



The **VESALIUS TRUST**  
for Visual Communication in the Health Sciences

*Celebrating  
30 years of  
excellence!*

# SUPPORTING EXCELLENCE IN HEALTH SCIENCE VISUAL COMMUNICATIONS

2019 ANNUAL REPORT

## SEEING THE TRUST IN NEW WAYS

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A Letter from the Vesalius Trust President

**JILL RHEAD**

**AFTER SERVING FOR OVER A YEAR AS PRESIDENT OF THE VESALIUS TRUST,** I've started to see our organization in new ways. Lately, I've been viewing it as a big machine. Each member of the Trust's Board is a bright, shiny part of it with his or her own talents and skills. While our machine is made up of diverse, intricate and specialized components, which make it pretty on the outside, like any mechanical device, it can sometimes use a tune-up. We've been busy revving up our *Vesalius Apparatus* to be as good as possible!

# *We have accomplished a lot in the last few years, and we have more big plans in store.*

## Looking back...

- The Board took a hard look at itself by forming a **Review Committee** and has been taking steps to implement the suggestions given:
  - » We launched a new website to show the Trust to the world in a functional and aesthetically pleasing way
  - » Refreshed the Friends of the Trust program to stabilize our infrastructure and management
  - » Put a new protocol in place to guide monetary distributions to our scholarship funds
  - » Adjusted how Morgan Stanley handles our investments to weather an unpredictable marketplace
  - » Created a Finance Committee which explored new investment options for the Trust
  - » Conducted a Board development workshop at Barrow Neurological Foundation in 2015, and hosted a guest speaker at our 2016 annual meeting allowing us to become more efficient at fundraising
- We've come up with new ideas to try to make the Trust more effective:
  - » Vice-president, David Ehlert, and I presented at the Association of Medical Illustrators (AMI) 2018 meeting to reintroduce ourselves to those who are familiar with the Trust and to give those who aren't an overview of its purpose
  - » Surveyed AMI members to gauge what they know/ think about the VT and its fundraising auction event and practices
  - » Started a Wiki and online calendar to organize our historical and working assets and help keep the Board on top of important dates and deadlines
  - » Invented the Scholar to Scholar (S2S) program to reach out to past scholarship recipients
  - » Have been working to keep everyone informed about the Trust through a revitalized annual report (this very document)
  - » Generated a social media presence on Facebook, LinkedIn, and Instagram
- We also have high hopes to better ourselves for future growth:
  - » The Board is furthering its fundraising abilities through ongoing interactions with the Barrow Foundation
  - » Have been actively updating, improving, and adding events to our website
  - » Broadening our outreach to individuals outside our profession to find new Board members and donors
  - » Partnering with the AMI for our annual fundraising event in July

## Looking ahead...

One of the many, deeply valued insights from our Review Committee was to reintegrate strategic planning in our pursuit of excellence. We have placed a new emphasis on sound strategic planning so that we may be sure this machine is able to do good work with efficiency, grace, and clarity.

So, stay tuned for the next annual report where we plan to tell you about the new ways we will fulfill our mission of providing leadership for the advancement of education and research in visual communication for the health sciences.

Sincerely,



**JILL RHEAD,  
MA, CMI, FAMI  
PRESIDENT,  
VESALIUS TRUST**



**The Vesalius Trust**, founded in 1988, fosters the study, research, and practice in visual communication of health information at all levels. From childhood through the practice of medicine and cutting-edge research, learning from quality imagery is increasingly important in today's high energy digital world.

*To learn more, please visit*  
[www.vesaliustrust.org](http://www.vesaliustrust.org)

# WHY THE TRUST EXISTS

DAVID EHLERT, VICE PRESIDENT

**STUDENTS ARE OUR BEST AND BRIGHTEST RESOURCE.** The Trust encourages their research into new and better ways to communicate complex medical and scientific concepts – and to helping them lead the way for students coming behind them.

## THE TRUST'S NAMESAKE

The Vesalius Trust is named after the pioneering Renaissance anatomist and physician, Andreas Vesalius. Vesalius was zealous about scientific observation and was one of the first anatomists to regularly teach from actual human body dissections.

In what has been called the greatest single contribution to medical science, his masterpiece is *De Humani Corporis Fabrica (On the Structure of the Human Body)*, published in 1543. This work marks — with unusual clarity — the beginning of modern observational science and research. Fabrica is a melding of illustration, text, and typography into the quintessential paradigm of health science education.

In this spirit, the Vesalius Trust works to promote innovation in visual communication for the health sciences. Just as Vesalius took advantage of the technology and enlightenment of his time, so does the Vesalius Trust support use of developing information and technology to advance understanding of health science information.

## HISTORY OF THE TRUST

The Association of Medical Illustrators (AMI), a professional society of medically-trained visual communicators, sought to establish a public educational foundation to raise and maintain funds to be used for developing and supporting education and research within the field of medical illustration and related professions.

The Vesalius Trust for Visual Communication in the Health Sciences was incorporated as a non-profit public foundation in 1988. Since its founding, the Trust has supported scholarships, research grants, continuing professional education, and The Frank Netter Award, an international recognition program for exceptional contributions to medical education.

# RECOGNIZING EXCELLENCE

RICHARD WEAVER, TREASURER

**THE VESALIUS TRUST PROVIDES GRANT FUNDING TO STUDENTS** enrolled in medical illustration programs and have completed one year of the curriculum. These competitive grants are awarded annually and are intended to help fund the student research projects and masters' theses.

In the past 30 years, generous donors have allowed the Trust to award grants and scholarships to students every year since 1988 as well as sponsor multiple educational events.

We are proud to share the following facts and will continue to recognize, award, and support excellence with your support.

# \$425,000

AWARDED AS SCHOLARSHIPS & RESEARCH GRANTS TO STUDENTS AT BACCALAUREATE, MASTERS, & DOCTORAL LEVELS

# \$250,000

SUPPORTING CONTINUING EDUCATIONAL EVENTS

*"I value the Vesalius Trust because it drives students like me to engage in research in the development of evidence-based visual solutions that may directly benefit the health field."*

*– Christina Lorenzo,  
2017 Vesalian Scholar*

To find out more about award winners, please visit [www.vesaliustrust.org/award-winners](http://www.vesaliustrust.org/award-winners)

# 2018 INEZ DEMONET SCHOLAR SPOTLIGHT

CHELSEA CANLAS, M.SC. BMC



To find out more about The Inez Demonet Scholarship and others, please visit [www.vesaliustrust.org/for-students](http://www.vesaliustrust.org/for-students)

CHELSEA IS A KNOWLEDGE SEEKER AND PROBLEM SOLVER with a background in art, science and design. After graduating from Ontario College of Art and Design University with a Bachelor of Design, she worked as a Graphic Communications Designer and developed exhibition graphics for cultural institutions. Now, as a graduate of the Biomedical Communications program and a Medical Communications Designer at AXS Studio, she is excited to be a part of the multidisciplinary field of medical illustration, and work in projects that translate people's needs into experiences. She hopes to use human-centered design to develop compelling visual tools for projects within healthcare and education.

## WHY IS THE VESALIUS TRUST IMPORTANT TO YOU?

“On my first visit to the AMI website, I remember being awestruck and inspired by the work and projects featured. I decided then and there to pursue a career in medical illustration. With the support of the Vesalius Trust, students can continue to be inspired and driven by each other and professionals in the field to explore innovative ways of creating visual communication in the health sciences. I am deeply honored to be recognized by the Vesalius Trust, and look forward to being a part of this evolving and exciting field.”

# THE IMPACT OF A LEGACY

Building upon generosity and vision

MARCIA HARTSOCK, SECRETARY

ERNEST BECK, CHARLES BRIDGEMAN, ALAN COLE, JACK DINER, RUSSELL DRAKE, LUCILLE INNES, GEORGE LYNCH, JOYCE MCGILL – these are all names of talented individuals who will be long remembered by family and friends, but they are also names that have been important to the growth and mission of the Vesalius Trust. Funds donated in their memory have served varied purposes, from scholarship to research to archival preservation, but each reflects a passion in whose honor the Fund is named.

Charlotte Holt and Inez Demonet, both very talented and successful medical illustrators, left significant bequests in their wills to support scholarship, education, and research in the profession they loved. These gifts have been an enduring basis for the financial stability of the Vesalius Trust. As an example, over the last thirty years, Inez Demonet Scholars have received over \$58,000 from the Trust, supported by the investment revenue generated by the bequest from Inez Demonet.

## *Peggy's vision & expertise enabled the AMI to create a 501(c)(3) foundation that we know as The Vesalius Trust*

This legacy of giving has continued! Margaret H. Henry, known to family and friends as Peggy, and a former Executive Director of both the Association of Medical Illustrators and the Vesalius Trust, died September 8, 2017 at the age of 87. Peggy was a strong supporter of both organizations. It was her vision and expertise that enabled the AMI to create a 501(c)(3) foundation that we know as The Vesalius Trust, to secure tax-deductible contributions and support research and scholarship. In November of 2017, the Trust was notified that Peggy had left an unrestricted endowment to the Vesalius Trust of over \$200,000. As a significant addition to the Trust's investments, Peggy's legacy will be multiplied thereby enabling the Trust to continue as the self-sustaining foundation she envisioned and championed. The Vesalius Trust Board is exceedingly grateful to Peggy Henry for this significant gift to the future of the Trust!

Everyone who donates —however you can give—is vital to the Trust and its mission. We kindly thank you for joining us and supporting excellence in health science visual communication.

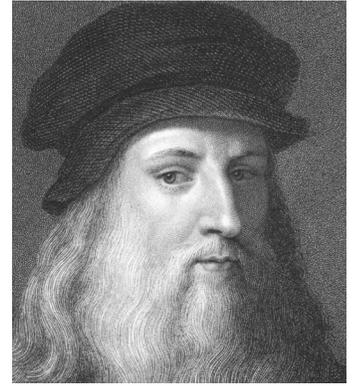
# FRIENDS OF THE TRUST

Thank you to our current Friends of the Trust

**DAVID EHLERT, VICE PRESIDENT**

A FRIEND OF THE TRUST (FOT) is committed to the sustainability of the Vesalius Trust, and generously supports the foundation in a meaningful way that encourages and inspires others to give as well. A FOT pledges to make a significant donation over a five-year period to provide a solid foundation for future Trust activities and stewardship.

To find out more about the contribution namesakes shown at right and learn how to become a FOT, please visit [www.vesaliustrust.org/for-donors](http://www.vesaliustrust.org/for-donors)



The Trust has created contribution levels based on the following three luminaries (shown from top left to bottom right):

- Andreas Vesalius \$5,000
- Leonardo da Vinci \$2,500
- Max Brödel \$1,250



## We'd like to take a moment to graciously recognize our current Friends of the Trust

Karen I. Adsit  
Bill & Vicki Andrews  
Donna Bade  
Michael Belknap  
& Gillian F. Duncan  
Don Biggerstaff  
Lisa Clark  
Marie Dauenheimer  
David Ehlert  
(in memory of Al Teoli)  
Jennifer Fairman

Barbara Finch  
William Hamilton  
& Dr. Jackie Bird  
Marcia Hartsock  
Wayne E. Heim  
Tonya Hines  
Carolyn Holmes  
Dr. & Mrs. Stephen Joffe  
Gary Lees  
John Martini  
Betsy Palay

Jim Perkins  
Jill Rhead  
Gary Schnitz  
Mark Schornak  
& Deborah A. Ravin  
Sue Seif & Stu Kirkland  
Edith Tagrin  
Pat Thomas  
Joan Tycko  
Linda Warren  
Richard Weaver

*We warmly thank each of you for recognizing and supporting excellence!*

# HEALTH OF THE TRUST

A Financial Recap from the Treasurer

**RICHARD WEAVER**

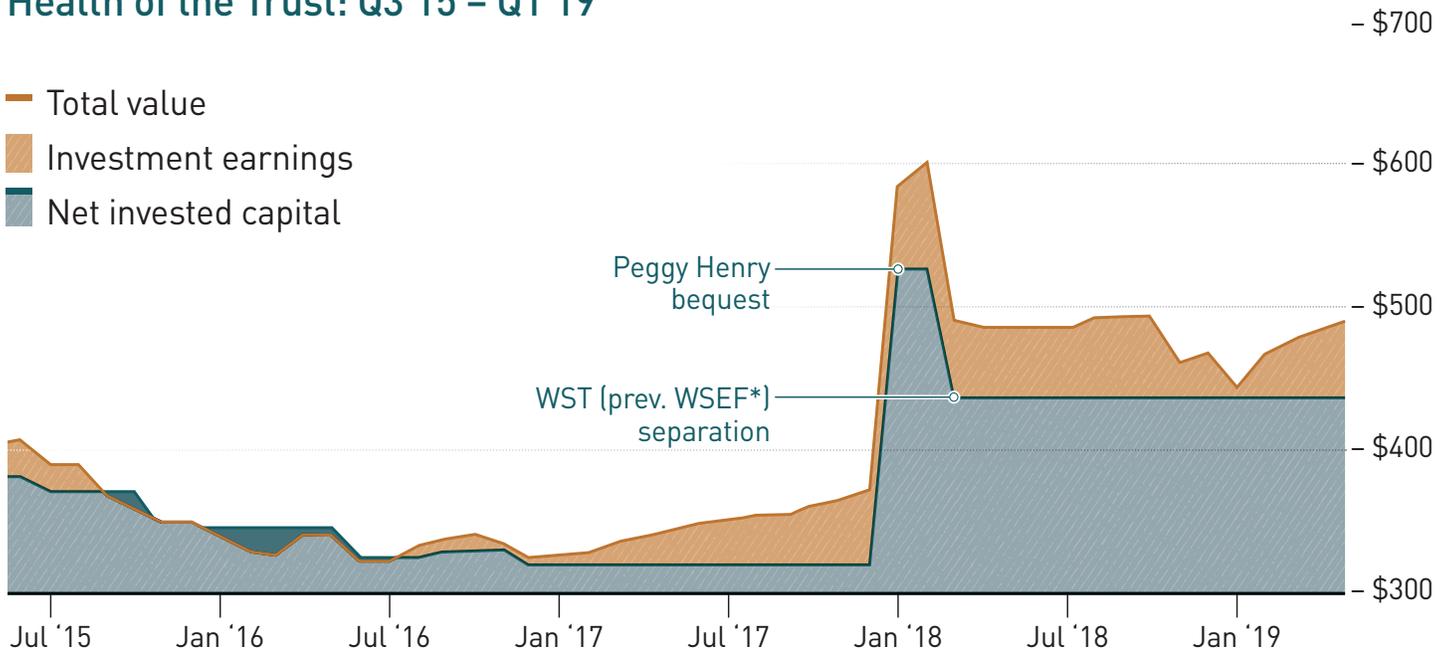
THE TRUST HAS MADE SIGNIFICANT STRIDES OVER THE PAST TWO YEARS towards our long-term goal of becoming self-sustaining and upholding the **Trust's Core Value #4**. This is mostly in thanks to the dedicated Finance Committee that helped define a sound financial plan, the Trust Board's laser-focused diligence to reduce administrative overhead, the refreshed Trust website presence Jill highlighted, significant donations from our Friends of the Trust as David expressed, and the heartfelt estate bequest from Peggy Henry that Marcia shared. The Trust is also developing strategies to garner more significant awards and scholarships without touching the core investments through novel events (e.g., S2S, Vesalian Beasts Draw-off, INSANE comics), and proactive website and social media engagement.

This positive, net effect is augmenting the Trust's ability to become the premier resource for the funding of visual communications in the health sciences.

**Core Value #4, Fiscal Responsibility:**  
*The Board acknowledges a fiduciary responsibility to the Trust's benefactors for the financial well-being and prudent distribution of the funds that they have entrusted to the Trust.*

To learn more about the Trust's Core Values, please visit [www.vesaliustrust.org/about-us/mission-vision-values](http://www.vesaliustrust.org/about-us/mission-vision-values)

## Health of the Trust: Q3'15 – Q1'19



Abbreviations: WST, Walter Spohn Trust; WSEF, Walter Spohn Educational Fund.

\*WSEF, a long-term partner with the Vesalius Trust, separated investments on obtaining their own 501(c)(3) status, March 2018.

# TRUST LEADERSHIP

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The Vesalius Trust is managed by a Board of Directors, informally known as the Trustees, along with a professional executive director. The Trustees serve without compensation or remuneration and are elected for three year terms.

Through the Trustees, the Trust supports both students and professionals in visual communications for the health sciences; the Trustees act independently of any professional association.

## OFFICERS

Jill Rhead, President  
David Ehlert, Vice President  
Richard Weaver, Treasurer  
Marcia Hartstock, Secretary  
Laura Garrison, Board member-at-large

## DIRECTORS

Marie Dauenheimer  
Sandra Joffe  
Gary Lees  
Laura Roy  
Sue Seif  
Pat Thomas

## EXECUTIVE DIRECTOR

Tina Schott

## INEZ DEMONET SCHOLARS

To further heighten the prestige and value of the scholarship program, the Board of the Vesalius Trust voted to make the recipient of the annual Inez Demonet Scholarship a non-voting (ex officio), one-year member of the Board of Trustees.

We warmly thank Chelsea Canlas (see Scholar Spotlight on page 4), the 2018 Inez Demonet Scholar, for her support of the Trust!

To learn more about the Trust's Leadership, please visit [www.vesaliustrust.org/about-us/our-leadership](http://www.vesaliustrust.org/about-us/our-leadership)

## ADVISORY COUNCIL

Council members come from not only biomedical and allied fields, but also from related professions and industries. Physicians, librarians, publishers, computer scientists, educators, archivists, public relations specialists, artists, photographers, and writers have been invited to become members of the Advisory Council. Membership on the Council is by invitation of the Board of Trustees. There are no dues, nor is travel required.

Bill Andrews  
Amanda Behr  
Donald E. Biggerstaff  
Jennifer Fairman  
Lydia Gregg  
Wil Hamilton  
Wayne Heim  
David Killpack  
Nick Klein  
Crista Mason  
James Netter  
Michael Parker, MD  
Jim Perkins  
Roy Schneider  
Gary Schnitz  
Mark Schornak  
Joan Tycko  
Linda Warren



The  
**VESALIUS  
TRUST**

*for Visual Communication  
in the Health Sciences*

**The Vesalius Trust  
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