



BY WENDY FREITAG, Ph.D.
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WOW! Again this year I left the EMDRIA Conference with excitement in my bones and gratitude in my heart. The Foundation's fundraising efforts were a huge success. However, more than that, there was a genuine interest from our constituents about what we are doing and how

they can help. Our call for volunteers to help with social media set-up, grant writing, data gathering, and translating research findings met with 20+ offers and we're still counting. Our exhibit booth was a "buzz" with inquiries to buy raffle tickets, hear about volunteer opportunities or learn more about becoming a charter member of our newly launched program, the "Visionary Alliance."

If you were not able to attend the recent Conference, you missed a great professional meeting. The EMDRIA Conference Committee and staff deserve recognition for another great Success! The workshops were informative, there was great synergy among the attendees and we were all inspired by Dr. Francine Shapiro's presence and plenary. There is always a notable difference in the energy at the conference when Dr. Shapiro attends and addresses us with her motivating words. She excites and encourages the audience with the amazing accounts of what is being accomplished in the world with EMDR. This year again she provided the context for why the Foundation's mission is so important, offered her full support, and loudly encouraged the community to do the same. Dr. Shapiro, we are grateful for the blessing you gave us and for your support in our mission and fundraising efforts.

At the Conference Awards Dinner, Chris Lee, Ph.D. of Australia was given special recognition by the Foundation Board. SAMHSA finally recognized EMDR as an evidenced-based practice, in part to Chris' tireless efforts and perseverance. His determination along with evidence from high quality research studies made that possible. This will benefit us in our practices and can positively impact how EMDR is viewed by larger scientific and professional organizations. It is with great pleasure and appreciation that we recognized Chris for his hard work.

As I mentioned above, the Foundation initiated our "Visionary Alliance." This program offers constituents the opportunity to give a sustaining pledge by automatic monthly donations. Many EMDR therapists feel there is no way to "pay back" for all the benefits received due to EMDR, so enrolling in this program is a way to "pay it forward." Your monthly

donations will provide a predictable, continuous stream of income that will give the Foundation leverage when pursuing funding from larger organizations and granting agencies and foundations. Through the end of the year, for as little as \$15 a month you can become a Charter Member. At that time, all member's names will be entered into a drawing for very nice prizes donated by community members and EMDRIA Conference vendors who want to be a part of this effort. You might be wondering "what does it mean" to be a charter member or "what do I get" by joining the "Visionary Alliance?" Other than the opportunity to win a prize, there are no immediate, tangible benefits. However, when the Foundation is funding large scale research projects to the tune of thousands of dollars a year, you will have the satisfaction of knowing you were part of the ground swell that made it possible. Please consider becoming a "give as you earn" donor by donating one EMDR session or a portion of a session per month to support EMDR research.

Members of the Foundation Board are often asked questions like, "where is my money going", "why won't you fund this or that project", or "can you help me with my research design or statistical analyses?" We are certain in the short run we cannot and will not meet all the valid and important research needs that are presented to us. However, we are strong in our conviction that the Foundation will be a long standing, highly successful enterprise. Therefore, our current strategies are to ensure the ultimate goal of providing deep, broad support for EMDR research for a very long time to come.

To that end, the Board held a strategic planning meeting which produced our Vision Statement, a new Mission Statement and five goals (with action steps) to be met by 2016. At the meeting the Board also changed our name to the **EMDR Research Foundation**. We believe we are the 'Foundation of EMDR Research' so this better reflects who we are and what we are all about. We want our message to be up front, loud and clear. We also have a new website, at www.emdrresearchfoundation.org. Take a peak and if you've already donated in 2011, you might just see your name scrolling on the homepage.

Our Vision: *The EMDR Research Foundation envisions a world where people are transformed to wellness and vibrancy by effective, compassionate mental health treatment that is driven by quality research.*

Our Mission: *The EMDR Research Foundation promotes health and growth of human beings through the support of quality research, evidence-based practice, and compassionate, well-informed clinicians.*

To realize this Vision and Mission, here are the goals we set forward:

EMDR Research Foundation

Goal 1: To see a 10% increase of EMDR research in academic journals, university curricula, and access to funding.

Goal 2: To annually reach 10,000 clinicians with information on clinically-relevant EMDR research.

Goal 3: Annually, the Foundation will meet self-stated targets for Board composition and Board/volunteer skill sets.

Goal 4: To annually publish clear guidelines for funding quality EMDR research to ensure maximum contribution to a body of research.

Goal 5: To provide one new non-monetary research resource per year for current and potential EMDR researchers.

These goals are all about our continued growth, being clear about who we are and what we do, and strengthening the support we offer. The policies we develop and our decisions in the present are done with our investment for a very long successful future.

Before closing, I would like to share another highlight with you. In our efforts to strengthen and support quality research we decide to provide specific feedback to each of the research teams who submitted proposals in February, but

were not selected for an award. We did this with the hope that this feedback would facilitate these teams in submitting a stronger proposal in the next funding cycle. Also in response to numerous requests for funding this year, the Board decided to offer a second funding cycle with a submission deadline of 9/15/11 and an award date of 11/15/11. We heard from one of the teams that the feedback they were given assisted them in resubmitting their proposal. We wish them and all teams who submit proposals the very best in the decision process.

In closing, I offer my thanks for your patience with us as we grow, for your support both financially and volunteering your time and expertise, and spreading the word about the Vision and Mission of the EMDR Research Foundation. We hope you consider becoming a Charter Member of the Visionary Alliance or perhaps, consider volunteering to become an integral part of the solution.

“Happy are those who dream dreams and are ready to pay the price to make them come true.”

~Leon J. Suenes

2011 Fundraising Goal | \$125,000

The EMDR Research Foundation is a nonprofit, charitable organization created to further the development of EMDR through research and the education of mental health professionals and the public.

The Foundation is funded by voluntary contributions from EMDRIA members and other supporters of EMDR. The Foundation is recognized by the IRS to be exempt from Federal income tax under section 501 (c) (3) of the Internal Revenue Code. Contributions are tax deductible under section 170 of the Code. Contributions can be made by mailing a check made payable to:

EMDR Research Foundation
5806 Mesa Drive, Suite 360
Austin, TX 78731-3785

Contributions can also be made online at:
www.emdrresearchfoundation.org



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