



CLEVELAND EYE BANK FOUNDATION

FUND • EDUCATE • RESEARCH • RESTORE

2021 Strategic Planning Outcomes



UPDATED MISSION STATEMENT

Cleveland Eye Bank Foundation raises funds for research to preserve and restore sight and supports and delivers community and professional education.

UPDATED VISION STATEMENT

Cleveland Eye Bank Foundation will be recognized for being at the forefront in funding vision research and supporting community and professional education in Northeast Ohio, leading to impactful results that enhance the quality of life in our community.



STRATEGIC DIRECTION FOR THE NEXT 10 YEARS

■ Fundraising

Develop and successfully implement a multi-tiered fundraising approach.

■ Community Awareness

Review and enhance communication strategy to build positive awareness of CEBF.

■ Board Effectiveness

Develop an engaged governing body comprised of a diverse group that participates and supports CEBF in achieving its strategic goals.

■ Research Funding

Review and modify current funding methodology and priorities to optimize research funding and programming.

Cleveland Eye Bank Foundation will be an impactful, highly-regarded, well-known organization in Northeast Ohio as a result of scientific discoveries, professional and community education, and job creation generated by its financial support. CEBF's capacity to fund its research partners and enhance its financial position will be significantly strengthened due to its diversified board's effective fundraising and donor cultivation efforts.