



FOCUS  
ON OUR  
FUTURE

100

THE CENTENNIAL  
CAMPAIGN FOR  
SALUS UNIVERSITY





# A CENTURY OF INSPIRING HEALTH AND WELLNESS

we are proud to be training tomorrow's leaders in **optometry** as well as **audiology**, **occupational therapy**, **speech-language pathology**, **blindness and low vision studies**, **biomedicine**, and in the **profession of physician assistant**.

Salus has broadened its scope because we know that with health and wellness, people take a more active role in their communities, their families, and their own lives—and we want to prepare and empower as many students as possible to make good health achievable for people across the Philadelphia region and beyond.

You, too, have the power to make people stronger and healthier. You can support the development of leaders in the health sciences and help care providers better understand the factors that contribute to disability. You can speed the recovery of the injured and enable individuals who are disabled to pursue active, productive lives.

1919 was an auspicious year for vision health. That year, Dr. Albert Fitch founded the Pennsylvania College of Optometry, which quickly established itself as a leader in advancing biomedical education and clinical care and became the first institution to grant the Doctor of Optometry degree.

A century later, our University remains dedicated to health—but on a much larger scale, with academic programs that span the health and rehabilitative professions spectrum. Renamed Salus University 10 years ago after the Latin word meaning "health and well-being,"



*With Focus on Our Future: The Centennial Campaign*, we are committed to raising critical private support to ensure Salus' impact on our students, our region, and our world is even more powerful in our next 100 years. The future we strive to safeguard is not just the University's, but that of human health as a whole.

A gift to Salus is an investment in the future of our region and of our world. Together, we can effect change, advance care, and put health and wellness within reach for everyone whose lives we touch.

Our accomplishments over the past century are many, but there is so much potential that we haven't yet tapped. *Focus on Our Future: The Centennial Campaign for Salus University* seeks to raise \$5 million in funding to:

**ENHANCE** our endowment, increasing support for student scholarships and key faculty and administrative roles;

**IMPROVE** educational facilities across campus, guaranteeing our students a cutting-edge learning environment; and

**BOLSTER** our community service programs, giving individuals and families with limited resources access to high-quality care and support.





## YOU HAVE THE POWER TO SHAPE A STUDENT'S FUTURE

**EDUCATING** students is the heart and soul of our mission. We have the privilege—and the responsibility—of preparing the thinkers, innovators, and problem-solvers who will improve the welfare of the public in the years to come.

But financial need is a barrier for many of the most promising students who seek an education in the health sciences. By increasing our scholarship endowments and alleviating some of their burden, we can attract, enroll, and sustain tomorrow's most exceptional health professionals regardless of their means.

Salus students are here to effect change. They have specific goals for how they will shape their fields and our world. Growing our endowment will make attaining these goals possible for students like Rhea Malaluan, an **audiology** program scholarship recipient who has Charcot-Marie-Tooth disease, a neurological disorder that caused significant hearing loss in her youth. Rhea recalls how her audiologists changed her life, helping her develop effective communication strategies—and she aims to help others the way her audiologists helped her.

Scholarship funding has made it possible for Rhea to chart a path toward a career in which she can use her empathy to connect deeply with patients and understand their needs and emotions. Thanks to the tuition support she has received, Rhea will go on to help people just like her.

By establishing a new endowed scholarship fund—or by adding to an existing endowment—you make an investment that benefits not only the future health leaders like Rhea who are being educated at Salus, but also the countless individuals and families they will treat, counsel, and serve over the course of their careers.

Endowment funds also support the efforts of our outstanding faculty, advancing their work as teachers, scholars, researchers, and clinicians. Our excellence rests on our ability to attract and retain the finest faculty members and academic leaders—and when you create an endowed deanship, chair, or professorship at Salus, you help us do just that.



**ENDOWED SCHOLARSHIPS** allow ambitious students from all backgrounds to attend Salus and start their careers with less debt so they can focus on meeting the nation's growing needs for a highly skilled healthcare workforce.



### WHAT IS AN ENDOWED FUND?

Endowment gifts are invested by Salus. A portion of the resulting income is spent each year for the designated purpose. Donors may choose to name an endowed scholarship, deanship, chair, or professorship for themselves or in honor or memory of someone else.





# TO OFFER THE BEST POSSIBLE EDUCATION, WE NEED THE BEST POSSIBLE ENVIRONMENT.



**OVER THE LAST 100 YEARS**, our school has evolved from a single building at 18th and Spring Garden streets in Philadelphia into a true college campus in Elkins Park, Pa., where teaching, research, and service intersect. Our classrooms and labs are built for collaboration and interdisciplinary learning, and opportunities for experiential learning are abundant because we know the value of firsthand experience.

We are proud of the campus and the culture we have built—but rapid technological advances and the growth of our academic programs mean our facilities are in need of expansion and modernization.

To meet these demands, we are equipping all of our classrooms with contemporary audio-visual systems, lecture-capture technology, and webinar capabilities. We have transformed our outdated library into a two-floor, 11,000-square-foot Learning Resource Center with a comprehensive digital library. We have built a new learning space that holds up to 300 students—the kind of space we previously did not have but that is essential to enhancing our inter-professional education capabilities.

One of the most exciting things happening at Salus is the way integrated technologies are transforming how curriculum is delivered, particularly in our simulation and clinical skills labs. Our ophthalmic clinical simulation lab features state-of-the-art virtual reality technology that replicates the patient experience and refines students' technical and diagnostic skills. Our optometry clinical skills lab integrates cutting-edge equipment with an electronic health record in clinical operatories that increase students' access to clinical skills practice time. Our audiology clinical skills lab includes the most advanced tools available for auditory testing, electro physiological and vestibular testing, and hearing aid fitting.

These facilities provide powerful training tools that set us apart from other universities—but sustaining them requires significant resources. With your support, we can make upgrades that will fully support the work of our students and faculty and continue to change the way we both teach and learn.



**A WELL-ROUNDED EDUCATION** is the first step to achieving one's dreams, which is why we are committed to ensuring our students have state-of-the-art learning facilities.



**WE BELIEVE** IN OUR POWER TO IMPROVE HUMAN HEALTH EVERYWHERE. WE OFFER AN ARRAY OF LIFE-CHANGING OUTREACH SERVICES IN COMMUNITIES SURROUNDING OUR CAMPUS—AND WITH YOUR HELP, **WE CAN DO MORE.**



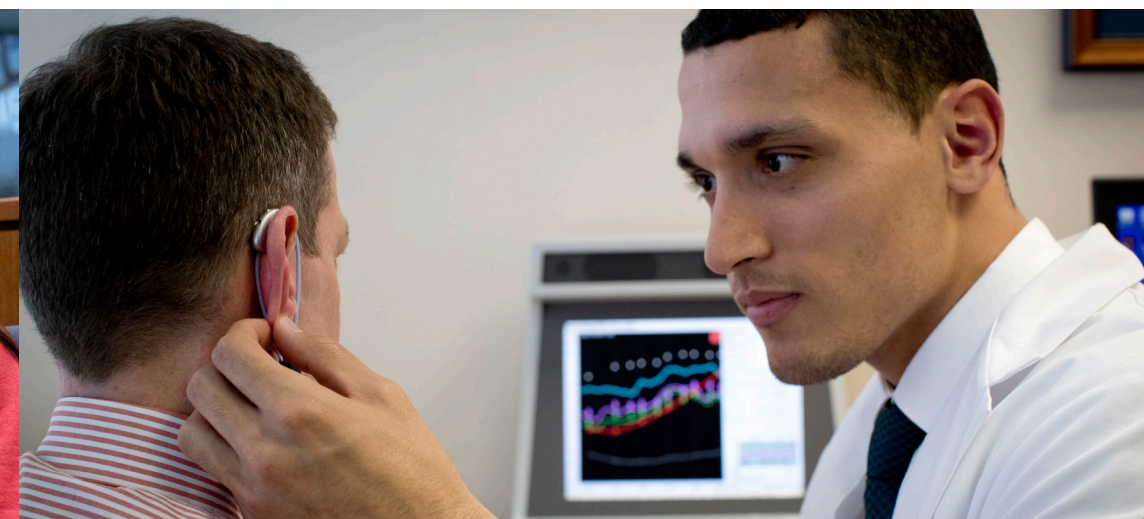
**AS WE SEEK TO IMPROVE OUR ENDOWMENTS AND FACILITIES AND ENHANCE OUR IMPACT ON THE BROADER COMMUNITY, WE MUST ALWAYS ENSURE THE FULFILLMENT OF OUR CORE MISSION.**

Unrestricted donations allow us to build on our foundation—the foundation that drives the school’s mission to impact and influence the future of healthcare delivery, education, and professional practice.

These investments in our core mission are more than simple, practical contributions. They also reflect donors’ confidence in the validity of our goals and in our ability to move forward with efficiency and expertise.

When you make an unrestricted gift, we apply it directly to where the need is greatest, doing so with the utmost care. We profoundly appreciate the trust that donors express by contributing unrestricted funding. The resulting combination of moral and financial support touches the Salus community in broader and deeper ways than numbers on a page could ever show.

**As part of the *Focus on Our Future* campaign, unrestricted gifts will be considered campaign gifts and will be recognized as such.**



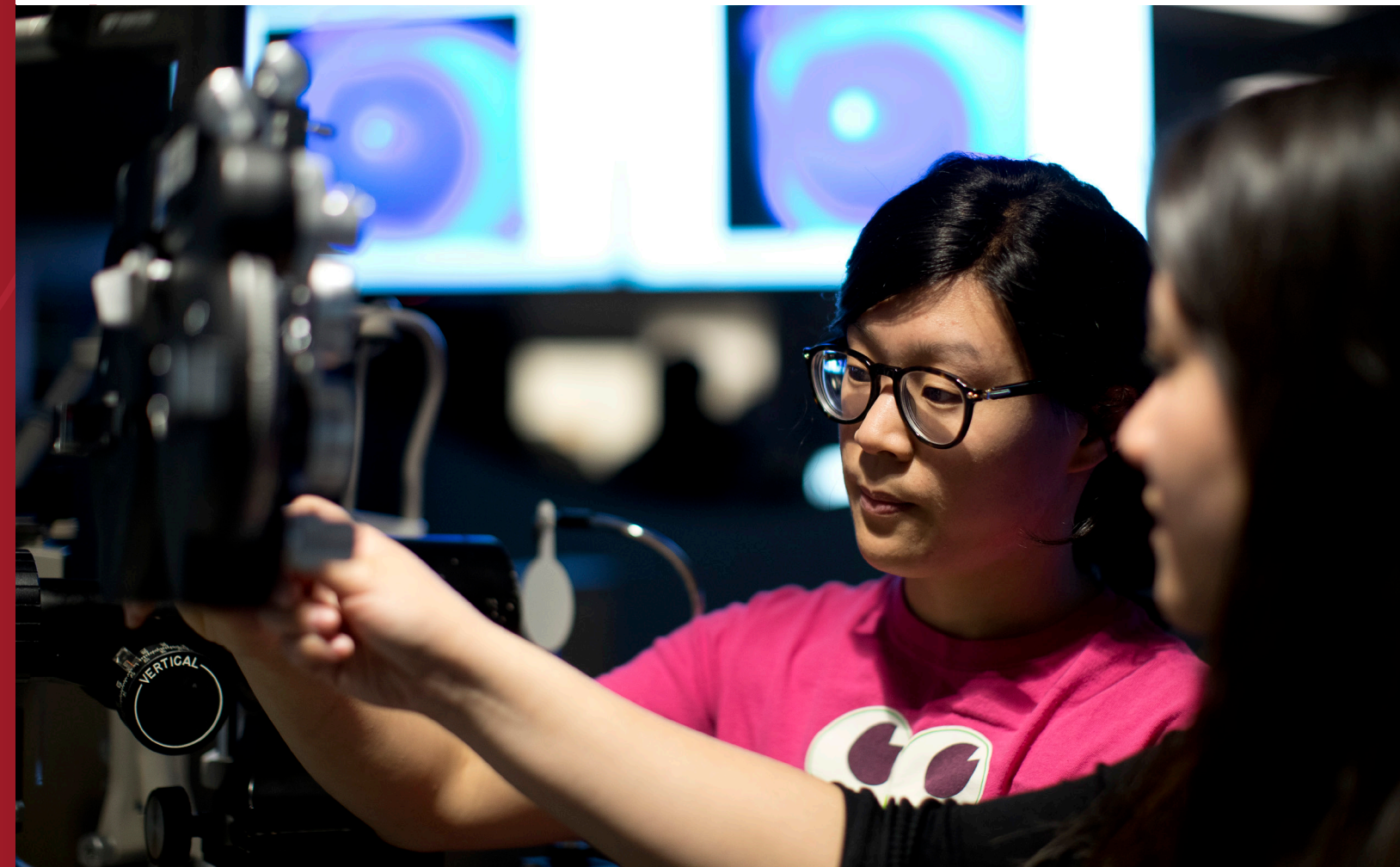


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## WHO CAN IMPROVE HEALTH AND WELLNESS IN OUR MOST VULNERABLE POPULATIONS? **TOGETHER, WE CAN.**

To build stronger communities, we must find innovative ways to extend care to every citizen. That's why we continue to carry out the Salus tradition of putting civic engagement into action.

Our students have countless opportunities to gain hands-on experience as they improve the lives of individuals and families throughout the Philadelphia area.



We are highly invested in the well-being of our communities, spearheading outreach initiatives that include:

- **PROVIDING FREE VISION CARE SERVICES** to children from the Philadelphia School District and other local schools, where many children who fail their vision screening previously went untreated. Salus vision care teams ensure that these children receive comprehensive follow-up services, including supplying them with eyeglasses at no charge.
- **PROVIDING INTERDISCIPLINARY CONSULTATION** and services to blind and visually impaired individuals so they can achieve personal goals such as reading, identifying street signs and bus numbers, watching television, managing household and job-related tasks, and pursuing educational opportunities.
- **PROVIDING SPECIALIZED VISUAL ASSESSMENTS** through the Special Populations Assessment and Rehabilitation Center for children with multiple disabilities or who are pre-verbal to ensure that early intervention and individualized educational programs are truly tailored to their needs.
- **CONDUCTING COMPREHENSIVE FREE OR LOW-COST ASSESSMENTS** and intervention through the Salus University Speech-Language Institute (SLI) for pediatric, adult, and geriatric clients who are experiencing communication and swallowing disorders. Faculty and students from the SLI also conduct community screenings at local daycare centers, preschools, community agencies, and health and senior fairs.
- **OFFERING HEARING SCREENINGS** as well as full hearing and balance evaluations to various under served community members of all ages, including school children.
- **PROVIDING BOTH HEARING AND VISION SCREENING** through the Veterans Readiness Initiative, ensuring that military veterans are able to benefit from educational and employment opportunities when they return from combat.
- **PARTNERING WITH COMMUNITY ORGANIZATIONS** to bring occupational therapy screenings, environmental evaluations, and educational programming to schools, science and art museums, support groups for mothers who are breastfeeding, religious organizations, and nonprofit homecare agencies.

**PROGRAMS LIKE THESE EQUIP OUR STUDENTS** with practical direct experience, allowing them to take the knowledge they've gained in the classroom and the lab and apply it to meet real-world needs in our neighborhoods. But administering this programming requires significant funding from the school. Your investment in the *Focus on Our Future* campaign will sustain these programs, ensuring that even more students can learn firsthand as they deliver vital care and ongoing support to the people who need it most.





## JOIN US IN FOCUSING ON OUR FUTURE.

AT THE PENNSYLVANIA COLLEGE OF OPTOMETRY'S FOUNDING A CENTURY AGO, Dr. Albert Fitch believed we could be a leading institution of biomedical education and clinical care. **And we are.**

A decade ago, we adopted the name "Salus" because we believed we could lead a movement toward better health and wellness across our community. **And we have.**

As we celebrate our 100th anniversary, we believe that our work has only just begun. **And it has.**

With the necessary resources, we can build on our strong momentum and continue to provide financial aid to students who need it most; to enhance the experience students and faculty have on campus; and to expand outreach initiatives that improve the lives of the individuals, families, and communities we serve.

When you support the Focus on Our Future campaign, you declare your belief in the promise of Salus University and in our potential to improve the health of every citizen. With your help, we can train providers who will alleviate suffering, increase vitality, and resolve today's healthcare challenges—as well as tomorrow's. We can advance care, enabling people to live fully and make the most of their lives.

**ON BEHALF OF ALL WHO WILL BENEFIT FROM YOUR SUPPORT,  
WE INVITE YOU TO GIVE TODAY.**

## FOCUS ON OUR FUTURE

is a comprehensive campaign, meaning all philanthropic support received during the campaign period will be counted as a campaign gift. Help us reach our \$5 million goal with a gift today.



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