

# FOUNDATION UPDATE

## Introducing the Kirby Puckett Eye Mobile



We are pleased to present the first and only mobile eye clinic in the Twin Cities region:

### **The Phillips Eye Institute's Kirby Puckett Eye Mobile.**

With the generous support of the Minnesota Twins, Major League Baseball and the Pohlada Family Foundation, the

Kirby Puckett Eye Mobile was built and then officially unveiled this past July at the All-Star Fanfest. It toured the Allina Health service area throughout the summer and fall, providing vision screening and eye health information at a variety of community events.

With two fully equipped exam rooms on board, the Kirby Puckett Eye Mobile is like an eye doctor's office on wheels. The Kirby Puckett Eye Mobile will help us improve access to vision care throughout our region for those in need by:

- providing onsite follow-up services at Minneapolis and St. Paul Public Schools for children who are referred through our Early Youth Eyecare (E.Y.E.) Community Initiative, which provides free vision screening in these schools
- visiting communities to provide free vision screening for children and adults, along with eye health information and referral as needed to local eye care resources
- partnering with community organizations, schools and health care providers to serve those with unmet vision care needs.

Interested in supporting this cause with your own donation or by volunteering your time? Visit [kirbypucketteyemobile.org](http://kirbypucketteyemobile.org) or call 612-775-8968.

Dear friend of Phillips Eye Institute Foundation:

We've enjoyed a busy and exciting year at Phillips Eye Institute and the Phillips Eye Institute Foundation. With the launch of the Kirby Puckett Eye Mobile and the expansion of the E.Y.E. Program to provide vision screening in St. Paul Public schools, the **Investing In Sight, Changing Lives** campaign will have potential to reach another 28,000 children and adults. Along with all of our Foundation staff and the volunteers on our board and campaign, I wish you a happy holiday season and thank you for your support.

Sincerely,

*Beverly Fritz*  
executive director  
Phillips Eye Institute  
Foundation



Allina Health  
**PHILLIPS EYE  
INSTITUTE  
FOUNDATION**



## Workplace charitable giving: Investing in the community

Each fall, the Minneapolis Public Schools launch their annual giving campaign just like many other workplaces in Minnesota. This year, they selected Phillips Eye Institute Foundation's Early Youth Eyecare Program to be one of the seven agencies that they support for charitable giving in both 2014 and 2015. Whether through a one-time gift or annual payroll deductions, these donations go directly to helping students by supporting the E.Y.E. Program's vision screening and follow-up vision care services.

Supporting the E.Y.E. Program is a great investment in our community's future. If your workplace is looking for a worthwhile community service project to support, we invite you to consider the E.Y.E. Program. Please contact Bev Fritz, Phillips Eye Institute Foundation executive director, at 612-775-8758 or [beverly.fritz@allina.com](mailto:beverly.fritz@allina.com) for information.

## A donor's story: Gary Tankenoff



While Gary Tankenoff has himself benefited from the specialized services of Phillips Eye Institute, his support of the **Investing in Sight, Changing Lives** campaign goes beyond being grateful for the care he has received.

Tankenoff first noticed that something was wrong with his vision while at a Passover Seder. When it was his turn to read from the prayer book, he could not read the words. He later

saw ophthalmologist David Hardten, MD, who evaluated him using diagnostic technology at Phillips Eye Institute. "He was using technology and instruments that I knew only could be available in a hospital specializing in eye care," said Tankenoff.

Hardten found that Tankenoff needed a cornea transplant in both eyes. Both surgeries were done at Phillips Eye Institute. "They were both very successful, and I'll always be grateful to Dr. Hardten and Phillips Eye Institute."

When Tankenoff and his wife, Marsha, learned about the **Investing in Sight, Changing Lives** campaign, they viewed it as an opportunity to support a cross-section of the community.

"Knowing that their successful vision screening program that had been in Minneapolis would be able to expand to St. Paul was important to us," said Tankenoff. "I'm impressed at the way Phillips Eye Institute serves so many people in the community. I'm thankful for what they did for me, but it's also about what they do for kids."

*Give today. Visit [allinahealth.org/investinsight](http://allinahealth.org/investinsight).*

## Tips for healthy eyes

- Know your family's health history. This will help to determine if you are at higher risk for developing an eye disease or condition.
- Wear protective eyewear. Every home should have at least one pair of ANSI-approved protective eyewear.
- Give your eyes a rest. If you spend a long time focusing on a computer screen, try the 20-20-20 rule: Every 20 minutes, look away about 20 feet in front of you for 20 seconds.
- Eat healthful foods. Good choices include carrots, squash, kale, spinach, salmon and tuna.
- Avoid tobacco. Smoking increases your risk for macular degeneration and cataracts.



*For more information about eye health, visit [allinahealth.org/eyevideos](http://allinahealth.org/eyevideos).*



## Dr. Irving and Janet Shapiro Atrium dedication held in November



More than 100 family members and friends gathered in November to honor Dr. Irving and Janet Shapiro and participate in the dedication of the Dr. Irving and Janet Shapiro Atrium at Phillips Eye Institute. Dr. Shapiro, along with Minnesota philanthropist Jay Phillips, helped found Phillips Eye Institute in

1987. He helped to infuse the patient-centered philosophy that continues to this day. The Shapiros, along with community leader and philanthropist Peter Heegaard, also helped to establish our Early Youth Eyecare Program.

Interested in learning more, getting involved or sharing your story about how Phillips Eye Institute has made a difference in your life?

**Call us at  
612-775-8758.**



## INVESTING IN SIGHT CHANGING LIVES

### CAMPAIGN DONORS

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Topcon Medical Systems  
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UnitedHealth Group  
Dr. Bob Warshawsky

## School nurse: Why I support the E.Y.E. Program

“As a nursing manager for Minneapolis Public Schools, I give to the E.Y.E. Program because it is a tremendous benefit for our students and their families to have onsite quality vision screening and professional follow-up care when needed. To know that our students across the district are being consistently screened for vision problems that can affect their learning potential and receive the care that they need is a huge peace of mind and allows us to focus on other barriers to learning.”

– Carmen Tesky

### ABOUT PHILLIPS EYE INSTITUTE

Phillips Eye Institute, part of Allina Health, is the third largest eye specialty hospital (in patient volume) in the United States. Dedicated to the diagnosis and treatment of eye diseases and disorders, Phillips Eye Institute's 70 ophthalmologists offer an extensive array of specialty services from diagnostic tests and low vision evaluations to laser eye treatments and specialized eye surgery.

The Phillips Eye Institute Foundation plays a vital role in improving the community's eye health and vision care through the Early Youth Eyecare (E.Y.E.) Community Initiative, the Kirby Puckett Eye Mobile, the Irving and Janet Shapiro Innovative Technology Fund and Transportation Services funding.

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### MISSION

To further Phillip Eye Institute's commitment to eye care excellence, education, research and community involvement while honoring the legacy of Mount Sinai Hospital.

Beverly Fritz, Executive Director  
Phillips Eye Institute Foundation  
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### Urban Cocktail Party: Supporting vision care in our community

Thanks to our many friends and supporters who helped make the Urban Cocktail Party such a memorable and fun evening. We enjoyed artisan cheeses and s'mores, toasted the Twins, and raised funds for our E.Y.E. program. Special thanks to our host, Adrienne Jordan, our emcee, Lindsey Seavert, and our great team of volunteers.

Save the date for next year's party: Saturday, Nov. 7