

A high-contrast, black and white close-up photograph of a person's face, focusing on their eyes. The person has light-colored eyes and is looking slightly to the left. The lighting is soft, highlighting the texture of the skin and the details of the eyelashes and iris.

The  
**VISION**  
& the  
PROMISE

CAMPAIGN *for*  
SUNY COLLEGE OF OPTOMETRY

PATIENT CARE • EDUCATION • VISION RESEARCH



HELP US  
INVEST  
in the  
**Future  
of Vision  
Care &  
Science**

**The Campaign—  
The Vision and the Promise**

With the shared commitment of our supporters and advocates, we will be able to reach our \$10 million target by 2014 and respond to new opportunities to improve vision care and meet the growing health care needs of local, national and global communities.

Millions of people in New York and around the world have been touched by the work done at the State University of New York College of Optometry. Since its founding in 1971 when a group of dedicated optometrists came together with the mission to improve public health, the College has continued to make vital contributions in all areas of vision science, optometric education and patient care.

Under the leadership of its president, Dr. David A. Heath, the College has embarked on a new strategic plan, *A Shared Vision*, to accomplish its enduring mission in new, creative ways that will both address the key challenges we face and shape the future of vision care and scientific advancement.

# How You Can Make a Difference

Alumni, parents, faculty and friends of the College are vital partners in our mission to advance vision care, education and scientific research. You can support the College by giving to the Optometric Center of New York (OCNY), the College's foundation. Many different types of giving opportunities are available—unrestricted annual giving, major gifts, reunion gifts, bequests, planned gifts and grants and awards from foundations and corporations.

*However you choose to support the institution—and at whatever level—your generosity is both essential and deeply appreciated. Every gift takes us a step closer to reaching new levels of innovation in the field of optometry.*

## Campaign Goals

We invite you to join our efforts to make these goals a reality by considering the many targeted giving opportunities available.

## Patient Care

Our mission at the University Eye Center (UEC) is to extend quality vision care to everyone, regardless of a patient's ability to pay. Gifts to the campaign further this mission by helping fund our unique services including the Indigent Care and Homebound Programs, Children with Special Needs Suite, Head Trauma Unit, leading-edge Imaging Center and numerous community outreach programs. Our specialty programs serve as major resources for optometrists, counselors, rehabilitation hospitals, schools and health care professionals throughout the New York metro area.

*Joseph P. was working at a construction job to fund his college education when a nail from a nail gun pierced his frontal lobe. He survived the accident, but due to the severe head trauma, Joseph developed halting speech and had difficulty balancing. When no other treatment helped him, he turned to the University Eye Center where he underwent an individualized program of vision rehabilitation. Thanks to the unique head trauma and vision therapy services offered at the UEC, Joseph's condition improved dramatically and he was able to return to school.*

**Gift of \$12,500**  
provides 50 patients with glaucoma evaluation.

**Gift of \$15,000**  
covers the costs of 100 visits to homebound patients.

**Gift of \$25,000**  
gives 25 learning disabled kids psychoeducational testing.

**Gift of \$26,000**  
provides 20 children with 10 vision therapy sessions each.

**Gift of \$50,000**  
constructs and furnishes a named waiting room for children with special needs and their parents or guardians.

**Gift of \$75,000**  
furnishes a new exam room for children with head trauma, named for the donor.

**Gift of \$100,000**  
establishes a named endowment to create a community outreach program to offer support groups and educational programs for patients, parents and loved ones of head trauma victims and those with devastating eye diseases.

**Gift of \$125,000**  
provides 125 low vision patients with devices to enhance the quality of their lives.

**Gift of \$150,000**  
creates a named endowment to maintain and enhance the latest imaging technology.

## Education

Given budget cuts across the board and statewide tuition increases, SUNY students today face more financial challenges than ever before. Endowed scholarship funds are vital to our mission of attracting and retaining the highest quality of students.

Initiatives benefitting from campaign gifts—Endowed Student Scholarship Fund, Campus Center for Student Life and Learning and a Center for Career Development—will enable us to foster a community committed to learning and service.

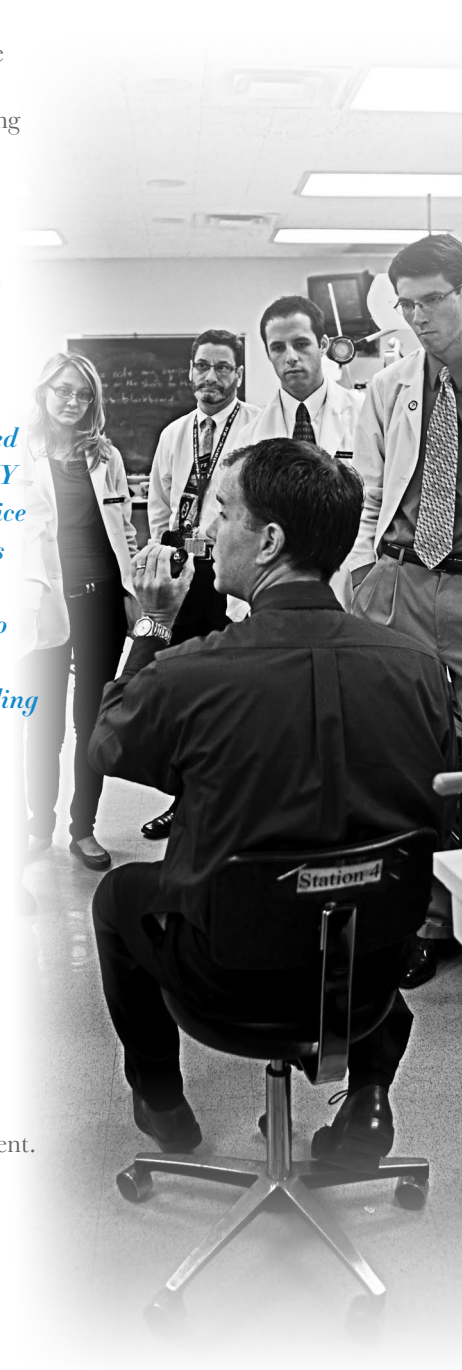
*For Maren S. ('10), a talented and highly qualified candidate for the O.D. program, attending SUNY didn't seem possible when she considered the price of tuition, books, equipment and living expenses in one of the most expensive cities in the world. An OCNY scholarship made it possible for her to attend and thrive at SUNY. Our community has benefited from her contributions as an outstanding student and newly licensed optometrist.*

**Gift of \$15,000**  
covers the cost of tuition for one optometry student for one year.

**Gift of \$25,000**  
creates a named endowment to recruit underrepresented minorities to the professional degree program.

**Gift of \$50,000**  
establishes a named endowment to offset tuition costs for Canadian students who do not qualify for U.S. financial aid.

**Gift of \$100,000**  
creates a named scholarship endowment.



## Research

Fellowships provided by the OCNY enable SUNY researchers to continue making groundbreaking discoveries and advancing the field of vision science. Campaign gifts will help establish the Clinical Research Center and develop a Technology Innovation Fund.

*From developing new treatments for dry eye conditions to improving state-of-the-art special testing equipment to studying how corneas heal in injured soldiers, vision scientists at the Graduate Center for Vision Research conduct research that makes an impact.*

**Gift of \$25,000**  
endowment creates a one-day annual colloquium with a renowned scientist.

**Gift of \$25,000**  
establishes a one-year tuition offset for a gifted graduate student and promising researcher.

**Gift of \$50,000**  
seeds grant funds for a talented researcher.

**Gift of \$125,000**  
provides a named one-year clinical research fellowship.

**Gift of \$150,000**  
provides venture capital for an innovative research project.

**Gift of \$250,000**  
creates a named endowment to establish a visiting research professorship.



# About the Optometric Center of New York

The Optometric Center of New York (OCNY) was founded in 1956 by a small group of dedicated optometrists and benefactors as a non-profit health and professional education resource for the community. This pioneering effort supported and directed the establishment of a vision care clinic which in 1971 became the patient care centerpiece for the State University of New York (SUNY), College of Optometry.

Today, the OCNY is the allied and endowing foundation of SUNY College of Optometry, and is the primary source of private support for its patient care facility, the University Eye Center (UEC), providing grants for projects such as the Homebound Program, Indigent Care Initiative and Scholarship Fund, among others.

**For more information on how you can support the mission of the Optometric Center of New York, please contact Ann Warwick, Executive Director.**

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