

Children without insurance and/or living in poverty have the greatest unmet need for vision care services. The "Looking Out for Kids" initiative was created to address the vision care needs of underserved and disadvantaged children in Philadelphia and its surrounding communities.



Since opening its doors in 1978, The Eye Institute has been committed to providing quality vision care services to children, particularly the uninsured and under insured. Too many children are not receiving essential vision care services. These services can result in early detection of eye disease and vision problems that interfere with academic and social achievement. Given the asymptomatic nature of most vision disorders, it is essential that quality vision care is available to all children.

"Looking Out for Kids" Charity Fundraiser

The Eye Institute held the first annual "Looking Out for Kids" charity fundraiser in the fall of 2007. This annual event raises funds to provide vision care and eyeglasses to uninsured and under insured children in the communities The Eye Institute serves. Through the funds raised, The Eye Institute is making a difference in the lives of children whose families cannot afford eye care services and eyeglasses.

The Work We Do

The Eye Institute uses the "Looking Out for Kids" funds in a number of ways, including:

- We work alongside nurses within Philadelphia's public schools providing free vision screenings to several thousand school children each year.
- We bus several hundred children who fail the state mandated vision screening to The Eye Institute's pediatric service for comprehensive eye health and vision examinations each year.
- We provide free eyeglasses to uninsured and under insured children in Philadelphia and its surrounding communities.

"Give Kids Sight Day"

In November 2009, The Eye Institute collaborated with Public Citizens for Children and Youth (www.pccy.org), a Philadelphia based child advocacy group. Families were invited to bring their children to The Eye Institute for free vision services. On "Give Kids Sight Day," The Eye Institute's staff screened and examined more than 400 children and provided more than 350 pairs of eyeglasses to those who attended. All services and eyeglasses provided on "Give Kids Sight Day" were free as a result of the funds raised from the "Looking Out for Kids" charity fundraiser.



How You Can Help Us "Look Out for Kids"

There are several ways you can help ensure the "Looking Out for Kids" initiative continues to thrive and meets the vision care needs of uninsured and under insured children.

Corporate sponsors are an important part of the "Looking Out for Kids" annual charity fundraiser's success. Please consider becoming a corporate sponsor.

Silent auction items and in-kind donations are needed each year for the "Looking Out for Kids" fundraiser. Please consider donating a silent auction item(s) or making an in-kind contribution.

Monetary donations for the "Looking Out for Kids" initiative are welcome and appreciated. Checks can be made out to "Looking Out for Kids" and mailed to:

*The Eye Institute
c/o Dr. Susan Oleszewski
1200 West Godfrey Avenue
Philadelphia, PA 19141*

Credit card donations can be made online at www.TElvision.com/LOFK. Click on the *How Can I Help?* tab.

Contact Us

To learn more about the "Looking Out for Kids" initiative, call **215.276.6070**, visit www.TElvision.com/LOFK or email LookingOutforKids@salus.edu.



**The Eye
Institute**

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Philadelphia, PA 19141
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The Eye Institute is the clinical practice of the Pennsylvania College of Optometry at Salus University.

LOOKING OUT
FOR KIDS:

An initiative to address the
vision care needs of children