3rd-year Optometry Student Scholarship Recipients: Bret Williams, Mary Boomer, Alexandra Beachnau (ICO), Richard Walker, Abigail Zielke, Joellen Maurer, Lindsey Leis and Abigail Maynard.**

***MFVA needs ongoing financial support from those passionate about eye health and vision —from YOU! — to be able to generously forward its mission into the future. MFVA is Michigan's only optometric foundation; MFVA is YOUR Foundation!***

# MFVA 2019 FINANCIAL REPORT

In 2019, the MFVA disbursed \$93,360.47 in grants and scholarships!

Operating expenses totaled \$10,609.72, so the total expenditures for 2019 were \$103,970.19

This was within our 2019 budget guidance of \$110,000. So far, MFVA has approved \$52,500 in grants to be disbursed in 2020.

MFVA is pleased to report that they have recently endowed a new scholarship! The Michigan Foundation for Vision Awareness (MFVA) Endowed Scholarship was endowed with a \$25,000 contribution from MFVA, matched by the Ferris Foundation, totaling a \$50,000 endowment! This endowment will provide annual scholarships to outstanding incoming 1st year students at the Michigan College of Optometry.

**Are you involved in a project or research that fits the mission of the MFVA?**

**Apply for a grant today!**

**Information and application can be found on our website, [themfva.org](http://themfva.org)**



MFVA is Michigan's only  
optometric foundation;  
MFVA is YOUR Foundation!  
Please consider contributing to the  
MFVA with a generous tax  
deductible contribution today!

Contributions may be made  
by mailing a check to:

MFVA c/o Treasurer Michael Becker  
1347 Springwood Lane  
Rochester Hills, MI 48309  
Or, online at: [themfva.org](http://themfva.org)

# MFVA BOARD NEWS

## The MFVA Board welcomed Casey Festerling as the 2019-2020 MCO Student Liaison

My name is Casey Festerling and I am from Petoskey, Michigan. I attended Ferris State University for 3 years before being accepted under MCO's 3+4 program where I have earned my BS in Vision Science. I have always known that I wanted to pursue a career in a medical field and have found my passion with optometry. I have been leaning towards pursuing a residency in pediatrics and vision therapy where I can work closely with students to help maximize their learning, but there are many aspects of optometry that I find very interesting. During the winter I work as an alpine race coach for Nub's Nob in Harbor Springs where I instruct kids and young adults of all ages and ski racing abilities.



At MCO I am the President of the Vision Rehab Club (VRC), the COVID liaison, and the secretary for SVOSH. While I have many responsibilities at the school, I look forward to being able to work with the MFVA and all of their outreach programs!

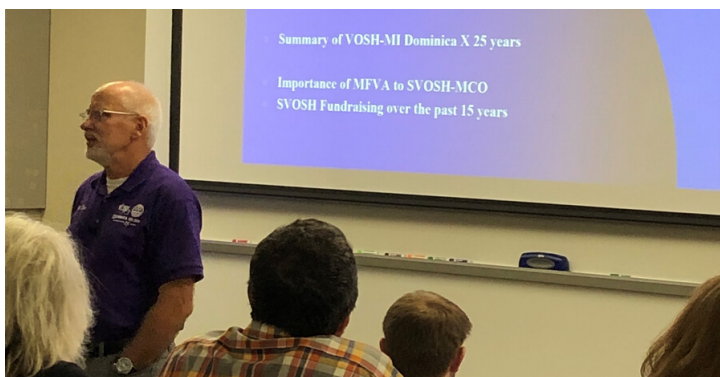
## MFVA Board Members Present to MCO Students



*Mike Becker and Cynthia Geneva presenting to MCO students about MFVA*

Mike Becker (Treasurer) and Cynthia Geneva (President) traveled to MCO in September to meet with MCO students and faculty to update them on MFVA happenings. The Board is working to increase exposure to all that MFVA does to support MCO students and faculty, and programs such as SVOSH, Opening Eyes Special Olympics and many others in an effort to encourage both contributions and future participation on the MFVA Board.

## SVOSH Fundraising Dinner



Micah Taylor, MFVA Trustee, attended a SVOSH fundraising dinner on November 24. At this event, Dr. Daniel Wrubel highlighted the MFVA's long-time grant support of SVOSH trips. MFVA is happy to partner with SVOSH, whose efforts very clearly fulfill a major part of the MFVA's mission.

*Dr. Daniel Wrubel presenting at a SVOSH fundraising dinner, noting MFVA's impact on SVOSH over the years.*

The MFVA again hosted a professional head-shot photo booth at the MOA's Fall Seminar. Thanks to a generous contribution from Essilor, who sponsored the photographer, this event served as a fund raiser for MFVA!

The MFVA Photo booth will also be available at GLEC in May, so please come prepared to have professional photos updated for yourself and your staff!

# 2019 MFVA ANNUAL MEETING

The 2019 annual meeting saw two very special members retire: Matt Klein and Nancy Peterson-Klein! Matt (Immediate Past President) served on the Board since 2008, and Nancy (Immediate Past Secretary) joined him in 2010. Their contributions to the MFVA over the years have been immeasurable, and they will be greatly missed. Matt and Nancy were instrumental in the evolution of the MFVA from a Member- to Contributor-based organization and they spent countless hours on the new By-Laws. Their connections with people at Ferris State University and MCO have been invaluable to the MFVA. The Board wishes them well in their retirement, and thanks them in advance for their continued contributions to MFVA!

MFVA held its annual meeting July 13-14 at the Kellogg Hotel and Conference Center on Michigan State University's campus. It was another beautiful Michigan summer weekend, and the Board had a very productive meeting. In addition to carefully managing the MFVA endowment to fund scholarships, grants and projects that meet the MFVA's mission, other goals largely surround increasing visibility, contributions and participation with MFVA. At the meeting, the MOA president Julie McMullen, OD updated the Board on the MOA's current activities. The MFVA appreciates its collaborative relationship with the MOA, and the continued advisory support of Jeff Towns, the MOA's Executive Director.

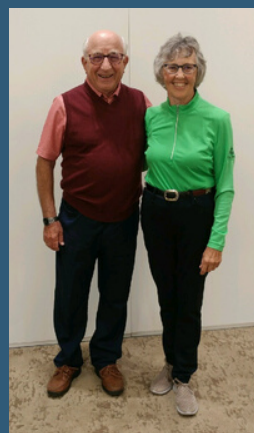
## The 2019-2020 MFVA Trustees and Executive Committee are:

- President:** Cynthia Geneva, OD
- Vice President:** Mitch Dobrzelewski, OD
- Treasurer (and past president):** Michael Becker
- Secretary:** Sara Weidmayer, OD
- Trustees:** Julia Holmes, OD;  
Robert Holmes, JD;  
Julie Marvin-Manders, OD;  
Morgan Porzsolt-Graves;  
Micah Taylor;  
Alexandra Williamson, OD;  
and Erin Zainea.
- MCO Student liaison:** Casey Festerling

If you have interest in serving on the MFVA's Board, please contact us at [ContactMFVA@gmail.com](mailto:ContactMFVA@gmail.com) for more information.



*Julie McMullen, OD, MOA President, and Jeff Towns, MOA Executive Director.*



Matt Klein, PhD (Immediate Past President), Michael Becker (Treasurer and Past President), and Nancy Peterson-Klein, OD (Immediate Past Secretary).

Mike presented gifts and certificates of appreciation for Matt and Nancy's many years of service to the MFVA.

# 2020 MFVA ANNUAL MEETING

**The 2020 MFVA Annual Meeting will be held July 10-12 at the Holiday Inn in Big Rapids!**

Friday evening, July 10, we will have an informal get-together from 6-9:00 PM in the Atrium of the Michigan College of Optometry (MCO). There will be drinks and snacks and all are welcome to attend!

The MFVA Business Meeting will kick off Saturday morning at 9:00 AM and will carry into the early afternoon. Boxed lunches and dinner will be provided for those who participate in the meeting. The Business Meeting will resume Sunday morning at 9:00 AM and will wrap up in the late morning. All MFVA Contributors are invited to join!

With the event being held near MCO, we hope to see and connect with lots of MCO students and faculty, many of whom have received scholarships or grants from the MFVA!

For any questions, please feel free to email the Board at [ContactMFVA@gmail.com](mailto:ContactMFVA@gmail.com).



# 2019 MFVA CONTRIBUTORS

The MFVA Board would like to sincerely thank those who contributed to the MFVA in 2019. Generous contributions ensure that the Foundation can continue to support its mission. We encourage you to make your annual contribution today!

## CONTRIBUTORS:

Dr. Elizabeth & Michael Becker  
Dr. Robert Buckingham  
Dr. Thomas Chophonis  
Ms. Linda Clark  
Dr. Mitchell Dobrzelewski  
Essilor  
Dr. Debra Gallatin  
Dr. Cynthia & Chris Geneva  
Dr. Susan & Larry Gormezano  
Dr. Paul & Vicki Hodge  
Dr. Julia & Robert Holmes  
Drs. Matthew Klein & Nancy Peterson-Klein  
Dr. Chad Linsley  
Dr. Carol Marston-Foucher & Mark Foucher  
Dr. Julie Marvin-Manders  
Mrs. Katie Maynard  
Dr. Julie & John McMullen  
Dr. Mary Miller  
Dr. Gregory & Nancy Patera  
Mr. Mike Graves & Morgan Porzsolt-Graves  
Mr. Richard Rademacher  
Dr. Avesh Raghunandan  
Dr. Phillip Raznik  
Dr. Daniel & Micah Taylor  
Dr. Jeffery Towns  
Dr. Steven Trombley  
Dr. Sara & Nick Weidmayer  
Dr. Mark Williams  
Dr. Alexandra & Sean Williamson  
Dr. Lindsey Wynkoop  
Dr. Jake & Erin Zainea

*MFVA thanks Essilor for  
generously sponsoring our  
fall 2019 photo booth!*



Thank you for your  
contributions honoring the  
memory of these  
special people:

Dr. Susan & Larry Gormezano  
made a contribution in  
memory of  
**Linda Dansby**  
(wife of retired MOA Executive  
Director Bill Dansby).

Dr. Susan & Larry Gormezano  
and Dr. Phillip Raznik made a  
contribution in memory of  
**Dr. Richard Ball.**

If you would like to promote the mission of the MFVA, please consider donating your resources by contributing and by volunteering your time as a Trustee on the Board. MFVA is a 501c3 non-profit organization; contributions to MFVA are tax deductible! Contributions may be given by individuals, businesses or organizations. Please also consider future planned giving as you prepare your will or estate plan. Contributions can be made by visiting our website: [www.themfva.org/donate](http://www.themfva.org/donate)

