

FOUNDATION UPDATE

It all started with a walk in the neighborhood

By Peter Heegaard, chair, Phillips Eye Institute Foundation, and chair, Investing in Sight, Changing Lives campaign



Peter and Anne Heegaard

The idea of testing Minneapolis and St. Paul school children's eyes through what was to become the Early Youth Eyecare (E.Y.E.) Community Initiative surfaced nearly a decade ago. It began when Irving Shapiro, MD, the founding medical director of Phillips Eye Institute, and I took a walk in the Phillips neighborhood adjacent to the hospital.

If you can't see as a young child, you likely won't read by third grade, and that has implications for later graduating on time. The key is eye screening at an early age and then timely follow-up with parents to get corrective treatment done quickly.

Since we began our campaign in 2013 to raise \$4 million for this outreach service, we have raised more than \$3.5 million dollars! This will ensure funding to provide annual eye screening and follow-up exams for nearly 30,000 kindergarten, first, third, fifth and sixth grade school kids in Minneapolis and St. Paul Public Schools for 10 years.

Many local foundations have generously supported this effort. One example is a \$250,000 matching challenge grant by the Otto Bremer Foundation to support See Saint Paul, a funding initiative that resulted from a partnership between the St. Paul Public Schools Foundation and Phillips Eye Institute Foundation to serve St. Paul Schools.



The E.Y.E. program was launched in 2008 and now screens more than 30,000 students a year in Minneapolis and St. Paul Public Schools.

The public campaign to match this grant kicked off in mid-November. Much credit goes to former St. Paul Mayor George Latimer and to St. Paul Schools Foundation Director Mike Anderson for helping to launch this partnership.

It is exciting to see the look on a child's face when he or she is fitted with new glasses. It is a look of pure joy and fascination with the world around them. That's what makes it all worthwhile!

Dear friend of
Phillips Eye Institute
Foundation,

I would like to acknowledge and thank three members of our Board of Directors who are retiring from the Board this year: Larry Shapiro, campaign co-chair and former treasurer; Todd Lifson, former board chair and treasurer; and Jenny O'Brien, former vice-chair. All are invaluable leaders who have been instrumental in the growth of the Phillips Eye Institute Foundation.

We truly appreciate the time commitment involved in their volunteer service and the thoughtful leadership they have provided.

Warmest regards,

A handwritten signature in black ink that reads "Beverly Fritz".

Beverly Fritz
executive director
Phillips Eye Institute
Foundation

Phillips Eye Institute Foundation congratulates Walman Optical on its 100th anniversary

Walman Optical partnership enriches lives through better vision care

At Walman Optical, employees take pride in each pair of lenses they manufacture. As an employee-owned company, its employees have a real stake in the business and its priorities.

That's why the company's commitment to provide lenses for Phillips Eye Institute's E.Y.E. Program is especially noteworthy. The generous in-kind donation goes beyond its monetary worth – it's also a labor of love for the employees who fill each lens order.

"One of the things that our Corporate Giving Committee looks for is not only projects that we can help with a donation, but that are also opportunities for hands-on involvement," said Missy McManigle, CEO executive assistant. "We've had volunteers go to the schools, help with screening and get a feel for the value of this program."

The Walman partnership with Phillips Eye Institute Foundation began in 2010. The gift-in-kind premium lenses along with the gift of employees who assemble the lenses in frames donated by OGI Eyewear has totaled more than \$100,000. Walman recently signed on for



Walman leadership enjoying the 2014 Urban Cocktail Party.

another year of supporting the E.Y.E. Program, which has doubled its size with the recent expansion to St. Paul Public Schools.

"Having a long-term commitment like this allows us to have more of an impact with our donation," said McManigle. "Our employees feel good about enriching lives through helping people have better vision, and the E.Y.E. Program is a great example of that."

INVEST IN OUR COMMUNITY

Is your organization or employer looking for a way to have a direct impact on our community's health and well-being? Contact us to learn more about supporting the Early Youth Eyecare Program and Kirby Puckett Eye Mobile: Beverly.Fritz@allina.com or 612-775-8758.

INVESTING IN SIGHT



CHANGING LIVES

CAMPAIGN DONORS | May–September 2015

Art and Martha Kaemmer Fund
of HRK Foundation
William and Margaret Bracken
Lou Burdick
Bob and Gail Buuck
Carmen and Jim Campbell
Edward and Sherry Ann Dayton

Susan Divine
Barbara Forster and Larry
Hendrickson
Jane McCarthy Fund of the
Minneapolis Foundation
Julie and Doug Baker Jr.
Foundation

Sam and Sylvia Kaplan
Mark and Muriel Wexler
Foundation
Dick and Joyce McFarland
Minnesota Twins
Minnesota Wire
Opus Foundation

Dr. Robert and Susan Ostrow
Mary Ann Parent
Periscope
Prospect Creek Foundation
Smikis Foundation
Travelers Foundation

A SPECIAL EVENING IN MEMORY OF STANLEY SCHWEITZER



Friends, family and colleagues gathered in September for the Stanley Schweitzer Board Room dedication. The dedication was made to honor longtime Phillips Eye Institute Foundation board chair, Stanley Schweitzer, who died in 2013. Close friends and colleagues shared memories and remarks, and Rabbi Marcia Zimmerman offered a special blessing.



WOMEN IN LEADERSHIP LUNCH HIGHLIGHTS E.Y.E. PROGRAM

A group of 20 women leaders joined host Jaci Lindstrom at the Lafayette Club to hear one of the region's leading female executives, Penny Wheeler, MD, chief executive officer, Allina Health, speak on Women in Leadership and Social Responsibility. Wheeler highlighted the Early Youth Eyecare Program and the impact that donors can have on the academic success of children.

KIRBY PUCKETT EYE MOBILE VISITS TARGET FIELD

The Kirby Puckett Eye Mobile made a special stop at the Minnesota Twins game against the Detroit Tigers on September 16. Volunteers handed out sunglasses while special guests toured the eye mobile before hearing Minnesota Twins President Dave St. Peter speak about why his organization has partnered with Phillips Eye Institute Foundation to support vision care for children.



PHILLIPS EYE INSTITUTE FOUNDATION

2215 Park Avenue
Minneapolis, MN 55404

allinahealth.org/peifoundation

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, Kirby Puckett Eye Mobile, Irving and Janet Shapiro Innovative Technology Fund, Transportation Program funding and Sight for Soldiers.

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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
612-775-8758 | Beverly.Fritz@allina.com



VOLUNTEERS NEEDED

for vision screening and follow-up services in
Minneapolis and St. Paul Public Schools.

- No experience needed.
- Training provided; starts in January.
- Flexible scheduling.
- Call 612-775-8964 or email eye@allina.com to learn more and register for training.

kirbypucketteyemobile.org

allinahealth.org/earlyyoutheye

SAVE
THE DATE!
Saturday, Nov. 5, 2016

THE
URBAN
COCKTAIL PARTY

Join us next year at
U.S. Bank Stadium for the
2016 Urban Cocktail Party.

