

LOOKING OUT FOR KIDS

All About “Looking Out for Kids”

An initiative to address the vision care needs of children

What: Since its inception in 2007, the “Looking Out for Kids” (LOFK) initiative have been raising funds to distribute eyeglasses and vision care services to underinsured and uninsured children in the communities The Eye Institute serves. In the past, several local athletes have demonstrated their support: A.J. Feeley and Kevin Curtis, formerly of the Philadelphia Eagles; Theo Ratliff, formerly of the Philadelphia 76ers; Eagles’ Brent Celek and Todd Herremans and 76ers’ Andre Iguodala. In addition, Congresswoman Allyson Y. Schwartz of the 13th Congressional District and Dr. Maria Pitre, The School District of Philadelphia’s former Chief Academic Officer have supported this cause. In 2010, Dr. Eileen Tyralla, a pediatrician at St. Christopher’s Hospital for Children; Lisa Nutter, Philadelphia’s first lady and President of Philadelphia Academies, Inc.; along with Quintin Mikell and Keenan Clayton of the Philadelphia Eagles, co-hosted the fourth annual fundraiser.

Why: One in four children experience a vision problem resulting in poor school performance. To ensure academic success for children burdened with issues of poverty or other social barriers, comprehensive vision care is essential. The LOFK initiative helps ensure disadvantaged children will receive the vision care they need for success. 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, which can result in early detection of eye disease and vision problems that interfere with academic and social achievements.

2010 Silent Auction, In-kind Donors and Corporate Sponsors

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