Table of Contents

President’s Message .......................................................... Page 3
InfantSEE® ................................................................. Page 4-5
VISION USA ................................................................. Page 6
Healthy Eyes Healthy People® ............................................. Page 7
Optometry’s Fund for Disaster Relief .................................... Page 8
Endowment & Scholarships ................................................ Page 9
National Optometry Hall of Fame .......................................... Page 9
Camp Courage ................................................................. Page 10
Optometry’s Meeting® ....................................................... Page 11
2013 Expenses ............................................................... Page 12
Archives & Museum ........................................................ Page 12
Optometry Cares Society .................................................... Page 12
Honor Roll of Giving ......................................................... Page 13-15

2013 Board of Directors
Cheryl Archer, O.D.
President
T. Joel Byars, O.D.
Vice President
Allan L. Barker, O.D.
Secretary-Treasurer
Members
Kerry L. Beebe, O.D.
R. Michael Daley
Julian S. Gangolli
Kenji Hamada, O.D.
Joseph Mallinger, O.D.
Martha R. Morrow, O.D.
Dave Sattler
Jack Schaeffer, O.D.

Optometry Cares Staff
Dennis Holter Chief Advancement Officer
Rebecca Hildebrand Development Officer
Damon Broadus Community Health Programs Manager
Sandi Gregson Community Health Programs Coordinator
Kirsten Hébert Heritage Services Specialist
Susan Thomas Writer/Editor
Rebecca Hiatt Writer/Editor
During my years on the board of directors and the last two years as president of the board for Optometry Cares®-The AOA Foundation, the things that have motivated me most are the stories of those who have benefited from the generosity of the donors to the Foundation. Actions speak louder than words and when you read about the impact that is made by the programs supported by the Foundation, you can hardly ignore the importance of the work we do.

Had it not been for InfantSEE®, we never would have learned about the Angerame triplets: Emma, Jack and Trevor. Dr. Andrea Thau, an InfantSEE provider and member of the AOA Board of Trustees, noticed that Jack and Trevor were not reacting to objects in their visual fields. Because Tim and Samantha Angerame brought their beautiful triplets in for an InfantSEE assessment, they can rest easy because a potentially unfortunate vision issue was discovered. Now, all three are hitting their developmental milestones.

Had it not been for VISION USA, we never would have learned about the 57-year-old patient who had not seen an eye doctor for more than 40 years. She was a teenager the last time she saw an optometrist. Lately, she has been working at a fast food restaurant close to home because she couldn't see well enough to drive. Among other care, she received a free eye exam and bifocals from a VISION USA optometrist. Without VISION USA, she would not have been able to see better and improve her quality of life.

Had it not been for Healthy Eyes Healthy People® (HEHP), we never would have learned about the Oklahoma School Vision Services 2013 project: Eye Exams in Putnam City Schools. The project’s goals were to reinforce public awareness of the importance of timely comprehensive eye exams for school-aged children and to continue to educate students, parents and educators on the difference between vision screenings and comprehensive eye exams. Many young students received the benefit of quality vision care that every child should expect.

But the untold stories are those private stories that prompt our donors to make contributions. It may be a family member who has passed, or a mentor to remember, or a project of special meaning, or the sheer joy that someone feels when helping another person. Whatever your story, please accept my sincere thank you for your commitment to Optometry Cares-The AOA Foundation. We promise to protect the trust you have placed in our programs and people.

“Whatever your story, please accept my sincere thank you for your commitment to Optometry Cares - The AOA Foundation. We promise to protect the trust you have placed in our programs and people.”
Every parent eagerly anticipates their child’s first developmental milestones, such as rolling over, sitting up, and taking those exhilarating first steps.

Other stepping stones in the young years, such as stages in vision development, aren’t as easily noticeable.

InfantSEE®, a public health program managed by Optometry Cares®—The AOA Foundation, provides a one-time, no-cost eye and vision assessment to babies between the ages of six and 12 months, regardless of family income or insurance coverage, to ensure that vision care becomes an integral part of infant wellness.

An InfantSEE exam helped the Aust Family save their child’s life.

Shawn and Melissa Aust noticed their one-year-old son, Ryder, had a white glow that sometimes showed up in his left eye.

A family friend made the recommendation to have Ryder’s eyes checked and told them about the InfantSEE program.

The Aust’s took their son to optometrist Dr. Kelly Padgett, who diagnosed Ryder with retinoblastoma, a type of cancer. After his diagnosis, she referred them to a pediatric ophthalmologist who confirmed it was retinoblastoma.

Although Ryder lost an eye to prevent the cancer from spreading, he did not need radiation, since doctors were able to remove all the cancer with surgery. Ryder has a prosthetic eye and doctors monitor his eye health regularly.

The InfantSEE program has become very important to the Aust family. Shawn and Melissa want all parents to know that early eye exams are vital to every infant’s health. Shawn’s mother, Debbie Aust, also helps promote the program in their community by distributing InfantSEE flyers to local parents and to elementary schools for children to share with their parents. 

“Shawn and Melissa want all parents to know that early eye exams are vital to every infant’s health.”

Stories from InfantSee

www.aoafoundation.org | p. 4
This was a great opportunity to hear first-hand from participating optometrists the importance of vision and its effects on child development. Guests also had the opportunity to hear the inspirational story of actor and entertainer Tom Sullivan, who happens to be blind.

Since 2011, Mr. Sullivan has partnered with the Allergan Foundation and InfantSEE to reach new diverse audiences and elevate the importance of preventive and early detection of vision issues in all infants—particularly those at higher risk of vision problems or impairment. The partnership has resulted in an increase in the awareness of the InfantSEE program through coordinated efforts on the local, state and national level while increasing the number of infant eye and vision assessments performed in several states, especially in the targeted markets associated with the schools and colleges of optometry.

**2013 SULLINS AWARD**

The Dr. W. David Sullins, Jr. InfantSEE Award recognizes an individual doctor of optometry who has made significant contributions to optometry in his or her community for outstanding public service involving the InfantSEE program. The award is in honor of Dr. W. David Sullins’ dedicated leadership as a driving force in the profession of optometry.

The 2013 Dr. W. David Sullins, Jr. InfantSEE Award winner is **Cara Frasco, O.D.**, who practices in Springboro and Middletown, Ohio. Children’s vision has been a top priority for Dr. Frasco from the earliest stages of her career.

InfantSEE® Statistics: 2013

<table>
<thead>
<tr>
<th></th>
<th>Babies seen in 2013</th>
<th>Babies seen since program inception</th>
<th>Providers as of 12/31/2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>10,412</strong></td>
<td><strong>105,351</strong></td>
<td><strong>7,259</strong></td>
<td></td>
</tr>
</tbody>
</table>

**InfantSEE® Visits Five Optometry Schools**

Throughout 2013, Optometry Cares® - The AOA Foundation welcomed students, pediatric faculty, school nurses and maternal and child health community partners to learn more about the InfantSEE program. InfantSEE representatives spoke at five schools and colleges of optometry:

- **Western University of Health Sciences College of Optometry**
  Pomona, Calif. | Coordinator: Kristy Remick, O.D.

- **Illinois College of Optometry**
  Chicago, Ill. | Coordinator: Val Kattouf, O.D.

- **Michigan College of Optometry at Ferris State University**
  Big Rapids, Mich. | Coordinator: Alison Jenerou, O.D.

- **Pacific University College of Optometry**
  Forest Grove, Ore. | Coordinators: Jenny Smythe, O.D.

- **University of Houston College of Optometry**
  Houston, Texas | Coordinator: Karen Fern, O.D.

2013 SULLINS AWARD

She became an InfantSEE provider when the program began in 2005, and in 2012, Dr. Frasco provided 59 of Ohio’s 495 InfantSEE reports submitted online.

**Industry Sponsorship**

Through the generous support of industry partners in 2013, InfantSEE grew even stronger. Optometry Cares’ InfantSEE program received generous grants from the Allergan Foundation, Johnson & Johnson Vision Care and CareCredit, a part of GE Capital. Without the continued support from our industry partners, InfantSEE would not be able to develop the next generation of InfantSEE providers, meet the needs of families with infants or educate communities on the importance of infant vision.
In Memoriam: Paul E. Berman, O.D.

One of optometry’s greatest champions for expanding eye care access to all, Paul E. Berman, O.D., passed away on Nov. 10, 2013. Dr. Berman served on the board of Optometry Cares—The AOA Foundation from 2006 to 2011. He also became a VISION USA provider in 1998 and continued to serve the program throughout the years.

Dr. Berman was a founder and global clinical director of the Special Olympics’ Lions Club International Opening Eyes and Healthy Athletes programs. Thanks to Dr. Berman’s leadership, more than 100,000 prescription eyeglasses have been provided to Special Olympic athletes.

Dr. Berman is sincerely missed. He touched the lives of many who were proud to know him as a doctor, colleague, and loyal friend.

VISION USA

With many people throughout the country struggling to make ends meet, eye care may not be No. 1 on the priority list.

A woman who had not seen an eye doctor in more than 40 years can now get to work with greater ease. A story from her eye doctor, VISION USA Chair, James Maxwell Ernst, O.D.

“Ms. J.H., a 57-year-old woman was initially seen in my office in November 2013. She had not been seen by an eye doctor in more than 40 years. She was working as a part-time cook in a fast food restaurant close to her home because she could no longer see well enough to drive. Her primary reason for getting an examination was blurred vision at all distances. Her vision was less than 20/400. Her best corrected vision was 20/200 due to significant cataract formation in each eye; otherwise, her eyes were healthy. We were able to arrange for her to have cataract surgery with a local ophthalmologist at no cost. After the cataract procedures, we provided her with a pair of bifocals through VISION USA that gave her 20/20 distance and near vision.

When we were finished, she thanked me and said she was able to drive again. For her, it was that freedom to get out and find a better job.”

Industry Partnership

In 2013, under the direction of Paul Berman, O.D. (who sadly passed away in 2013), VISION USA partnered with the New Jersey Lion’s Eyeglass Recycling Center (NJLERC), New Jersey Lion’s Clubs, and the Essilor Vision Foundation on the NJ CURE pilot project. The NJ CURE pilot program utilized a branded “Lions Lens” developed by Essilor Corporation along with new, donated frames from the Essilor Vision Foundation to provide custom eyeglasses to patients in New Jersey and reduced the costs associated with providing eyeglasses to those less fortunate. The partnership resulted in a 43 percent increase in patients served in New Jersey when compared to the previous year.

“After the cataract procedures, we provided her with a pair of bifocals through VISION USA”

2013 VISION USA Statistics

<table>
<thead>
<tr>
<th>Community-Based Organizations Serving as Referral Agencies</th>
<th>Applications received</th>
<th>Volunteer providers</th>
<th>Increase in patients assignment over prior year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,378</td>
<td>5,115</td>
<td>2,996</td>
<td>33%</td>
</tr>
</tbody>
</table>

www.aoafoundation.org | p. 6
With a mission to improve the eye and visual health of the American public, Healthy Eyes Healthy People® (HEHP) continued working dutifully throughout 2013 to eliminate barriers between quality eye care and underserved or underrepresented communities.

**In the spotlight: Diabetes and Your Eyes: Minnesota:** Diabetes and Your Eyes, a grant project in Minnesota overseen by Beth Coleman, ED and co-sponsored by the Minnesota Optometric Association (MOA), sought to broaden awareness of diabetes and the need for eye care, especially among underserved populations. An outreach event was held at Open Cities Health Center in St. Paul, Minn. on Nov. 2, 2013 to coincide with Diabetes Awareness Month. Twelve MOA-member ODs volunteered their time and provided eye exams, patient education and consultations to 45 patients at this all-day, no cost event.

**HEHP: 2013 at a Glance...**
- $58,500 grant dollars awarded in 2013
- 15 projects funded in 2013

```
$1,269,035 grant dollars distributed to state optometric associations for community outreach projects since inception of program in 2005 with more than 350 total grants funded.
- Luxottica Group provided the entire amount of funding for the 2013 HEHP programs.

**2013 Grants**
- Saving Sight: A pilot project in the Latino Community, California
- Connecticut Optometry and Children with IEP, Connecticut
- Coeur d’Alene School District Educational Project, Idaho
- Vision of Hope Health Alliance, Illinois
- U & Eye, Louisiana
- Mission 20/20, Maryland
- Diabetes and Your Eyes, Minnesota
- See To Learn Program, Nebraska
- Diabetic Eye Exam Initiative, New Hampshire
- KidSight (Adult Program Modeled after Kids Program), New Mexico
- Sight First, Nevada
- Eye Exams in Putnam City Schools, Oklahoma
- C2READ, Oregon
- Project Homeless Connect: Focus on Vision Care, Tennessee
- Frank Haskell Lions Eye Clinic, Washington

```

“We had a really successful event and probably the most comprehensive diabetic eye exam and related health event in the country.” - Matt Bauer, O.D., MOA Board Member
Optometry’s Fund for Disaster Relief

When optometrists lock their practice doors for the evening, it’s hard to imagine that the next day, it could be severely damaged or even destroyed. When disasters keep optometrists from serving their patients, Optometry Cares®—The AOA Foundation’s Optometry’s Fund for Disaster Relief (OFDR) is there to help.

“Driving to work on July 10, 2013 proved to be difficult; many of my typical routes to work were closed due to the severe storms in the area. Then I received the call from one of my staff, informing me of the flooding in the office. According to the township, this was the most rainfall in such a short period of time in 35 years. The storm drains were overflowing, and right into our office! FEMA declared the area a federal disaster.

We are located nowhere near any body of water, so we did not have flood insurance. We contacted Optometry Cares—The AOA Foundation. We were met not with a bunch of red tape and bureaucracy, but with caring people who rushed to help us when we needed it the most.

The Optometry Cares monetary commitment came at just the right time. It allowed us to take care of our basic needs, such as feeding our family and paying our mortgage. It also provided an incredible emotional lift. When we received word form Optometry Cares, we just started crying from the emotions. It gave us the strength to throw ourselves completely at the rebuilding.

We are happy to say that 10 months later, we are well on our way to a full recovery. The AOA and Optometry Cares played a huge role in our road to recovery and we are extremely thankful for their generosity.”


“According to the township, this was the most rainfall in such a short period of time in 35 years.”
Three students preparing for their careers in optometry received scholarships administered through Optometry Cares®—The AOA Foundation.

Recipients of the InfantSEE® scholarships included Jay Lytle from The Ohio State University College of Optometry (first place, $5,000) and Cameron Horch from Pacific University College of Optometry (runner-up, $2,500).

The InfantSEE Scholarships are provided by Optometry Cares—The AOA Foundation, sponsored by Vision West, Inc.

Matthew Bovenzi from the State University of New York College of Optometry was awarded the Dr. Seymour Galina Grant, ($2,500) which is awarded annually in memory of the long-time AOA member.

The Dr. Seymour Galina Scholarship is administered by Optometry Cares and is offered through the Dr. Seymour Galina Fund.

The Endowment and Scholarship Fund was established to develop and support philanthropic programs that promote awareness and education for eye and vision health.

---

National Optometry Hall of Fame

Since 1998, the National Optometry Hall of Fame has recognized and honored optometrists who have made significant and long-lasting contributions to the optometric profession. Administered by Optometry Cares—The AOA Foundation, the National Optometry Hall of Fame inducted John F. Amos, O.D., as its 62nd inductee.

**John F. Amos, O.D.** Dr. Amos received his B.S. and O.D. degrees from the Illinois College of Optometry in 1965. After a short time as an associate in private practice he served as an optometry officer, at the rank of Captain, in the United States Air Force. He provided eye care to active duty military personnel and their dependents from 1966 to 1969. He was awarded the Bronze Star for Meritorious Service as a result of his service in the Republic of South Vietnam during that conflict. Following military service he completed an M.S. degree in Vision Science at Indiana University. He joined the UAB School of Optometry faculty in 1972 as an Assistant Professor of Optometry. He is the Founding Director of the University of Alabama at Birmingham School of Optometry Residency Programs and served in this role until being appointed as Chair of the Department of Optometry and Director of the Professional Program in 1994. He served as the Interim Dean and Dean of the UAB School of Optometry for more than nine years and retired from UAB in 2010 after 38 years of service.

---

John F. Amos, O.D.
Stories from Camp Courage

Helen Keller was both blind and deaf, and as a young person, she needed to learn to rely on senses other than sight or hearing. To help other children who are visually and/or hearing impaired, “Camp Courage: A Helen Keller Experience” debuted in October 2013 and invited the kids to “Be like Helen.” The camp was held for two days in Tuscumbia, Ala., Helen Keller’s hometown and the annual location of “Camp Courage: A Helen Keller Experience.”

Camp Courage provides a mix of educational and social opportunities for children, as well as inspiration. The campers came to Tuscumbia with their parents, at no cost to the families. While the campers were having fun, parents participated in various activities that discussed the current and future potential challenges their children face.

The camp came to fruition through a partnership between Optometry Cares®—The AOA Foundation and The Helen Keller Birthplace Foundation, in collaboration with the University of Alabama and University of North Alabama.

“This is the most exciting, innovative program to potentially inspire so many children with visual challenges and other disabilities to ‘Be Like Helen,’” said Martha Rosemore Morrow, O.D., past president and board member of Optometry Cares-The AOA Foundation. “Camp Courage will take lessons from the First Lady of Courage, Helen Keller, to use all of our senses and ‘Never Give Up.’”

“The campers came to Tuscumbia with their parents, at no cost to the families.”

Funder Spotlights

Optometry Cares® wouldn’t be able to accomplish its goals of helping people have healthy vision and a higher quality of life without the help and support of donors and volunteers. Optometry Cares would like express its sincerest gratitude to longtime supporters of the organization, including Kenji Hamada, O.D., and Martha Rosemore Morrow, O.D., who are both Lifetime Members of the Optometry Cares Society.

Dr. Hamada has been a longstanding supporter of Optometry Cares and served on its board of directors from 2011 to 2013. He continues to be a champion of InfantSEE® and VISION USA, and he has generously contributed to the National Optometry Hall of Fame and Camp Courage: A Helen Keller Experience. Dr. and Mrs. Hamada and the Hamada Family Trust have donated a cumulative of nearly $100,000.

Dr. Morrow has been a member of the Optometry Cares Board of Directors since 2009 and has served as president of the Foundation. She has served on numerous committees, including the National Optometry Hall of Fame Selection Committee and the Scholarship and Endowment Committee. A family foundation, The Rosemore Family Foundation, has also contributed generously to the Foundation. In addition, Dr. Morrow helped tremendously in the planning and execution of Camp Courage: A Helen Keller Experience.

“Alone we can do so little; together we can do so much” - Helen Keller

www.aoafoundation.org | p. 10
Stories from Optometry’s Meeting 2013

Blast from the Past

Morton Greenspoon, O.D., spoke to a group of 50 individuals at Blast from the Past during Optometry’s Meeting 2013. His presentation was titled, “Lights, Camera, Contacts: A History of Contact Lenses in the Movies.” Since 1951, Dr. Greenspoon has been providing special effect contact lenses to the film and TV industry. He has worked with Elvis Presley and Michael Jackson, as well as productions such as Dracula and Twilight.

Donor Reception

At the donor reception, Jack Schaeffer, O.D., gave an inspiring speech to guests, urging them to join Optometry Cares—The AOA Foundation and the Optometry Cares Society. Guests included members of the Optometry Cares Board of Directors, AOA Trustees, industry partners, and individual donors.

5K Run

Helping raise awareness of the need for comprehensive access to vision care, a group of 250 runners and walkers took to the paths of San Diego during Optometry’s Meeting® in a first-of-its kind fundraising event. The 5K Run/Walk to benefit Optometry Cares® was successful in raising more than $20,000 and generated awareness of the many programs supported by the Foundation.

Optometry Cares thanks all the participants in the 5K Run/Walk and its generous sponsors: The Vision Council Low Vision Division, Luxottica, and Essilor.

“We are thrilled that so many people took time out of their busy schedules during Optometry’s Meeting, rising early to participate in this unique occasion,” said Dr. Archer. “We are also thankful to the sponsors for making our event possible. And, the fantastic weather and lovely scenery was certainly an added bonus, and we look forward to making this an annual event for our meeting.”

Flash Mob

The Optometry’s Meeting exhibit hall opened with a surprise flash mob recognizing Optometry Cares—The AOA Foundation. American Optometric Student Association members helped organize and choreograph the event. There were more than 125 students dancing to the “Cupid Shuffle” in support of Optometry Cares.
2013 Expenses

| General Administration and Fundraising | $413,505 |
| Program Delivery & Support | $2,609,836 |
| **2013 Expenses** | **$3,023,341** |

### Archives and Museum

The Archives & Museum of Optometry (AMO) is a repository for materials documenting the history of the profession of optometry and the Association, its affiliates and other organizations serving or promoting the profession.

The AMO is undergoing several changes to help ensure the continued preservation of these precious collections and provide even better access to its materials. Some of those changes include:

- The AMO website has been reconstructed to allow visitors more visible access to its collections. Many unique, at-risk records, archival photographs, and other treasured pieces of history have been digitized or documented, cataloged, and made available online.
- The AMO converted its card catalog to a digital format and began creating finding aids for AOA Bulletins (1939 to present).
- The AMO is rehousing and appraising its photograph, motion picture, and graphic media collections.

### Optometric Historical Society

In helping move the optometric profession forward, we need to know where we began in order to learn and grow.

The Optometric Historical Society (OHS) has been publishing a quarterly newsletter or journal since 1970, which is now titled *Hindsight*. Past and frequent contributors to *Hindsight* have written several vignettes exploring historical topics and pivotal events in the history of the profession and the AOA. The journal has been digitized and is available through 2011 online. The indexed, full-text articles are available at the IU ScholarWorks website.

**Optometric Historical Society Board of Directors**

**President**
John F. Amos, O.D., M.S.

**Vice President**
Alden Norman Haffner, O.D., Ph.D.

**Secretary-Treasurer**
Chuck Haine, O.D., M.S.

### Optometry Cares Society

Optometry Cares established a major giving society in 2012, the Optometry Cares Society. Members of the society help ensure that Optometry Cares continues its mission of expanding eye health and vision care access to everyone in the United States.

**Charter Members**

**Lifetime Member ($25,000 and above)**
Dr. and Mrs. Kenji Hamada
Martha Morrow, O.D.

**20/20 Circle ($6,000-$24,999)**
Drs. John and Cheryl Archer
Allan Barker, O.D.
Larry L. Brandt, O.D.
David Cockrell, O.D.
Lynn S. Hammonds, O.D.

**Ambassador Level ($3,000-$5,999)**
Barry Barresi, O.D., Ph.D.
Robert James Cimasi & Laura M. Baumstark
Irving Bennett, O.D.
T. Joel Byars, O.D.
Dori Carlson, O.D.

**Friend Level ($1,500-$2,999)**
Catherine S. Amos, O.D.
Kerry L. Beebe, O.D.
Renee Braun
Greg Caldwell, O.D.

**Friend Level ($1,500-$2,999)**
Joe Ellis, O.D.
Fred Farias, III, O.D.
Julian Gangolli
Weslie Hamada, O.D.
Candace Hamei, O.D.
Ryan and Tracy Hayes
Ronald L. Hopping, OD, MPH
Barbara Horn, O.D.
Dr. and Mrs. Robert C. Layman
Mitchell Munson, O.D.
Ashley McFerron, O.D.
Bjorn Ottosson
Rodney Peele
William Reynolds, O.D.
Maria Richman, O.D.
Drs. Christopher and Susan Quinn
Jim Sandefur, O.D.
2013 Honor Roll of Giving

We are grateful for the financial support from the Optometry Cares®-The AOA Foundation Board of Directors and the AOA Board of Trustees, both individually and as a group. Also, we are grateful for the generous contributions from our members and our corporate and foundation donors. Without the combined financial support from all of our donors, Optometry Cares® would not be able to fulfill our mission and deliver our programs.

**Future Focus**
Each Optometry Cares® program serves a unique population and enables us to meet the needs of the disadvantaged, underserved, uninsured and the most vulnerable among us. Last year, over 60 million people were in serious risk of vision loss due to eye disease and only half of them visited an eye doctor in the last 12-month period. We cannot sit back and watch disadvantaged populations limit their potential and quality of life.
With your help, we can help those in need to see a brighter future!

**The Mission of Optometry Cares - The AOA Foundation**
is to expand eye health and vision care access to everyone in the United States in order to enhance human performance and quality of life.