



**FOUNDATION FIGHTING
BLINDNESS**
Together, we're winning.

Today the battle for vision isn't just won or lost in the laboratory. It's also a battle for dollars to make life-changing work possible. Will you join us?

Frequently Asked Questions.

What is the *Victory for Vision* campaign?

The Foundation is at a critical point in its history—50 years of fighting, 50 years of progress—with more cures on the horizon. The Foundation has embarked on a comprehensive, multi-tiered giving campaign to accelerate the mission and propel us into the next half-century.

What is the fundraising goal of the campaign?

The total goal is \$75 million.

- \$30 million – Transformational Giving
- \$30 million – Legacy Giving
- \$5 million – Broad-Based Engagement, including a 50th Anniversary Celebration
- \$10 million – Generous Donor Match

Why is the Foundation launching this campaign now?

Today, we can truly say that beating each inherited retinal disease is only a matter of time and money. While that is encouraging news, we're now encountering a new obstacle—the science is outpacing the funding, despite the significant funds raised by the The Gordon and Llura Gund Family Challenge campaign.

That's why we are embarking on *Victory for Vision*, a campaign to raise critically needed funds to maintain and accelerate our research momentum.

Without an additional infusion of significant funding, we are at risk of needing to slow our research by as much as 50%.

The *Victory for Vision* campaign, when fully realized, will allow us to continue to accelerate investment in the best research across all stages of development using additional funds raised above and beyond our traditional sources of contributed revenue. The more we invest, the higher the probability of finding treatments and cures. We simply can't slow the research, but the only way to continue at this level is to raise additional funds.

Why invest in Foundation Fighting Blindness?

Because together, with you, we are winning.

We are the leader.

- The Foundation Fighting Blindness is the world's leading private funder of retinal disease research in the world.
- We have raised and invested more than \$816MM in this research.

We have advanced the field.

- Funding has been a driving force behind the progress toward cures, including the identification of more than 270 genes linked to blinding retinal diseases.
- Now we have the tools to attack the problem. But the next problem is that each gene is expensive to attack.
- More than 40 clinical trials are underway for emerging therapies.
- In 2020, the Foundation funded more than 82 research grants for projects conducted by more than 90 research investigators in 67 institutions, eye hospitals and universities throughout the United States and worldwide.

We have the best scientists.

- Our scientific community includes 150 research investigators at institutions, eye hospitals, and universities in the United States, Australia, England, France, Germany, The Netherlands, Italy, Israel, and Mexico.
- We have assembled a stellar scientific advisory board that consists of the world's leading retinal experts who provide insight on research and clinical advancements and review research grant applications.
- The RD Fund (Retinal Degeneration Fund) is a 501(c)(3) not-for-profit subsidiary of the Foundation Fighting Blindness. Launched in 2018 as the venture arm of the Foundation and with \$72MM under management, the RD Fund focuses on making mission-related investments in companies with projects nearing clinical testing. These investments further the research and generate even more funds that are poured right back into furthering our mission. The Fund has attracted more than five-fold in additional capital funds from outside investments.

We are winning.

- All this investment, all this research, all this work— it's paying off in unprecedented ways.
- Early proof of these wins is LUXTURNA®, the first FDA-approved gene therapy for the eye or any inherited disease.

Have others stepped up to support this effort?

Yes! We have a vote of confidence from the Manning family in the form of a \$5 million challenge grant. This is an excellent time to show your support and become part of a larger giving effort. When you commit, we all win.

Can I give a legacy gift?

Yes! The Reintsma 2025 Legacy Society is a component of the *Victory for Vision* campaign and has a bold goal of \$30M in legacy commitments by 2025. Documented legacy gifts with the opportunity to share the value in writing will count toward the goal. Legacy gifts include annuities, trusts, bequests, and other estate-planning vehicles. We hope many of our supporters will choose to make a combination of outright and planned (estate) gifts to maximize their giving.

May I pay my pledge over a period of time?

Yes! Pledges are encouraged for the campaign and can be paid over a time period of three to five years. Payments can be made annually, quarterly, monthly or as you have the funds to pay.

How will my gift be recognized?

We welcome the opportunity to recognize your generosity. Significant gifts will be recognized with naming opportunities and all donors to the *Victory for Vision* campaign will be listed on print materials and on our website, unless otherwise specified by the donor.

Who is leading this important effort?

Marsha Link, Robert Heidenberg and David Brint have come together to co-chair this important effort for the Foundation, along with volunteers in the following divisions: National, International, Board of Directors/National Trustees, Next Generation, and Legacy.

How can I learn more about the *Victory for Vision* campaign?

Please reach out with questions or comments to Judy Taylor at jtaylor@fightingblindness.org. Also, check the *Victory for Vision* campaign website at VictoryForVision.org for the latest updates and resources.

*Gifts to the Foundation Fighting Blindness are tax-deductible to the extent provided by the law.
Thank you for your support!*

This document is available electronically.