President’s Message

Having served now for a year as president of Optometry Cares®—The AOA Foundation, it is gratifying to witness the growing acceptance our foundation is receiving from the members of the American Optometric Association. Just a few short years ago, our members only knew about the individual programs of Optometry Cares® such as InfantSEE®, VISION USA and Healthy Eyes Healthy People® (HEHP). But few recognized the role that Optometry Cares® plays in the overall solicitation of funds to support the management of those programs. Now, more members are donors to the foundation than ever before. More members realize the important position that the foundation occupies in the philanthropic community and marketplace. That growing acceptance makes our leadership more energized and motivated to continue to spread the good news about the good work our foundation does. We are encouraged by the outpouring of support that will enable us to assist the most vulnerable among us.

The care and concern our members exhibit through their contributions of time, talent and resources was felt during the aftermath of Hurricane Sandy. As unfortunate and damaging as Hurricane Sandy was, there was a tremendous positive outcome that came as a result of the devastation. Our members and industry partners expressed their compassion by donating thousands of dollars to Optometry’s Fund for Disaster Relief. The financial support provided by our donors helped many optometrists get back on their feet and move toward some sense of normalcy. On behalf of those who received assistance, please accept my sincere appreciation.

While the disaster fund is just one example of the necessary work the foundation is doing, it did not overshadow our quality community health programs such as InfantSEE®, VISION USA and HEHP. In the coming months and years, Optometry Cares® will continue to educate the public about the importance of professional eye care and provide care where possible. The foundation leadership takes our mission very seriously, “to expand eye health and vision care access to everyone in the U.S. in order to enhance human performance and quality of life.”

From one member of the optometric family to another, please accept my gratitude for your ongoing financial support. As the foundation Board of Directors, we promise to do everything in our power to warrant your philanthropic support of our programs. I hope you will show your compassion by continuing your commitment to Optometry Cares®—The AOA Foundation.

Cheryl Archer, O.D., President

“to expand eye health and vision care access to everyone in the U.S. in order to enhance human performance and quality of life.”

Cheryl Archer, O.D., President
InfantSEE®

Cooing, sitting up and crawling are signs an infant is growing. An infant’s vision also has stages of development, but this process rarely has visible signs. How can a parent be sure if their infant’s eyesight is okay? Assessments at 6 to 12 months of age can determine healthy development of vision. Early detection of eye conditions is the best way to ensure an infant has healthy vision for successful development—now and in the future.

InfantSEE® was developed as a public health program in partnership with The Vision Care Institute® LLC, a Johnson & Johnson Company, as the culmination of many champions for children’s vision. J. Patrick Cummings, O.D., was one of the first supporters of the program, noting that “It’s the right thing to do.” Managed by Optometry Cares® - The AOA Foundation, it is designed to ensure eye and vision care becomes an integral part of infant wellness and preventive care to improve a child’s quality of life. Under this program, AOA member optometrists provide a no-cost eye and vision assessment for infants within the first year of life regardless of a family’s income or access to insurance coverage.

In July 2012, Tim and Samantha Angerame were ecstatic to welcome their beautiful baby triplets into this world. Their two boys, Jack and Trevor, and girl, Emma, were born happy and healthy, developing right on track. It was not long, though, before they started noticing that Jack and Trevor were not reacting to objects in their visual field or developing as quickly as Emma. After hearing about the importance of infant eye assessments from their optometrist, Dr. Andrea Thau, they took all three for an assessment.

Dr. Thau noticed right away that Jack and Trevor were not tracking objects and their eyes were diverted. Dr. Thau recommended a series of tests, resulting in physical and visual therapy for the boys. Thanks to the InfantSEE® assessment, Trevor and Jack are now receiving the treatment they need and are hitting their developmental milestones.

To other parents out there:
“Go as soon as possible, don’t wait to have your infant’s vision checked.”
– Tim Angerame

Reaching Future Practitioners

In 2012, Optometry Cares® - The AOA Foundation received a generous grant from the Allergan Foundation to help promote the InfantSEE® program at each school and college of optometry. As part of this partnership with the schools and colleges, InfantSEE® is focusing on the future of the profession by providing grant funds to advocate for the program and assist the next generation of optometrists in developing greater conformity and competency in the examination and treatment of infants and children. Each event featured a passionate presentation from actor, singer, entertainer, and author Tom Sullivan, the 2010 recipient of the AOA’s Apollo Award. Sullivan, born prematurely, suffered permanent vision loss in infancy. Additionally, each site hosted a community event for stakeholders in early childhood development.

The Schools and Colleges of Optometry that hosted a two-day event in 2012 were:
• Southern College of Optometry, Memphis, Tenn.
• The Ohio State University College of Optometry, Columbus, Ohio
• University of Missouri – St. Louis, St. Louis, Mo.
• Southern California College of Optometry, Fullerton, Calif.

The program will continue in 2013 with additional outreach.

Dr. W. David Sullins, Jr. InfantSEE® Award

To say that the late William David Sullins, Jr., O.D., was a strong supporter of the InfantSEE® program would be an understatement. The Dr. W. David Sullins, Jr. InfantSEE® Award honors Dr. Sullins’ inspiring and passionate leadership as a driving force in the profession of optometry, and particularly his deep affinity for the InfantSEE® program. Following his passing in 2005, a memorial fund was established, which led to the creation of this award.

InfantSEE® would not be possible without the support of its providers making no-cost eye health and vision assessments available to infants in their local communities. The Sullins Award annually recognizes an individual doctor of optometry who has made significant contributions to optometry or his/her community for outstanding public service involving the InfantSEE® program.

This year’s recipient is a 2002 graduate of The New England College of Optometry, Dr. Mile Brujic.

2012 Program Statistics

MORE THAN 11,400 BABIES SEEN IN 2012 (SINCE INCEPTION 94,800)
MORE THAN 7,500 PROVIDERS IN 2012
VISION USA

For more than 20 years, VISION USA has been connecting low-income, uninsured Americans with its network of concerned and benevolent AOA members for routine eye exams. The need is still great – more than 46 million working individuals and their families do not have health insurance coverage for eye exams. VISION USA provides donated basic eye care for many of these patients and continue to have a huge impact on their lives.

"Dear VISION USA,

My name is John Jamison* and I am currently in an alcohol recovery program at the Healing Place* of Wake Co. in Raleigh, NC. I just wanted to thank you so much for offering a plan of vision for people that need a helping hand. My vision had become a problem for me, my frames were 16 years old and my lenses nearly 10.

You have helped several people at the place I am at now and they are all very satisfied. The eye care center I was sent to was top-notch and very professional. It’s businesses like yours that make people feel wanted and respected even though things might be tough now in their lives and that is what everyone should pursue in life. Thanks again, for helping me see a brighter future."

Sincerely,

John Jamison*

* Name changed to protect patient privacy

To increase visibility of the VISION USA program and enhance its outreach at the local level, in 2012 the program shifted referral and qualification of patients to community-based organizations. The foundation staff maintains control of the number of patients directed to each doctor (determined by the provider), as a result, direct costs of administering the program were reduced by 81% and indirect costs by 66%.

2012 Program Statistics

MORE THAN 700 COMMUNITY-BASED ORGANIZATIONS SERVING AS REFERRAL AGENCIES IN 2012
MORE THAN 6,800 APPLICATIONS RECEIVED IN 2012
MORE THAN 3,000 VOLUNTEER PROVIDERS IN 2012

Healthy Eyes Healthy People® State Grants

In 2012, 17 grants totaling $58,500 were awarded to the state optometric associations for community eye and vision care efforts through generous support from Luxottica. With this year’s grant, the Healthy Eyes Healthy People® State Grant program has provided $1,210,500 in funding for 335 vision outreach projects since its inception in 2005.

2012 Grants

• Focus on Improved Vision and Eye Health of Arkansas Children, Arkansas
• WesternNL InSight: Children’s Eye Care Program, California
• KID Vision Care, Florida
• Student Vision Card, Iowa
• Day with the Doctor Children’s Vision Program, Indiana
• KanLoKids Database Project, Kansas
• Louisiana InfantSEE®, Louisiana
• Good Sight for Kindergarten, Minnesota
• Healthy Eyes for Kids, Mississippi
• Nebraska See To Learn Program, Nebraska
• Camden City Head Start on Vision Initiative, New Jersey
• Kid’s Do Care for Eye Care!, New York
• Cincinnati Students Seeing Well, Ohio
• Eye Exams in Putnam City Schools, Oklahoma
• Interprofessional Model to Screen and Identify Undiagnosed Children’s Vision Disorders in Community Health Clinics, Oregon
• Eye Spy: A Day at the Zoo Vision Awareness Event, Tennessee
• Increasing Function and Abilities of Low Vision Children in Utah, Utah

Results of outreach to local communities:

• 6,956,024 community population
• 82 community-based organization partners
• 30,117 attendees at events
• 5,771 consultations
• 85,511 pieces of patient education materials distributed
• 86 collective health fairs participation, clinics, workshops, lectures at school nurse conferences and schools visited

Optometry’s Fund for Disaster Relief

Hurricane Sandy

Natural disasters are some of the most unpredictable events in the world. Natural disasters can not only devastate a community, but destroy homes and businesses alike. In the wake of Hurricane Katrina, Optometry’s Fund for Disaster Relief was created to provide immediate financial relief to optometrists in need.

After the tremendous destruction that Hurricane Sandy brought upon the East Coast, Optometry Cares® was poised and ready to help. We received 20 applications from optometrists and awarded nearly $30,000 in grant monies. This was largely thanks to generous donations from Essilor of America, Omni Eye Services of Iselin (New Jersey), and many concerned individuals.

"When you are faced with this type of situation, it is difficult to know what to do next. With the help and assistance of the Optometry Grant, I was able to move forward and have the confidence that things would be OK."

"I was extremely appreciative of the contribution that AOA Cares provided my Jersey Office. It has been a difficult time since Hurricane Sandy flooded our office and necessitated that we take down our walls, rip out carpet, and replace equipment...our office is finally up and running."

"Our office resides in one of the worst hit communities along the Jersey Shore. Your grant to each of us is greatly appreciated and we are glad to be part of the American Optometric Association, both as members and volunteers."

Industry Partnerships

Through the generous support of industry, many more patients will be able to receive eye care and eyewear through new outreach to meet the needs of different populations. The Alcon Foundation donated $50,000 for a VISION USA pilot project to partner and assist low-income, uninsured students attending Tarrant County Community College in the Dallas-Ft. Worth area. The goal is to increase visibility of the VISION USA program and enhance its outreach at the local level, in 2012 the program shifted referral and qualification of patients to community-based organizations. The foundation staff maintains control of the number of patients directed to each doctor (determined by the provider), as a result, direct costs of administering the program were reduced by 81% and indirect costs by 66%.

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Sincerely,

John Jamison*"
Endowment and Scholarships

We would like to congratulate our 2012 Scholarship Winners!

Dr. Seymour Galina Scholarship Award

Rae Huang from the State University of New York College of Optometry was selected for the $2,500 Dr. Seymour Galina Grant. This scholarship fund, one of the earliest endowed gifts to Optometry Cares®, was established through a bequest from the late Seymour Galina, O.D., a longtime member of the American Optometric Association. Optometry Cares® invested the original gift and now uses the earnings to fund the $2,500 Dr. Seymour Galina Scholarship Grant in perpetuity.

InfantSEE® Scholarship Award, sponsored by Vision West, Inc.

Lindsey Vernillo from Nova Southeastern University College of Optometry was chosen as the national winner for the InfantSEE® Scholarship Grant. Lindsey was awarded $5,000 and the runner-up, BoKaye Dietmeier from Indiana University School of Optometry, received $2,500. The InfantSEE® Scholarship Grant was created by Vision West, Inc., a leading national ophthalmic product buying group to promote InfantSEE®

National Optometry Hall of Fame

The National Optometry Hall of Fame, administered by Optometry Cares® - The AOA Foundation, inducted five new members into the elite group of optometrists during a ceremony at Optometry’s Meeting® on June 28, 2012.

2012 inductees include: Kevin Alexander, O.D., James A. Boucher, O.D., William “Billy” Cochran, O.D., Frank Fontana, O.D., and Thomas L. Lewis, O.D., Ph.D.

Kevin Alexander, O.D., Ph.D.

Dr. Alexander is a 1976 graduate from The Ohio State University College of Optometry. After receiving his graduate degrees, he taught at his alma mater for seven years. He became president of the Southern California College of Optometry in 2002 where he established a graduate degree program leading to a MS degree. Dr. Alexander has also spent countless hours volunteering for optometric organizations. He served on the AOA Board of Trustees for 10 years and was president in 2007-2008. Dr. Alexander has also been a member of the Board of Directors of the Association of Schools and Colleges of Optometry (ASCO) since 2000. For the 2011-2012 term, he served as ASCO’s president.

James A. Boucher, O.D.

Dr. Boucher is a 1961 graduate of the Southern College of Optometry. After graduation, he served in the United States Air Force until 1964. Since 1966, he has been in practice at the Snowy Range Vision Center in Laramie, Wyo. Dr. Boucher has held leadership positions with several optometric organizations. He has been instrumental in teaching future optometrists. He has taught at numerous institutions including: Illinois College of Optometry; College of Optometry, University of Houston; and Pacific University, College of Optometry.

William “Billy” Cochran, O.D.

Dr. Cochran, a third-generation optometrist, graduated from the Southern College of Optometry (SCO) in 1968. He then served his country as a captain in the U.S. Army's Medical Service Corps. After completing his military service, Dr. Cochran, a third-generation optometrist, graduated from the Southern College of Optometry (SCO) in 1968. He then served his country as a captain in the U.S. Army’s Medical Service Corps. After completing his military service, Dr. Cochran began his career in private practice in Mississippi. In 1984, Dr. Cochran was named president of SCO and under his leadership, implemented a student recruitment program that saw enrollment grow from 90 to 120 entering students per year. By the late 1990s, the college had outgrown its clinical facilities, and launched a capital campaign to construct The Eye Center at SCO, a freestanding clinic designed as a long-term teaching and patient care facility. It opened in 2002 as the largest facility of its kind in the U.S.

Frank Fontana, O.D.

Dr. Fontana is a 1949 graduate of the Illinois College of Optometry. Throughout his career, he has been involved with clinical investigations, consulting, writing and lecturing. He has shared his knowledge by authoring more than 40 articles and he has had more than 160 speaking engagements in the U.S. and abroad including Italy and Argentina. Dr. Fontana has been an active volunteer in several optometric organizations at both the national and local levels. He continues to give back to optometry. In 2011, he established the “Dr. Frank & Mrs. Dorris Fontana Optometry” endowment scholarship at the University of Missouri, St. Louis.

Thomas L. Lewis, O.D., Ph.D.

Dr. Lewis is a 1970 graduate of Pennsylvania College of Optometry. He had various administrative and teaching positions at the Pennsylvania College of Optometry, in 1989, Dr. Lewis was named president of the Pennsylvania College of Optometry. Under his leadership, the college grew to university status, including three different professional degree programs. Dr. Lewis has served in leadership positions in nearly every national optometric organization. Dr. Lewis' achievements have impacted both the profession of optometry and patients around the world. He developed postgraduate programs in optometry and vision science in Europe.

Finance & Fundraising

For the Calendar Year Ended December 31, 2012

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<th>TOTAL ASSETS</th>
<th>TOTAL LIABILITIES</th>
<th>TOTAL NET ASSETS</th>
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<th>REVENUE</th>
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<td>Contributions</td>
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<td>Grants</td>
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<td>Total Revenues</td>
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<td>Contribution from AOA</td>
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2012 Expenses

| General Administration and Fundraising | $437,700 |
| Program Delivery & Support | $2,406,855 |
| Total Expenses | $2,844,555 |

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<th>EXPENSES</th>
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<tr>
<td>Heritage Services</td>
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<td>Endowment Fund &amp; Optometry’s Fund for Disaster Relief</td>
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<td>InfantSEE®</td>
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<td>VISION USA</td>
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<td>General Administration and Fundraising</td>
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<tr>
<td>Release of Temporarily Restricted Funds</td>
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<tr>
<td>Total Expenses</td>
<td>$2,844,555</td>
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<td>Net Surplus</td>
<td>45,591</td>
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Eisler Vision Foundation
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Paragon Vision Sciences, Inc.
Pioneer Company
Reliant Eye, Inc.
Transitions Optical, Inc.
Vision Council of America
Vision Source
Vistaion, Johnson & Johnston Vision Care

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Bucks Montgomery Optometric Society
Chesterfield Optometric Society
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Eisler Vision Foundation
Luzestica Wholesale North America
Olympia Entertainment, Inc.
Paragon Vision Sciences, Inc.
Pioneer Company
Reliant Eye, Inc.
Transitions Optical, Inc.
Vision Council of America
Vision Source
Vistaion, Johnson & Johnston Vision Care

Affiliates, Associations & Societies
Alabama Optometric Association
Bucks Montgomery Optometric Society
Chesterfield Optometric Society
International Association of Optometric Executives
Michigan Optometric Association
North Dakota Optometric Association
Pennsylvania Optometric Association
South Florida Optometric Association
Texas State Optometric Association
The American Optometric Association
University of California Optometric Student Association

States
Arizona
Leo Semes, O.D.
Jack Schaeffer, O.D.
Samuel D. Pierce, O.D.
Douglas C. Clark, O.D.
Catherine S. Amos, O.D.
Obialo Osigwe
Francis Iwuagwu
Nigeria
Mexico
Tanya Jones, O.D.
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.