The Power of...
Expanding eye care awareness, education, research, and access.

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Jack Schaeffer, O.D.

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Sandi Gregson, Community Health Programs Manager
Meghan Horvath, Community Health Programs Coordinator
Kirsten Hébert, Heritage Services Specialist
Susan Thomas, Writer/Editor
Rebecca Hiatt, Writer/Editor

Optometry Cares®
The AOA Foundation
President’s message: As eye care professionals, we know communities thrive when people are healthy. This is why it’s important to reach out to the areas we know lack access to eye care. Optometry is known as a caring profession, and some of the most selfless and compassionate people I have the privilege to know are the volunteers and donors who help make Optometry Cares® our profession’s charity of choice.

Optometry Cares means a lot of things to different people. To some, they know it as the helping hand for countless Americans who can’t afford eye care. To others, it helps provide a remembrance to a beloved optometric colleague. For parents, it helps educate on the importance of children’s eye care. At Optometry’s Meeting® it’s the face of fun and supports valuable programs through its 5K Run/Walk and Blast from the Past events.

I’m proud to say that 2014 was one of our best years to date, with more donors contributing than ever before. We made new friends who donated for the first time and helped bolster our mission to expand eye care access to all Americans. We’re also very thankful to those who annually pledge their support—we wouldn’t have our tremendous success without you.

In addition, we greatly appreciate the Optometry Cares Board of Directors and staff for their leadership in helping our programs run so efficiently, and we also thank the AOA Board of Trustees for their continuing support.

At Optometry Cares, we feel generosity is a chain reaction. One good deed inspires several more. Together, we can make a difference for countless Americans who are in the greatest need of eye health care.

Thank you,

T. Joel Byars, O.D.
Undiagnosed and untreated vision problems among children in the U.S. are urgent public health challenges. Poor vision can impact a child’s learning potential and cognitive development, which could limit his or her full potential in school, work and life.

**InfantSEE** Vision development and eye health problems are easier to correct if treatment begins early. That’s why the InfantSEE® program continues to work year-round to help ensure pediatric patients are on track for a lifetime of healthy vision. Participating optometrists provide a no-cost, comprehensive eye and vision assessment for infants.

To encourage future optometrists to join the InfantSEE program and to raise awareness of children’s vision and wellness, InfantSEE representatives seize every opportunity to visit several schools and colleges of optometry. In 2014, thanks to generous support from *The Allergan Foundation*, InfantSEE providers visited Pennsylvania College of Optometry at Salus University, Nova Southeastern University College of Optometry, University of the Incarnate Word Rosenberg School of Optometry, and New England College of Optometry.

InfantSEE also receives generous support from *Johnson & Johnson Vision Care, Inc.*, *OptiCare* and *The Centene Charitable Foundation*, and *CareCredit*.

**InfantSEE Statistics:**

- **9,239** Babies seen in 2014
- **116,698** Babies seen since program inception
- **7,226** Providers as of 12/31/2014

Mary Gregory, O.D. (right; with Glen Steele, O.D.) received the 2014 Dr. W. David Sullins, Jr. InfantSEE® Award, which recognizes an InfantSEE provider who goes above and beyond for their pediatric patients and their families.

InfantSEE representatives and supporters, including Tom Sullivan (fourth from left), who is blind, visited the University of the Incarnate Word Rosenberg School of Optometry to speak on the importance of quality vision for children’s development.
...Children’s Eye Care.
InfantSEE has had such a positive impact on my patients, community, and practice. What an excellent opportunity to educate the public about the importance of eye care not only for infants but for the whole family. By stressing eye care starting in infancy, we are able to foster a lifetime of eye care for all involved. The assumption is that ‘if an infant needs an eye exam, I do too.’ Education is the key to healthy eyes, and InfantSEE is the perfect tool to accomplish this.

- Shannon Franklin, O.D.
InfantSEE provider and past president of the Virginia Optometric Association

**Camp Courage: A Helen Keller Experience**

For the second consecutive year, Optometry Cares® partnered with the Helen Keller Birthplace Foundation to create an inspiring journey for children who are visually and hearing impaired, called Camp Courage: A Helen Keller Experience. Encouraging campers to “be like Helen,” Camp Courage offers children a chance to learn about arts and nature using hands-on learning experiences similar to those encountered by Keller at that age.

In Tuscumbia, Alabama, 12 visually and hearing impaired campers converged Sept. 11-14, 2014 to take part in the second annual Camp Courage: A Helen Keller Experience. This program is largely supported by The Hamada Family Trust and The Rosemore Family Foundation.
Vision development and eye health problems are easier to correct if treatment begins early.
The Power of...

Optometry Cares® understands the struggle it can be for countless Americans to afford eye care. Optometrists who participate in VISION USA, a program that helps provide comprehensive eye care to low-income individuals, see the joy in the faces of patients whose lives are improved thanks to their services.

2014 VISION USA Statistics:

<table>
<thead>
<tr>
<th>52,780</th>
<th>2,123</th>
<th>3,864</th>
<th>2,829</th>
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</thead>
<tbody>
<tr>
<td>Calls to the hotline</td>
<td>Community-Based Referral Agencies</td>
<td>Applications processed</td>
<td>Volunteer providers</td>
</tr>
</tbody>
</table>

Stories from VISION USA

“I can see and go to work. I can tell the difference between a robin and blue jay today. It’s really wonderful.”

– Edmond T., patient, Tulsa, Oklahoma

“...VISION USA has helped so many of our patients over the years. Most of our clients are low income with no health insurance and have not had an eye exam in years. This program has helped them be able to get the exam and then buy glasses at a cost that they can afford. I have received more thank-you’s than I could count...”

– Referral agency, Canton, Ohio

“...I work with the mentally ill patients in my community; people whose lives are negatively affected due to lack of resources, poverty, and lack of overall health care. I have been able to provide many of my clients’ assistance with getting free eye exams and free corrective lenses. I want to personally thank you for the work that you do with the poor in the community. This program really makes a positive difference in people’s lives...”

– Referral agent, Houston, Texas

“...This means beyond words to me. I am truly thankful for all of your dedicated staff and those who provided the funding to make this possible...”

– James, patient, Oregon

Comprehensive eye care to low-income individuals.
...Community Outreach.
Healthy Eyes Healthy People®

With a mission to change community health programs so that vision services are provided and optometrists are recognized as vital to the health care system, Healthy Eyes Healthy People® (HEHP) worked throughout 2014 to provide eye health education across the country.

2014 grants

To reach American communities in need, HEHP, with generous support from Luxottica, provided 16 HEHP State Association Grants. HEHP grants provide financial assistance to community outreach projects that promote the importance of quality eye and visual health for the American public.

2014 focused specifically on children’s vision, with a mission to increase the proportion of children ages 18 years and under who have received an eye exam by an optometrist over the next 12 months.

- Children Eye Program (MEND Eye Care Clinic), California
- Marshall B. Ketchum University’s Children’s Vision Initiative, California
- Free Eye Assessments/Free Glasses for Kids, California
- South Florida Autism Vision Program: Educational Outreach, Florida
- The Illinois Eye Institute at Princeton Elementary, Illinois
- Day with the Doctor, Indiana
- Maryland Kids Vision For Life Pilot Program, Maryland
- Early Childhood Vision and Learning, Minnesota
- All The Kids, Mississippi
- Vision & Learning Pilot Program, Nebraska
- Sight First for Kids at St. Joseph’s School, New Jersey
- KidSight, New Mexico
- Seeing a Brighter Future, New York
- Eye Exams in Putnam City Schools, Oklahoma
- See to Read Vision Awareness Program, Tennessee
- Seattle Children’s Museum Exhibit “My First Eye Exam,” Washington

Between 2004 and 2013, 367 grants totaling $1,341,035 were awarded to state optometric associations.

2014 HEHP Outreach to Communities:

<table>
<thead>
<tr>
<th>Community Population Reached</th>
<th>Attendees at Events</th>
<th>Consults</th>
<th>Community-based Organization Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,381,487</td>
<td>11,714</td>
<td>1,610</td>
<td>191</td>
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</table>

<table>
<thead>
<tr>
<th>Pieces of Patient Education Materials Distributed</th>
<th>Patients Examined as a Result of Grant Activities</th>
<th>Project Activities (events, lectures, clinics, workshops, health fairs, etc.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>46,091</td>
<td>8,154</td>
<td>369</td>
</tr>
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</table>

Library book donation at the See to Read Program in Tennessee
Eye Exams in Putnam City Schools, Oklahoma
Dr. Lynn Lowell examines a child’s eyes at Marshall B. Ketchum University’s Children’s Vision Initiative, California
Marshall B. Ketchum University’s Children’s Vision Initiative, California
Reaching American communities in need.

Providing eye health education across the country.
The Power of...

Whether our supporters are able to invest their valued time or contribute financially to Optometry Cares®, every minute and every dollar goes a long way.

Optometry’s Meeting® 2014

During the 2014 Optometry’s Meeting® in Philadelphia, Pennsylvania, people gathered at the steps of the Philadelphia Museum of Art to begin the Optometry Cares 5K Run/Walk. More than $25,000 was raised for Optometry Cares programs and more than 400 people registered for the race. Generous sponsors of the 5K Run/Walk were The Vision Council Optical Lab Division and Transitions.

Optometry Cares also organizes its Blast from the Past and the Recognition Reception events during Optometry’s Meeting. The Optometric Historical Society hosted Dr. Irving Bennett’s presentation on optometry’s inclusion in Medicare at Blast from the Past, and the Optometry Cares Board of Directors, AOA Trustees, industry partners and individual donors came together at the Optometry Cares Recognition Reception.

TOP LEFT: At the Optometry Cares Donor Reception, from left: Jack Schaeffer, O.D., Optometry Cares board member; Dave Gibson, director, Optometric Professional Relations and Strategic Initiatives at Allergan; Julian Gangolli, Optometry Cares board member and president, North America at Allergan; T. Joel Byars, O.D., Optometry Cares board president.

Participants take part in the Optometry Cares 5K Run/Walk in Philadelphia, Pennsylvania.

More than $25,000 was raised for OC programs with more than 400 registered in the 5K Run/Walk! Thank you!
...Creating Awareness.
Optometry’s Fund for Disaster Relief

Natural disasters can strike at any time and can leave an optometry practice in ruins. Optometrists not only have to cope with structural and equipment damage and loss of revenue, but sometimes patients also move to other areas if the community is affected. Optometry’s Fund for Disaster Relief helps optometrists do what they do best—improve the quality of life of their patients.

In 2014, Optometry’s Fund for Disaster Relief helped several optometrists whose practices were damaged by disasters, including Mark Wells, O.D., whose practice was destroyed by a fire on May 24, 2014. The building and all its contents were lost.

“The money that Optometry Cares awarded us were used for salaries, rent and relocation expenses. Without those funds, this would have been more of a burden on us financially,” said Dr. Wells.

The practice will break ground on a new building in the same location in downtown Laramie, Wyoming, in May 2015.

Archives and Museum of Optometry

Optometry has a rich history that must be preserved so professionals can grow and learn from champions before them.

The Optometric Historical Society (OHS) continues to work year-round to interpret optometric history in its quarterly publication Hindsight: Journal of Optometry History and helps The Archives & Museum of Optometry (AMO) fulfills its mission by encouraging the collection and preservation of historical materials in its repository.

In 2014, the AMO began hosting a University of Missouri-St. Louis graduate student to do inventory and catalog the museum collection. The catalog will be available online at the completion of the project, providing virtual access to the AMO collections. The AMO also collaborated with the OHS for the first interview in a new oral history program. The interview was with Lester Caplan, O.D., the first optometric consultant to the U.S. Public Health Service, Indian Health Services, which will be available online for researchers in 2015.

The new OHS Advisory Committee will provide guidance and support to the membership in fulfilling program goals.

Optometric Historical Society Advisory Committee

<table>
<thead>
<tr>
<th>President</th>
<th>Secretary-Treasurer</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>John F. Amos, O.D., M.S.</td>
<td>Chuck Haine, O.D., M.S.</td>
<td>Irving Bennett, O.D.</td>
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<tr>
<td>Ronald R. Ferrucci, O.D.</td>
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<td>Morton Greenspoon, O.D.</td>
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<td>Alden Norman Haffner, O.D.</td>
<td>Alfred Rosenbloom, O.D.</td>
<td>Bill Sharpton, O.D.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Karla Zadnik, O.D., Ph.D.</td>
</tr>
</tbody>
</table>
Every minute, every dollar, makes a big impact.
The Power of...

Hall of Fame

Three doctors of optometry were inducted into the prestigious National Optometry Hall of Fame in 2014: Arol R. Augsburger, O.D., Ron Fair, O.D., and Karla Zadnik, O.D., Ph.D.

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.

The Hall of Fame inductees at Optometry’s Meeting® 2014.
From left: Ron Fair, O.D.; Arol Augsburger, O.D.; Karla Zadnik, O.D., Ph.D.; and Optometry Cares® President, T. Joel Byars, O.D.

Endowment and Scholarships

Empowering future doctors to make a difference in their profession and community, Optometry Cares offers scholarships and grants to optometry students.

For the 2014 InfantSEE® Scholarship Grant, sponsored by Vision West, Inc., Steven Kleen from Southern California College of Optometry at Marshall B. Ketchum University was honored with first place ($5,000). Matthew Polster from Pacific University College of Optometry was runner-up and was awarded second place ($2,500).

Benjamin Foreman from Pennsylvania College of Optometry at Salus University was awarded the 2014 Dr. Seymour Galina Grant ($2,500), which is awarded annually in memory of the long-time AOA member.

In addition, in honor of Bernard Maitenaz, inventor of the Varilux® lens, Essilor created an annual scholarship in 2014 awarding $10,000 a year for the next 10 years to a third-year optometry student.

2014 Expenses

<table>
<thead>
<tr>
<th>Expense</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Administration and Fundraising</td>
<td>382,566</td>
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<tr>
<td>Program Delivery &amp; Support</td>
<td>2,133,494</td>
</tr>
<tr>
<td>2014 Expenses</td>
<td>$2,516,060</td>
</tr>
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</table>

15% General Administration and Fundraising

85% Program Delivery and Support
...Professional Accomplishment.
The Power of Giving.

Optometry Cares Society

Optometry Cares® established a major giving society in 2013, 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.

**Lifetime Member**
Dr. and Mrs. Kenji Hamada*
Martha Morrow, O.D.*

**20/20 Circle**
Drs. John and Cheryl Archer*
Allan Barker, O.D.*
Larry L. Brandt, O.D.*
David Cockrell, O.D.*
Lynn S. Hammonds, O.D.*
Dr. and Mrs. Peter Kehoe*

**Ambassador Level**
Barry Barresi, O.D., Ph.D.*
Robert James Cimasi and Laura M. Baumstark*
Irving Bennett, O.D.*
T. Joel Byars, O.D.*
Dori Carlson, O.D.*
Cynthia & Denny Holter*
Jon Hymes
Steven A. Loomis, O.D.*
Joseph C. Mallinger, O.D.*
Samuel Pierce, O.D.*
Dave Sattler*
Jack Schaeffer, O.D.*
Kirk Smick, O.D.*
Jerry Sude, O.D.*
Andrea Thau, O.D.*
The Vision Council*

**Friend Level**
Carmen Castellano, O.D.
Douglas Clark, O.D.
John Coble, O.D.
G. Robert Crosby, O.D.
Joe Ellis, O.D.*
Fred Farias, III, O.D.*
Dr. Shannon Franklin and Mr. Alan Franklin
Ben Gaddie, O.D.
Julian Gangolli*
Weslie Hamada, O.D.*
Candace Hamel, O.D.*
Ryan and Tracy Hayes*
Rebecca & Jordan Hildebrand
Ronald L. Hopping, O.D., MPH *
Barbara Horn, O.D.*
Dr. and Mrs. Robert C. Layman*
Daryl Mann, O.D.
Ashley McFerron, O.D.*
Stacey Meier, O.D.
Mitchell Munson, O.D.*
Dr. and Mrs. Jeffrey and Joyce Myers
Clarke D. Newman, O.D.
Bjorn Ottosson*
Rodney Peele*
Christopher and Susan Quinn*
William Reynolds, O.D.*
Rodolfo Rodriguez, O.D.
Maria Richman, O.D.*
Jim Sandefur, O.D.*
Lisa Wade, O.D.

As of December 2014
*Charter Members

In 2014, more people donated to the Foundation than ever before! Thank you to all the donors and volunteers!
Recognition in Optometry Cares Donor Honor Roll is based upon the donor’s annual contributions received between January 1, 2014 and December 31, 2014. Optometry Cares–The AOA Foundation makes every effort to ensure accuracy in the Annual Donor Honor Roll. However, unintentional errors do occur. Please call our Development Office at 800-365-2219, ext 4200 or email foundation@aoa.org to report corrections.

<table>
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<th>$1,000 and Above</th>
<th>$999-500</th>
<th>$749-250</th>
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<td>John &amp; Johnson Vision Care (FL)</td>
<td>$299-1,000</td>
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<td>The Allergan Foundation (CA)</td>
<td>Peter Keoh, O.D. (IL)</td>
<td>Thomas Annunziato, O.D. (TX)</td>
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<td>Allan Barker, O.D. (NC)</td>
<td>Steven Loomis, O.D. (CO)</td>
<td>Thomas Arnold, O.D. (TX)</td>
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<tr>
<td>Laura Baumstark (MO)*</td>
<td>Dori Carlson, O.D. (AL)</td>
<td>James Boucher, O.D. (WY)</td>
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<tr>
<td>Irving Bennett, O.D. (FL)</td>
<td>Lisa Laliberte (ME)</td>
<td>Linda Boyland (MO)*</td>
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<td>Larry Brandt, O.D. (IA)</td>
<td>David Sattler (TX)</td>
<td>K. Michael Burke, O.D. (MD)</td>
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<tr>
<td>CareCredit, a part of GE Capital (CA)</td>
<td>Lisa Wade, O.D. (TN)</td>
<td>Robert Dittoe, O.D. (OH)</td>
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<td>Dori Carlson, O.D. (ND)</td>
<td>Tom Schaefer (TX)</td>
<td>Robin Drescher, O.D. (CA)</td>
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<td>Centene Charitable Foundation (MO)</td>
<td>Andrea Meier, O.D. (AR)</td>
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<td>David Cockrell, O.D. (OK)</td>
<td>Linghamd, O.D. (OR)</td>
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<tr>
<td>Essilor of America, Inc. (TX)</td>
<td>Andrea T. Mawson, O.D. (AL)</td>
<td>Len DeGrefe, O.D. (CA)</td>
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<tr>
<td>Kenji Hamada, O.D. (OR)</td>
<td>B. Scott Fine, O.D. (NY)</td>
<td>Lawrence Dickerson, O.D. (TN)</td>
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<tr>
<td>Dennis Holter (MO)*</td>
<td>Howie Mielke, O.D. (AZ)</td>
<td>Lance Durbin, O.D. (MN)</td>
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<tr>
<td>Jonathan Hymes (MD)*</td>
<td>Candace Hamel, O.D. (OR)</td>
<td>Richard E. Durbin, O.D. (MO)</td>
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<tr>
<td>Johnson &amp; Johnson Vision Care (FL)</td>
<td>Rodney Peete (MD)*</td>
<td>James Dunn, O.D. (NC)</td>
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<tr>
<td>Peter Keoh, O.D. (IL)</td>
<td>Rodney Peete (MD)*</td>
<td>John Durbin, O.D. (NY)</td>
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<td>Steven Loomis, O.D. (CO)</td>
<td>Dennis Durbin, O.D. (MD)</td>
<td>Lawrence Dickerson, O.D. (TN)</td>
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<tr>
<td>Luxotica Wholesale North America (NY)</td>
<td>Christopher Agro, O.D. (CT)</td>
<td>Robert Durbin, O.D. (OH)</td>
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<tr>
<td>Martha Rosemore Morrow, O.D. (AL)</td>
<td>John Foster, O.D. (MI)</td>
<td>Ingrid Durbin, O.D. (WI)</td>
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<tr>
<td>Christopher Quinn, O.D. (NJ)</td>
<td>John Foster, O.D. (MI)</td>
<td>John Durbin, O.D. (NC)</td>
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<td>Rosemore Family Foundation Inc. (AL)</td>
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<td>Robert Durbin, O.D. (OH)</td>
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<tr>
<td>Dave Sattler (TX)</td>
<td>Katheryn Meier, O.D. (AR)</td>
<td>John Durbin, O.D. (NC)</td>
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<td>Jack Schaeffer, O.D. (AL)</td>
<td>Stanley Meier, O.D. (AR)</td>
<td>Janice Dunlap (NC)</td>
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<td>Robin Sechler (MO)</td>
<td>Jon Meier, O.D. (NE)</td>
<td>Jeffrey Dunn, O.D. (NC)</td>
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<tr>
<td>Vision Council of America (VA)</td>
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<td>Richard Delong, O.D. (VT)</td>
</tr>
<tr>
<td>Vision West, Inc. (CA)</td>
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<td>Richard Delong, O.D. (VT)</td>
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<tr>
<td>$999-750</td>
<td>$999-250</td>
<td>$249-100</td>
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<td>Candace Hamel, O.D. (OR)</td>
<td>Thomas Annunziato, O.D. (TX)</td>
<td>Christopher Agro, O.D. (CT)</td>
</tr>
<tr>
<td>Rodney Peete (MD)*</td>
<td>Michael Antoine, O.D. (MO)</td>
<td>Thomas Arnold, O.D. (TX)</td>
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<td>Dennis Britv, O.D. (IL)</td>
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<td>Mark Alles, O.D. (IL)</td>
<td>J. Michael Burke, O.D. (NC)</td>
</tr>
<tr>
<td>*AOA staff member</td>
<td>Gary Asano, O.D. (CA)</td>
<td>Vincente Calderon, O.D. (NY)</td>
</tr>
</tbody>
</table>

Thanks to generous donors and volunteers, Optometry Cares is proud to say that more people donated to the Foundation in 2014 than ever before. Because of countless acts of generosity and goodwill demonstrated by these individual donors, industry partners, and board members, more people throughout the country have access to quality eye health and vision care.
Sherylly Gaskins (NC)
Bonnie Gauer, O.D., M.Sc. (OR)
Michael Geiger, O.D. (OK)
Alan Glazier, O.D. (MO)
Kathy Glick (MO)
Michael Gonyea, O.D. (ME)
Susan Gormezano, O.D. (MI)
Morton Greenspoon, O.D. (CA)
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Michele Haase (CO)
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Dorothy Hitchmough, O.D. (NH)
Paul Hoffman, O.D. (OH)
Brantley Holland (NC)
Richard Hopping, O.D. (CA)
Mila Ioussoffova, O.D. (OR)
Angela Jackson, O.D. (OH)
April Jasper, O.D. (FL)
Christy Jenkins (MO)*
Jeanette Jezieck, O.D. (CT)
Jarrett Johnson, O.D. (LA)
Linda Johnson, O.D. (MS)
Donald Jones, O.D. (AR)
Kathleen Keltz, O.D. (IA)
Joel Kestenbaum, O.D. (NY)
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Kelley Knueppel, O.D. (WI)
Alisa Krewet (MO)*
Kellye Knueppel, O.D. (WI)
Don Mills, Jr., O.D. (NC)
Thomas Akers, II, O.D. (NC)
Randall Ahlstrom, O.D. (WI)
Barry Adler, O.D. (NC)
William Adams, Sr., O.D. (NC)
Wilzen Abubo (NY)
Joan Abney (MO)*
Angela Abraham, O.D. (MA)
Wilzen Abubo (NY)
Stuart Acoca, O.D. (NY)
William Adams, Sr., O.D. (NC)
Barry Adler, O.D. (NC)
Randall Ahlstrom, O.D. (WI)
Thomas Akers, II, O.D. (NC)
Sharon Alderson (MO)*
Deanna Alexander, O.D. (CO)
Joseph Allen (TX)
Cynthia Allison (TX)
Monica Allison, O.D. (TX)
Ana Amunategui, O.D. (IL)
Kristen Anderson, O.D. (TN)
Phyllis Andrejko (MA)
Teresa Angeli, O.D. (NC)
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*AOA staff member
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Expand eye care awareness, education and research, as well as access to eye health and vision care, to everyone in the United States in order to enhance human performance and quality of life.