



Foundation work continues during year of challenges

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By Beth Bales

Despite it being a year unlike any other, the increased generosity of the SVS Foundation donors allowed for the mission work to continue as planned.

When the foundation's fiscal year began, April 1, 2020, the pandemic had only recently started to cause worldwide shutdowns and major disruptions in elective surgeries, deeply impacting the lives of Society for Vascular surgery members and their practices.

Amid so much havoc, the Foundation Board of Directors took a pause in fundraising and marketing. Directors took advantage of the hiatus to review the awards program given the overall situation. With travel at a virtual standstill, Foundation awards that required it were deferred and other awards paused until later in the fiscal year. Through strong fiscal stewardship and member support, the Foundation was able to distribute all budgeted awards and is accepting applications for this year's grants.

COVID-19 resulted in the cancellation of the highly anticipated second annual SVS Foundation "Vascular Spectacular" Gala. Ticket-purchasers received refunds, of course, and since April, 72% of those purchasers have turned right around and donated to the Foundation that provides so much impact to the Society and on patient care. To help increase the Foundation's visibility, four SVS members generously spearheaded a very successful year-end Matching Gift Challenge, resulting in nearly \$12,000 in donations from new donors. This surpassed the goal of the \$10,000 in matching funds. Donations went to the Greatest Need Fund and the Awareness and Prevention Fund for community health initiatives.

The Society also notched a jump in the percentage of members who contributed to the Foundation, from 17 to 21%. Boosting that member support percentage further is a major goal for the next fiscal year. As the fiscal year winds to an end, COVID-19 vaccines are providing hope, elective surgeries have resumed, and Foundation leaders anticipate celebrating the Foundation mission in person at the proper time.

Year in review

- Fund-raising, marketing paused
- 2020 awards paused, then distributed as the result of strong fiscal stewardship and member support

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- 2021 award applications being accepted
- 2020 Gala canceled; 72% of ticket purchasers donate to the Foundation
- Matching Gift Challenge nets nearly \$12,000 new-donor donations
- Percentage of SVS members donating increases from 17 to 21%

To learn more about the SVS Foundation and its work to impact patient care, visit [vsweb.org/ SVSFoundation](https://vsweb.org/SVSFoundation)

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