During times of need, Optometry Cares®.

2011 Annual Report

Optometry Cares®
The AOA Foundation
As I come to the end of two terms as president of Optometry Cares® - The AOA Foundation, I want to thank the hundreds of AOA members, industry partners, corporations, foundations and individual donors who have supported the Foundation during my tenure. I found many who care deeply for the Foundation, the AOA and the patients whom we serve annually.

You will find the word “care” mentioned repeatedly in this year’s annual report. The word is personified by the character of the members of the Board of Directors of Optometry Cares® - The AOA Foundation and those caring individuals, corporations and foundations that support our mission.

The word “care” means so much to all of us. Care is apparent in nearly everything we do, and it is not a word we use lightly. It is a word that enables us to translate our feelings into actions. It is the backdrop for the compassion we exhibit daily with our family, friends, co-workers and patients. It also represents the service we provide to those who depend on us for their vision health.

Donations to Optometry Cares® enable the American Optometric Association to initiate and lead community health programs across the United States. Over the past three years, nearly 35,000 underserved patients were seen by more than 3,100 volunteer optometrists through our VISION USA program. During the same time period, nearly 8,000 volunteer optometrists saw approximately 42,000 babies in our InfantSEE® program…and identified vision problems in 10 percent of those babies. And, through our Healthy Eyes Healthy People® program, 18 community grants were awarded to optometrist-initiated research projects from Florida to Washington. None of these accomplishments could have been possible without the philanthropic support from our faithful donors and corporations. The recipients of your generosity are the patients we care for every day.

As we move through 2012, Optometry Cares® will continue to be careful stewards of your philanthropic support. The new president of Optometry Cares®, Cheryl Archer, O.D., will promote the same mission of caring.

Once again, thank you. Please show you care by continuing your support of Optometry Cares® - The AOA Foundation.

Martha Rosemore Morrow, O.D. | President

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InfantSEE®
A unique national public health program, InfantSEE® unites optometrists from all 50 states in a singular effort—providing no-cost comprehensive vision assessments to infants 6 to 12 months of age regardless of household income or insurance availability.

In 2011, more than 7,600 AOA-member volunteers furthered the work initiated in 2005 by providing InfantSEE® assessments. Support for InfantSEE®
Enabling InfantSEE® to carry its message to parents and grandparents of infants as well as new providers, The Vision Care Institute™, LLC, a Johnson & Johnson company, and the Allergan Foundation provided generous grants.

“As we have developed our roots, their support has allowed us to create awareness and link with organizations with similar interests in babies in order to identify problems and conditions at the earliest possible level,” said Glenn Steele, O.D., chair of the InfantSEE® committee.

The Vision Care Institute™
Since the inception of InfantSEE®, The Vision Care Institute™ has committed more than $3 million to this vital public health program. Thanks to their lasting partnership, nearly 85,000 babies have been seen, and nearly 9,000 have been identified with problems.

• Data shows more than 10 percent of babies seen have risk factors and need follow-up care.
• At least eight cases of retinoblastoma and 20 cases of congenital cataract were initially diagnosed through InfantSEE® since 2005.
• The cause for concern continues as volunteer providers see patients at 4 and 5 years of age who are in need of care that, if provided at an earlier age, would have prevented many days of frustration for the parent.

“We are committed to preserving and protecting sight for people of all ages, and together with the AOA and thousands of volunteer optometrists we are helping parents recognize the importance of the very first eye exam and enhancing the quality of life for their children,” said Dave Brown, president, VISTAKON®, Division of Johnson & Johnson Vision Care, Inc.

Allergan Foundation
The Allergan Foundation helps create awareness within the schools and colleges of optometry to increase access to optometric care for all infants in the United States. The grant aims to:
• Inspire graduates to include infant vision as a core patient care service in their future practices through education on how to perform infant vision exams.
• Increase access to optometric care for all U.S. infants through the continuum of care.
• Expand visibility of the InfantSEE® program that ultimately leads to comprehensive infant eye exams being covered as an essential defined benefit within federal health care legislation.

“The Allergan Foundation is proud to support the mission of the InfantSEE® program. The optometric profession has a rich history in service and philanthropy, and this program will empower current optometric students, who are future practitioners and leaders in the profession, to be an integral part of changing how infant vision care is not only viewed but also provided in this country. By working together, we can establish a lifetime of vision health and wellness for our children,” said Julian Gangolli, corporate vice president and president of North America Pharmaceuticals.

InfantSEE® Award Winner
Children have always held a special place in the heart of Jeffrey J. Kenyon, O.D. So it was natural that early in optometry school, he decided pediatric optometry would be an integral part of his practice.

Yet the impact of this careful attention to even the smallest patients has grown beyond the efforts of one man. Dr. Kenyon collaborates with each patient’s pediatrician, advocating for the best patient care possible. This ensures a larger community of health care providers is aware of the many benefits of the InfantSEE® program.

Due to his outstanding efforts, Dr. Kenyon was presented the 6th Annual Dr. W. David Sullins, Jr InfantSEE® Award in the House of Delegates at Optometry’s Meeting® in Salt Lake City, Utah, in 2011.

Program Statistics:
• 7,675 providers in all 50 states
• 12,894 returned clinical assessment forms
• Third-party influencers:
  - Go Beyond MCH electronic newsletter
  - Nurse-Family Partnership
  - MedMission South Carolina
  - Southern Early Childhood Association
  - Urban Child Institute
• Cause for concern rate continues to identify need. On average, one in 10 babies was identified with a problem.
• New set of suggested clinical guidelines help to define clearly a cause for concern.

Show you care:
• Inform families of infants that a lifetime of vision care begins during infancy.
• Become a fan of InfantSEE® on Facebook.

“InfantSEE® is doing much more than identifying and treating risk factors that may cause eye and vision problems later in life,” said Sen. Tom Harkin (D-Iowa). “They are taking prevention to a new level to ensure healthier, thriving children and lower health care costs down the road.”
Community Health Programs- VISION USA

More than 46 million low-income individuals in the United States cannot afford the cost of routine eye care or do not have the health insurance that covers such exams.

In 2011, VISION USA celebrated 20 years of helping connect low-income, uninsured Americans with caring, compassionate VISION USA providers.

VISION USA providers donated exams for patients who, otherwise, would not have seen an optometrist. The thank you letters sent by grateful recipients tell the VISION USA story best:

“I really appreciate your time and wonderful eye exam and concern. I thank you so very much for working with Eye America. Sometimes things get a little out of hand for seniors. But because of groups like yours, you keep us going and help us through during the bad times. You made an old lady very happy.”
- Linda R., Ohio

“I just wanted to thank your program for getting my husband an eye exam. He received his diagnosis this morning and found out he has cataracts in both eyes.”
- Diane K., Mo.

Show you care:

In 2011, a reduction of “eligible” applicants occurred due to income verification becoming a part of the application process.

2011 Statistics:

- 24,000 patients applied for VISION USA exams
- 5,574 patients were assigned a VISION USA provider
- 3,130 providers = 24,687 number of available donated exams
- 39 states including the District of Columbia that participate in VISION USA

In 2011, a reduction of “eligible” applicants occurred due to income verification becoming a part of the application process.

Show you care:

- Become a VISION USA provider in your community by signing up at www.aoafoundation.org.
- Encourage colleagues at local society meetings to join the effort.
- To ensure continued success, earmark your Optometry Cares® donation for VISION USA.

Healthy Eyes Healthy People®

Healthy Eyes Healthy People® (HEHP) grants are a grassroots tool for optometrists to collaborate with other organizations and enhance community health programs. These programs across the United States promote vision services vital to the health care system and continue efforts to improve care for all Americans.

The 2011 HEHP grants focused on eye health and vision care for an essential group – the nation’s children.

Together, Optometry Cares® and grant winners ensured access to care and fostered awareness with programs that fulfilled children’s vision objectives developed by the U.S. Department of Health & Human Services:

- Increase the proportion of preschool children 5 years of age and under who receive vision screening.
- Reduce blindness and visual impairment in children and adolescents ages 17 years and under.

“Concentrating grant efforts in this key area enabled Optometry Cares® to make strides for improved care especially in needy populations, thanks to the generosity of long-time supporter Luxottica,” said James L. Boccuzzi O.D., chair, Community Grants Committee. “This focus on children came not a moment too soon, as the National Institutes of Health reports one in three preschool children have significant vision challenges.”

"Since its inception, this amazing initiative has developed community outreach programs throughout the country focused on promoting the importance of good eye health and reducing eye diseases in children and adults," said Andrea Dorigo, president, Luxottica USA. “Considerable progress was made in 2011 with an emphasis on the vision needs of children through the funding of eye exams, purchasing proper medical equipment and education on maintaining healthy vision.”

2011 Grants:

These 18 programs showed your profession cares and works to change future statistics on children’s vision.

- Low Vision Evaluations for Visually Impaired Preschoolers (Colorado)
- Training and Equipment for Improved School Nurse Screenings (Connecticut)
- Heiken Children’s Vision Program: Expansion of Statewide Educational Outreach (Florida)
- Children’s Vision First (Georgia)
- Student Vision Card (Iowa)
- Eye Can Learn (Illinois)
- See to Read Children’s Vision Project (Indiana)
- Eyes that Thrive in Preschool: Individual Action Plans for Vision Care (Massachusetts)
- Children’s Healthy Eyes (Minnesota)
- Nebraska See To Learn Expansion (Nebraska)
- Sight First for Kids Program (New Jersey)
- Taos Lions KidSight (New Mexico)
- Children’s Sight: Learning Made Comfortable! (New York)
- Think About Your Eyes (North Dakota)
- Eyes On Me (Ohio)
- Head Start Vision Initiative (Tennessee)
- Eye Care for Kids (Texas)
- Collaboration of Optometrists and School Nurses on Eye Health (Washington)

Program Statistics:

- Founded in 2004
- HEHP sponsors have contributed a total of $1,160,000.
- 300 HEHP grants awarded to state association community outreach projects.

Show you care: Through this effort, optometry proves it cares. You can too! Ensure your Optometry Cares® donation benefits the HEHP program by selecting it as the recipient at www.aoafoundation.org.

2011 Statistics:

- 30,676 patients screened/examined
- 197,513 combined attendance at grant events
- 551 schools visited

If you do not qualify for government aid or private health care assistance, VISION USA can help. VISION USA provides basic eye health and vision care services free of charge to uninsured, low-income people and their families. VISION USA was established in 1991 by AOA doctors of optometry who donate their services.

The AOA Foundation

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Volunteerism

The backbone of Optometry Cares® is our volunteer optometrists who donate their time and thousands of examinations to help those in need.

Show you care: Become an InfantSEE® or VISION USA provider by signing up at www.aoafoundation.org.

Professional Support

Optometry Cares® helps to prepare the profession’s future as well as honor its past through a variety of efforts.

Endowment Fund: Optometry Cares® is committed to supporting the profession’s future by providing optometry student scholarships to help offset their student debt while introducing them to philanthropic opportunities that will be available to them as new graduates.

The Endowment Fund Advisory Committee selected the following students as scholarship recipients in 2011:

- Dawn Tank, University of Missouri – St. Louis College of Optometry, $2,500 Dr. Seymour Galina Grant
- Andrea Sis, Northeastern State University – Oklahoma College of Optometry, $5,000 InfantSEE® Scholarship Grant
- Stephanie McCon, Southern College of Optometry, runner- up, $2,500 InfantSEE® Scholarship Grant

The InfantSEE® Scholarship Grants were created by Vision West, Inc. (VW), a leading national ophthalmic product buying group.

National Optometry Hall of Fame recognized William R. Baldwin, O.D., Ph.D., Lester Caplan, O.D., and Gerald E. Lowther, O.D., Ph.D., as the 2011 inductees.

Dr. Baldwin is a 1951 graduate of Pacific University College of Optometry. Throughout his career, he has served as dean of the University of Missouri College of Optometry, president of the New England College of Optometry and dean of the University of Houston College of Optometry.

Dr. Baldwin’s leadership also included trips to Africa to address the issues of river blindness. These experiences led to the establishment of the River Blindness Foundation for which he served as executive director and later as chair of the Board of Directors.

Dr. Caplan is a 1949 graduate of the former Northern Illinois College of Optometry, now the Illinois College of Optometry. The first 30 years of Dr. Caplan’s career were spent in private practice in Baltimore, Md. During that time, he also served as a consultant to the director of the Indian Health Service (IHS). His involvement and accomplishments in incorporating optometry into IHS earned him the title “Father of Indian Health Service Optometry.” In 2005, the Lester Caplan Award was established by the IHS in his honor.

Dr. Caplan transitioned from private practice to academic optometry when he joined the faculty of the University of Alabama at Birmingham School of Optometry in 1979. Dr. Caplan co-founded the Association of Clinic Directors and has been active in organized optometry at the state and national levels.

Dr. Lowther is a 1967 graduate of The Ohio State University College of Optometry (OSU). He spent a year in private practice before returning to OSU where he studied physiological optics and earned his Ph.D. in 1972. He became a full-time faculty member and established a clinical research program in the area of contact lens use.

Dr. Lowther has also been on the faculty at Ferris State University College of Optometry, University of Alabama at Birmingham (UAB) School of Optometry and Indiana University (IU) School of Optometry.

He worked with the Karol Marcinkowski University of Medical Science to start the first optometry program in Poland. Dr. Lowther was also instrumental in setting up community clinics in Bloomington, Ind., Guanajuato, Mexico, and an optometry program in Pammhkarnhaeng University in Bangkok, Thailand.

Show you care: Submit a nomination for the 2013 National Optometry Hall of Fame selection period.

Optometry’s Fund for Disaster Relief: Even though natural disasters are unpredictable, Optometry Cares® is ready to assist optometrists when their homes and/or practices are affected by federally declared disasters. Optometry’s Fund for Disaster Relief provides immediate financial assistance to eligible applicants whose daily life has been interrupted by a natural disaster.

From the flooding that Hurricane Irene caused in New Hampshire, New Jersey and Vermont, to the tornados that devastated parts of Alabama and Missouri, to North Dakota’s “500-year” flood, 2011 was a year full of natural disasters. Through the fund, Optometry Cares® was able to help nine optometrists get back to the business of helping patients.

Show you care: Make a financial gift to the Fund to prepare for all natural disasters that might strike.

The Archives & Museum of Optometry: A resource for the history of the AOA and the profession, the Archives collect and preserve materials that tell the story of optometry. In 2011, the Optometric Historical Society enjoyed active cooperation with the publication of new heritage stories for the website. Two illustrated historical timelines were also completed and seven material donations received.

Show you care:
- “Rescue” an historical conference photo in need of restoration.
- Donate journals, newsletters, personal papers, photographs, artifacts and memorabilia.

Finance & Fundraising

For the 2011 Calendar Year

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The following have made contributions to Optometry Cares® – The AOA Foundation during the 2011 calendar year. These generous gifts support VISION USA, InfantSEE®, Healthy Eyes Healthy People®, the Endowment Fund, the Book of Memory & Tribute, the Archives & Museum of Optometry, as well as Optometry’s Fund for Disaster Relief. Every effort has been made to correctly list the names of all donors. If your name is listed incorrectly or has been omitted, please email foundation@aoa.org.
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.