

M • F • V • A

MICHIGAN FOUNDATION FOR VISION AWARENESS

2020

ANNUAL REPORT

 www.themfva.org

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 ContactMFVA@gmail.com



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PRESIDENT'S WELCOME

Our year of sight, 2020, was different than anticipated. However, the Michigan Foundation for Vision Awareness (MFVA) Board continued the mission with conference calls and Zoom meetings. Thanks to all of our contributors' support, we were still able to fund every grant that came through this year that met our mission. This included optometric scholarships, vision research projects, providing medical contact lenses to the underserved and uninsured in Southeast Michigan, Opening Eyes at Special Olympics, student mission trips with Volunteers of Optometric Services to Humanity (VOSH), and color testing equipment for the University Eye Clinic at the Michigan College of Optometry.

This year was difficult for many people and many businesses. Our board wanted to give back to our communities in a meaningful way. With a combination of generous donations from MFVA, Kasperek USA Optical, Johnson & Johnson, and Bausch and Lomb we were able to provide supplies to six non-profit clinics throughout Michigan. The donations included glasses de-fogging spray, contact lens solution, various eye drops, and personal protective equipment to patients at these non-profit clinics. Our mission of supporting vision and eye health care remains strong and we are proud to see how our optometric community is continuing to serve patients.

A new and exciting area of development for an underserved population was seen in the announcement this fall that Meijer made the Aira application available at no cost to in-store customers. The Board sent them a letter commending them for this decision to make shopping more accessible to blind and visually impaired customers throughout the state of Michigan. We're excited for this opportunity for our low vision patients as well as for the education and awareness it provides to the public.

Another new educational tool that 2020 has brought to optometry and the MFVA is online continuing education. With this, the MFVA has been able to broadcast a video at both the MOA Great Lakes Eyecare Conference and the MOA Fall Seminar. This video educated attendees about who the MFVA is, what we do, and how to get involved. Did you see our video? We hope so! If not, you can view it on our Facebook page, at [Facebook.com/TheMichiganFoundationforVisionAwareness](https://www.facebook.com/TheMichiganFoundationforVisionAwareness)

Though our fellow colleagues have adapted this year by committing to virtual events, we are still hopeful that this coming year will bring safer opportunities for in-person events. As you may already know, our plans for hosting our 2020 Annual Meeting in Big Rapids had to be placed on hold. While we still managed to enjoy our online Zoom meeting, the Board is hoping to meet in person and possibly with some outside events in Big Rapids this summer. The decision will be made late spring as we see how of the health of our state is, so stay tuned for details.

Thank you for your steadfast support and for your contributions. Warm wishes for a healthy, prosperous year ahead. In this coming year we can truly say our "hindsight is 2020."

Sincerely,

Cynthia Geneva, OD, FAAO
MFVA President

2020 MFVA ACTIVITIES

In 2020, the MFVA donated \$37,495 in grants and \$20,000 in scholarships.

The MFVA has donated \$585,000 in scholarships since 1958!

- \$15,000 to SVOSH for 2020/2021 trips
- \$12,500 to the Association for the Blind & Visually Impaired (ABVI) to stock two mobile eye clinics
- \$5,000 to Michigan Eye and Contact Lens to provide medically necessary specialty contact lenses for low income patients
- \$4,995 to MCO Occupational Vision (Drs. Swan and Buckingham) for a Cone Contrast Test

Congratulations to the 2020 3rd-year optometry student scholarship recipients:

**MCO: Rachel Bruinsma,
Kaitlyn Arnold,
Casey Festerling &
Sasha Shammami**

**SCO: Kelsey Whitcomb,
Autumn Killop &
Madeleine McBain**

Because of the MFVA's grant support, the ABVI was able to stock TWO mobile low vision clinics! The grant was able to provide more than **130 items**, including:

- Various trial magnifiers and prismatic glasses
- Lighting equipment
- Various testing & diagnostic items
- Retinoscopes...and much more!



MFVA BOARD NEWS

MFVA Community Outreach Project

The MFVA is aware of how significantly the COVID-19 pandemic has affected many individuals and communities. In fulfilling our own mission, at the Annual Meeting the MFVA Board initiated a community assistance project to help meet the practical vision care needs of community members! The Board unanimously voted to allocate \$2,000 in funding, and with the additional generous support of **Kasperek USA Optical, Johnson & Johnson, and individual members from the MFVA Board**, we have provided kits of supplies for several clinics to distribute to patients in need. These kits included contact lens cases and solutions, Defog It spray, various eye drops, face shields and other PPE supplies. These products were distributed to the following clinics:

- Association for the Blind and Visually Impaired (ABVI, Grand Rapids)
- Care Free Medical (Lansing)
- Catherine's Health Center (Grand Rapids)
- Cherry Health (Grand Rapids)
- The Health Unit on Davison Avenue (HUDA, Detroit)
- University Eye Clinic at Baldwin Family Health Care (Baldwin)



Andrea Johnson, Satellite Clinic Coordinator at MCO, accepting supplies on behalf of the Baldwin Clinic.



President, Cynthia Geneva (center), distributing the items to the Vision Clinic at Cherry Health



Dr. Jeff Koets OD and staff of Carefree Optometry in Lansing.

2020-21 MCO Student Liaison

My name is Jason Spaude and I am from Saginaw, Michigan. Prior to attending MCO, I attended the University of Kentucky where I received a Bachelor of Science in Agricultural and Medical Biotechnology. I found my way into the field of optometry through the sport of competitive rifle shooting.



I have competed in many national and international Olympic level shooting competitions. Through my training and competing it was always important to see the target clearly. While finding the best way to do this, I found the field of optometry where I can help others see their targets in life clearly and comfortably.

I look forward to being able to work with MFVA and help with all of their outreach programs promoting eye care around the state.

MFVA 2020 FINANCIAL REPORT

In 2020, the MFVA disbursed \$57,495 in grants and scholarships!

\$4,625 was received from donor contributions, and operating expenses totaled only \$2,353, which is less than typical due to the Annual Meeting being held virtually.

The budget guidance for 2021 is \$95,000

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

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 Micah Taylor
19320 Golfview Drive
Big Rapids, MI 49307

2020 MFVA ANNUAL MEETING

The year optometrists have looked forward to—2020—has proven to be different than we all hoped. But here we are, making do with what we've been given. So, this year, the Michigan Foundation for Vision Awareness (MFVA) held its annual meeting July 11 via video conference call rather than in Big Rapids, as originally planned.

At this meeting, the present Board remained unchanged, but there was a transition from long-time Treasurer (and Past President) Michael Becker to Micah Taylor. Michael will mentor Micah this year in her new post as Treasurer. She has a background in finance, so we are confident that she is a great fit for this role.

At the meeting, the Michigan Optometric Association (MOA) president William Harmon updated the MFVA Board on the MOA's many recent activities in response to the pandemic, and their ongoing legislative efforts. The MFVA appreciates its collaborative relationship with the MOA, and the continued advisory support of Jeff Towns, the MOA's Executive Director.

We hope the 2021 MFVA Annual Meeting will be in-person in Big Rapids this summer. Please keep in touch with the MFVA and watch for updates as plans evolve, depending on the pandemic!

**The 2020-2021 MFVA Trustees
and Executive Committee are:**
President: Cynthia Geneva, OD
Vice President: Mitch Dobrzelewski, OD
Treasurer: Micah Taylor
Secretary: Sara Weidmayer, OD

Trustees:
Michael Becker (past president)
Julia Holmes, OD
Robert Holmes, JD
Julie Marvin-Manders, OD
Morgan Porzsolt-Graves
Alexandra Williamson, OD
Erin Zainea
MCO Student Liaison: Jason Spaude

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

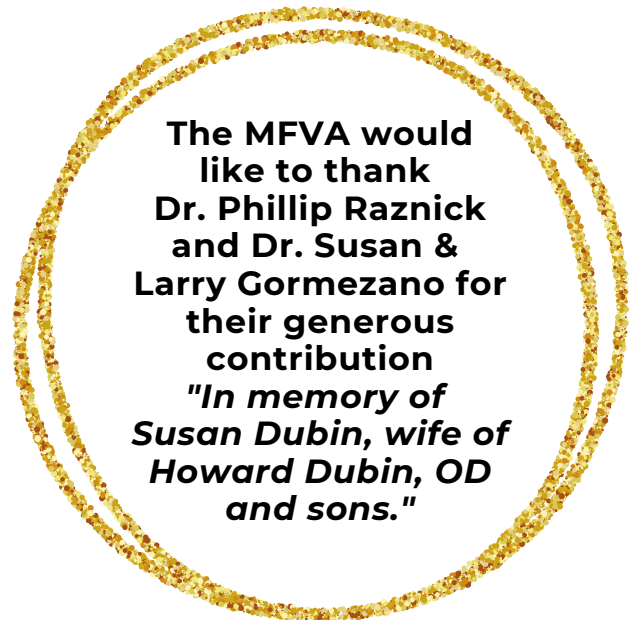
2020 MFVA CONTRIBUTORS

The MFVA Board would like to sincerely thank those who contributed to the MFVA in 2020. 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. Nicholas Czinder
Dr. Mitch Dobrzelewski
Dr. Cynthia & Chris Geneva
Dr. Susan & Larry Gormezno
Dr. William & Chris Harmon
Dr. Paul & Vicki Hodge
Dr. Julia & Robert Holmes
Drs. Matt Klein & Nancy Peterson-Klein
Dr. Carol Marston-Foucher
Dr. Julie Marvin-Manders
Dr. Julie & John McMullen
Dr. Mary Miller
Dr. A. Dennis Olmstead
Dr. Gregory & Nancy Patera
Morgan Porzsolt-Graves & Mike Graves
Dr. Avesh Raghunandan
Dr. Phillip Raznik
Dr. Jennifer Schad
Dr. Anthony Sesto
Dr. Bradley Taylor
Dr. Daniel & Micah Taylor
Jeff Towns
Dr. Sara & Nick Weidmayer
Dr. Alex Williamson
Dr. Lindsey Wynkoop

The MFVA thanks
**Kasperek USA Optical and
Johnson & Johnson for their
generous support of our
Community Outreach Project!**



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