

FOUNDATION UPDATE

INVESTING IN SIGHT



CHANGING LIVES

The Phillips Eye Institute Foundation has launched a \$10 million campaign – Investing in Sight, Changing Lives – to support key initiatives that are crucial to the mission of Phillips Eye Institute. Achieving the ambitious \$10 million goal will allow us to build on our successful past and march confidently into the future, helping those who face vision loss and providing effective prevention strategies for the community. This first-ever campaign for the Phillips Eye Institute Foundation is in full swing with a very successful year behind it.

We offer a special thank you to these generous lead donors:

Bentson Foundation - \$1,000,000

All-Star Game Legacy Giving, Major League Baseball, Minnesota Twins, Twins Community Fund, and the Pohlrad Family Foundation - \$400,000

Otto Bremer Foundation - \$300,000

“We seek your support as we build on our strong reputation of excellent outcomes, quality care and community service. This campaign allows us to foster innovation, promote clinical research and invest in technology to advance Phillips Eye Institute.



Peter Heegaard

It will help us strengthen programs to prevent and treat vision loss, reach underserved segments of the population and better support our greatest resource, our physicians.”



Lawrence Shapiro

– Peter Heegaard and Lawrence Shapiro
campaign co-chairs

CAMPAIGN LEADERSHIP

Peter Heegaard
Campaign Co-Chair
CEO, Urban Adventures

Lawrence M. Shapiro
Campaign Co-Chair
Attorney, Greene Espel PLLP

Irving Shapiro, MD
Honorary Chair
Retired Phillips Eye Institute
Medical Director

Joan Arbach
Director, Phillips Eye
Institute

Daniel Conrad, MD
President, Phillips Eye
Institute

Brad Brown
Co-Chair, Corporate Division
Principal, Socentia

David Hardten, MD
Chair, Physician Division
Minnesota Eye Consultants

**Superintendent
Bernadeia Johnson**
Chair, Community Division
Minneapolis Public Schools

Todd Lifson, CPA
Chair, Leadership Division
Partner, Lurie Besikof
Lapidus

Jennifer O'Brien
Chief Compliance Officer,
UnitedHealthcare

Dean Phillips
Talenti Gelato/Phillips
Distilling

Brenda Quaye
Chair, Family Foundations
CEO, Venstar LLC

Bryan Schueler
Co-Chair Corporate Division
VP & General Manager,
Walman Optical

Dear friend of
Phillips Eye Institute
Foundation:

This is an exciting time for Phillips Eye Institute and the Phillips Eye Institute Foundation. That's why we have decided to publish this twice-a-year Foundation Update. We value your interest in and partnership with the Phillips Eye Institute Foundation, and we are committed to keeping you informed about the important work that your generosity makes possible.

Sincerely,

Beverly Fritz
executive director
Phillips Eye Institute
Foundation

Learn more at allinahealth.org/peifoundation or call 612-775-8758.





Wendy Hoffman, MD, holding a laser donated by Phillips Eye Institute for use in a missionary hospital in Gabon, Africa.

Bringing eye care services to Africa

An international health project that was 16 months in the making has brought advanced retina care to areas of Gabon, Africa, for the first time.

Local eye surgeon Richard Johnston, MD, led the effort with assistance from Phillips Eye Institute, which donated two lasers. The lasers had been taken out of service to invest in new technology.

Johnston coordinated the project with Wendy Hoffman, MD, a former colleague who now works at a missionary hospital in Gabon. He spent two weeks in the country in March, bringing the lasers and other donated equipment and supplies. Johnston performed four vitrectomies and several laser procedures while in Africa.

“The donated lasers mean that patients in Gabon now have access to vision care services that they never had previously,” said Johnston.

Coming soon: the Kirby Puckett Eye Mobile

Thanks to an exciting partnership with the All-Star Game Legacy Giving, Major League Baseball, the Minnesota Twins, the Twins Community Fund, and the Pohlada Family Foundation, we are about to launch the Kirby Puckett Eye Mobile. Beginning this summer, the Eye Mobile will provide free vision screenings for all ages at community events. Starting in 2015, it will help us provide follow-up services for children referred through the Early Youth Eyecare (E.Y.E.) Program. You can get your first look at the Eye Mobile on Friday, July 11 at the All-Star Fanfest at the Minneapolis Convention Center. Allina Health will celebrate the Eye Mobile launch on Wednesday, July 16 outside of the Allina Commons.

E.Y.E. Program expands to St. Paul

Saint Paul Public Schools Superintendent Valeria Silva, St. Paul Mayor Chris Coleman and Allina Health President and Chief Clinical Officer Penny Wheeler, MD, announced that the Phillips Eye Institute’s Early Youth Eyecare (E.Y.E.) Community Initiative is coming to St. Paul. The Investing in Sight, Changing Lives campaign is helping to fund the expansion from Minneapolis to St. Paul.

The partners kicked off the vision screening program on May 8 at Dayton’s Bluff Achievement Plus Elementary School.

“We are excited to have the Phillips Eye Institute’s E.Y.E. Program in our schools,” said Supt. Silva. “If children can’t see the board or see what the teacher is showing them, it makes it more difficult to learn, and they could fall behind.”



Superintendent Silva addressed students, staff, donors and news media at the May 8 news conference.

Dan Conrad, MD, named president of Phillips Eye Institute



Dan Conrad, MD, was appointed president of Phillips Eye Institute and physician leader for the Allina Health Eye Clinical Service Line. Conrad will help ensure that Allina Health delivers exceptional eye care across the continuum of care. Conrad has been an Allina Health ophthalmologist since 2000 and was with Acclaro Eyecare/Surgery from 2003 to 2014.

Brenda Quaye: Excellent vision care fuels desire to pay it forward



Were it not for Phillips Eye Institute, Brenda Quaye might be living a very different kind of life.

One day while driving, it suddenly looked as if her windshield had been scraped by sand or grit. Then Quaye realized it wasn't her windshield. "I understand the terror of knowing that your vision is in jeopardy," she said.

Quaye had developed a detached retina and needed immediate care to prevent permanent damage. She received that care at Phillips Eye Institute and has been thankful ever since. "When you have something as time sensitive as a detached retina, you can't afford to wait," she said.

Quaye's gratitude for excellent vision care has fueled her desire to pay it forward – first by becoming a donor, and later by serving on the Phillips Eye Institute Foundation board. "When I heard about the work they are doing with the Early Youth Eyecare Program, I thought it was a great service for kids as well as for the community," said Quaye.

Quaye is also serving on the leadership committee for the Investing in Sight, Changing Lives campaign. "I've benefited from the services at Phillips Eye Institute, and I want to make sure that others who may need specialty eye care have the same opportunity."



Children's eyes are especially at risk from UV light. Because sun damage is cumulative, even young children should wear sunglasses with UV protection.

Protect your eyes from the sun

The good news about sunlight is that it can improve our mood, regulate our wake/sleep cycle and help our bodies produce vitamin D. The bad news is that it is hard on our eyes.

Sunlight contains ultraviolet (UV) radiation. Over the course of a lifetime, it can damage our eyes. It is associated with cataracts, retina damage and macular degeneration.

To protect your eyes:

- avoid being out in the sun between 10 a.m. and 4 p.m.
- wear sunglasses with large lenses that fit close to the face
- look for sunglasses labeled "99-100 percent UV absorbent" or "UV 400."

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's support enables Phillips Eye Institute to play a vital role in improving the eye health of its surrounding community through the Early Youth Eyecare (E.Y.E.) Community Initiative, the Kirby Puckett Education Center, the Irving and Janet Shapiro Innovative Technology Fund, and supporting Transportation Services.

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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

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.**



SAVE THE DATE: NOV. 1, 2014

 **THE
URBAN
COCKTAIL PARTY**

Mark your calendar for the annual Urban Cocktail Party, and help support the Early Youth Eyecare (E.Y.E.) Program and other important initiatives.

Saturday, Nov. 1, 2014 | 6 – 10:30 p.m.
Minneapolis Event Center

Emcee: Lindsey Seavert, KARE-11
Honoree: Minnesota Twins

allinahealth.org/urbancocktailparty