



BY WENDY FREITAG, Ph.D.  
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It is hard to believe that we are amidst another holiday season and the closing days of 2011. This time of year offers the opportunity for reflection, gratitude and planning for the future. It is a time for reflection of past successes and challenges, gratitude for lessons learned,

gifts we received and maybe, just for another day. In looking towards the future, we consider those lessons learned, what worked and what didn't, and where do we want to be at this time next year. It is all about setting intentions of what is to come and what we want to create.

When I reflect back on this year for the Foundation there are certainly successes as well as challenges to share. As with most things, when someone is faced with a challenge, they can either give up or find a solution and surge forward. This is not different for the Foundation in 2011. The Board as a whole has always been strongly committed to supporting quality EMDR research, but we have not always had the knowledge or a clear direction about how to achieve that. After a period of elation due to surpassing our \$100,000 fundraising goal in 2010, the familiar sense of uncertainty followed. It was the brief period of being "lost" that pushed us to our strategic planning retreat. There we developed a Vision, a Mission, along with Goals and Action Steps to guide our work.

In 2011 we will award a total of \$40,000 to four research teams. That is an 800% increase over last year's dissertation award of \$5000. By 2016, our goal is to fund \$250,000 annually to high quality EMDR research. We have a tall order in front of us and launching the "Visionary Alliance" at the 2011 EMDRIA Conference is one way to help us meet that goal. This program offers our constituents the opportunity to give a sustaining pledge by automatic monthly donations. This 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 12/31/11, for as little as \$15 a month you can become a Charter Member and be eligible to win some very nice prizes. When we left the Conference, we had over 75 Charter Members and that number keeps growing.

Here are a few excerpts from what some Charter Members are saying about their decision to join this important and sustaining endeavor:

*"I could not end the day with vigor in my step, a smile on my face, and faith in the human race except for...EMDR. Giving monthly is my way of expressing the deep gratitude I feel for Dr. Shapiro, EMDR, my many thoughtful EMDR colleagues, and the joy I feel about the work I do."*

*"I know how important research is, both to bolster EMDR's legitimacy...and inform, direct and expand our work as practitioners. I can't give much, but I can give regularly...to budget and plan more assuredly."*

*"As a non-researcher, I consider it a privilege to be able to impact the future of EMDR by offering a recurring monetary contribution to the EMDR Research Foundation."*

*"The more EMDR is validated through research, the more my clients benefit. My donation is an investment in my practice, an investment in my clients, and an investment in healing the world, one trauma at a time."*

*"EMDR has totally transformed my practice of psychotherapy. Knowing how research supports the theory is very very encouraging. I want to contribute...to support the expansion of the research. This is a very gratifying experience."*

*"I am proud to join the Visionary Alliance... to support the Foundation's goals. EMDR is a paradigm-shifting "supertherapy" and I envision a world where anyone who needs it can experience this miracle. I have a personal calling to support the growth of this miracle. Supporting the Foundation as a Charter Member is in alignment with my personal and professional values. I applaud the dedication and vision...and I am honored to be a part of it."*

*"I decided to commit for three reasons. I believe that EMDR provides extraordinary opportunities for healing...I am aware how critical good research data is in getting the word out in a way that is credible...It has literally changed my life and the lives of many of my clients. Thank you for the opportunity to be a Charter Member...I have been honored to be included in the EMDR "family" and am excited to witness and support our growth."*

To read all the testimonials and see the list of Charter Members, go to [www.emdrresearchfoundation.org/visionaryalliance](http://www.emdrresearchfoundation.org/visionaryalliance). While you're there, please consider becoming a "give as you earn" donor and "pay it forward" for all the benefits received due to EMDR.

Monetary support of research is by no means the only way we plan to support EMDR research. Our action steps include a plan to increase the number of EMDR-related articles published in scientific journals. We plan to promote and facilitate the teaching of EMDR in universities as well as encourage EMDR research at the graduate level. We believe

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it is also imperative that clinicians have greater access to information on clinically-relevant EMDR research than they do now. First, this will guide clinician's treatment choices with empirically-based information. Secondly, increasing clinician's interest and knowledge of clinically-relevant research and empirically-based practice can help to identify research topics which are in need of further exploration and study.

My last reflection of 2011 and plan for the future is the expansion the Foundation's Board of Directors. It is a great time to join the Board. Our Vision is crystal clear, our Mission is strong, our Goals are high yet attainable, and our Action Plan is set. It is an exciting time to join the Board as we move into another stage in our development. If you would like to learn more about becoming a member of the Foundation Board, please contact me at wjfreitag@aol.com.

I close with one of my most favorite things...gratitude. I sincerely thank each and every one of you who have or

will financially support the Foundation and its mission. I want to thank the Foundation Board members who have given selflessly in time, effort and money to move this effort forward. Lastly, I thank the Scott and his staff for all their support in 2011. I take this opportunity to bring special attention to Nicole Evans, who has worked tirelessly to make our new website now fully functioning and informative. Check it out!

I wish to all of you a Blessed Holiday Season and a Peaceful, Prosperous 2012.

***"Follow effective action with quiet reflection. From the quiet reflection will come even more effective action."***

***~ Peter F. Drucker ❖***

## 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](http://www.emdrresearchfoundation.org)



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