



NEWS FROM
THE EYE-BANK
FOR SIGHT
RESTORATION, INC.

WINTER 2019

eye to eye

IN THIS ISSUE...

PAGE 1

Wing Chu Cornea Fellow Day
Ad Campaign

PAGE 2

Legislative Education Date Set
Eye Donation Month

PAGE 3

Donor Family Story

PAGE 4

MVP
Volunteer Workshop
Scholarship News

PAGE 5

Fall Benefit and Photo Spread

PAGE 6

Community Outreach

PAGE 7

Giving Tuesday
Honor/Memorial Listing

PAGE 8

Of Interest



Eye-Bank Hosts Wing Chu, M.D. Cornea Fellow Day

THE EYE-BANK HOSTED its 3rd annual Wing Chu, M.D. Cornea Fellow Day on Saturday, August 25, which was attended by nine physicians currently in cornea fellowships—seven from the New York City area; one from South Florida; and one from China. The program offered a morning didactic session and an afternoon wet lab. The Eye-Bank’s Executive Director Patricia Dahl, Medical Director Michelle Rhee, M.D., and Tissue Processing Manager Mudassir Razvi were joined by The Eye-Bank’s Medical Advisory Board (MAB) Chair George Florakis, M.D., and former MAB member John Seedor, M.D., in conducting the learning experience. The Eye-Bank appreciates the expert contributions provided by the day’s guest faculty Deepinder Dhaliwal, M.D., of the University of Pittsburgh’s Medical School and Carolyn Shih, M.D., of Hofstra Northwell School of Medicine.

Named in memory of Wing Chu, M.D., The Eye-Bank’s Medical Director of more than 30 years, Cornea Fellow Day provides an opportunity for participants to become familiar with the purpose and mission of eye banking and to receive hands on instruction for performing Decemets Membrane Endothelial Keratoplasty (DMEK) surgery. Special thanks to Tom Sharkey and Moria Surgical, Inc. for providing instruments and supplies as well as valuable assistance during the wet lab and Zeiss US for their generous donation of additional microscopes. Thank you also to The Eye-Bank’s Director of Quality Assurance and Information Systems Edwin Roberts, for his expert audio visual and technical support. 👁



Eye-Bank’s Medical Director Michelle Rhee, M.D., (top right) and John Seedor, M.D. (below) assist doctors in the wet lab procedures

Ad Campaign Focuses on Smartphones

THE EYE-BANK’S 2019 MULTI-MEDIA AD CAMPAIGN launched in January with ads distributed across broadcast television, radio, newspapers as well as on social media networks and digital platforms. Starting in late December, 2018, Eye-Bank ads could be seen in New York City subway cars as well through the month of January.

The campaign message continues to focus on the user friendly way to enroll to be an eye, organ and tissue donor in the New York State Donate Life Registry by simply going online with one’s smartphone, laptop or computer. The latest ads have been refreshed with new images all emphasizing that the power to give the beautiful gift of sight is literally...in the palm of your hand, if using your smartphone to sign up.

According to Patricia Dahl, executive director at The Eye-Bank, “We anticipate that the campaign, now in its second year, will resonate as strongly with New Yorkers as it has previously based on the number of visits it drives to The Eye-Bank’s website. During the third quarter of 2018 when the ads ran simultaneously on television, radio, newspapers and social media, The Eye-Bank experienced more than 1.5 million hits to www.eyedonation.org.” She added that eye donation is positively affected by an increased number of individuals enrolled in the New York State Donate Life Registry.

TO ENROLL in the NYS Registry go to: eyedonation.org. 👁



Legislative Efforts Yield Results



JOIN THE EYE-BANK and other organizations across the state for this year's Legislative Education Day. Buses pick up at Times Square in New York City and in Tarrytown, NY, and travel to the state capital in Albany to meet with Senators and members of the State Assembly to gain support for advancing the cause of organ, eye and tissue donation.

Since the last Legislative Education Day, Governor Cuomo has signed into law two bills supporting issues related to organ, eye and tissue donation. In September, he approved the bill sponsored by Senator David Carlucci (Rockland County) and Assemblywoman Michele Titus (Queens) authorizing a check off box on the NYS Income Tax return form allowing individuals to contribute money to the Life Pass it On Trust Fund. Money donated to the fund is designated for public education and research related to organ, eye and tissue donation. According to Aisha Tator, Executive Director of Donate Life New York State, "This is critical to ensuring that the majority of New Yorkers who support organ donation, but who are not in the Registry, are able to express their wish to make the gift of life and improve New York's donation rate."

In November, Governor Cuomo also signed the Living Donor Protection Act into law which prohibits insurance discrimination or loss in paid family leave benefits for individuals who choose to become living organ

Mark Your Calendars!
Legislative Education Day
TUESDAY, MAY 7, 2019

and tissue donors. The legislation sponsored by former Senator Kemp Hannon (6th Senate District) also serves to increase public education about living donation and remove any financial obstacles people may encounter when they decide to help others by donating a lifesaving organ or tissue.

This year's agenda will be announced prior to May's Legislative Day and will most likely support bills being reintroduced, such as a majority rule provision to the anatomical gift act and a bill authorizing a human organ transport vehicle.

Volunteers interested in joining the effort on May 7 are invited to contact Marilyn Oliver (moliver@ebsr.org) or by calling (212) 742-9000 with any questions or to sign up. Information and training on the day's agenda are provided in advance of Legislative Education Day via teleconference and/or webinar formats. ▶

Eye Donation Month is Now November



NATIONAL EYE DONATION MONTH, previously observed in March, is now celebrated in November as designated by The

Eye-Bank Association of America (EBAA). In seeking to get the donation message out, The Eye-Bank for Sight Restoration conducted outreach efforts engaging the media, area hospitals and the wider community through social media, educational materials and advertising.

An advertorial highlighting the importance of eye donation and encouraging New Yorkers to sign-up in the Donate Life Registry appeared in the NY Daily News on November 6 which also featured a half-page ad highlighting November as Eye Donation Month together with The Eye-Bank's advertising copy urging New Yorkers to use their smartphone to sign up in the Donate Life Registry. The Eye-Bank's regularly scheduled digital campaign also was modified to include the Eye Donation Month message and the special Eye Donation Month logo developed by the EBAA.

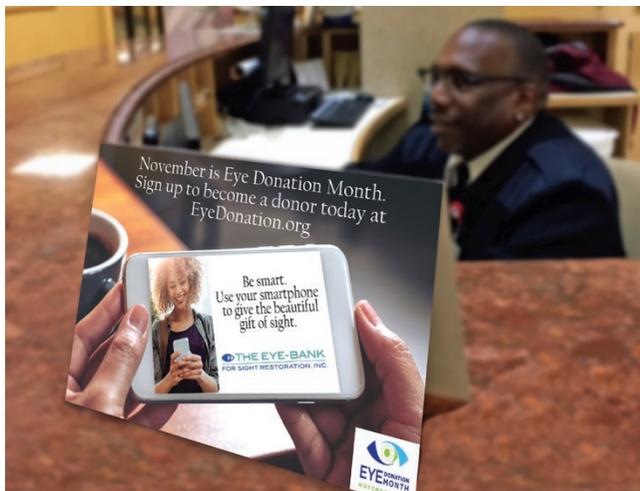
A story featuring Eye-Bank volunteer and cornea transplant recipient Fran Grosso appeared in Northern Westchester Hospital's fall newsletter while Mount Sinai Health System included an article about eye donation in its newsletter, *Magnet*.

Public Education materials comprising an informational brochure, customized table tents and a screensaver all designed to highlight information about eye donation were distributed to hospitals throughout The Eye-Bank's service area. The screensaver was displayed at BronxCare Health System and Mather Hospital-Northwell Health as well as shared on Facebook and Twitter of New York Presbyterian. Several area hospitals utilized The Eye-Bank's table tents in cafeterias and common areas throughout their facilities to

serve as a reminder to the staff as well as the community they serve that eye donation is essential for helping others in need of sight-saving transplants.

Rounding out our outreach efforts was a tabling event conducted at Bellevue Hospital and staffed by communications coordinator Chadwick Shank and Eye-Bank veteran volunteer Susan London who answered questions about organ, eye and tissue donation and showed people how to sign up online in the Donate Life Registry.

The Eye-Bank sincerely thanks all those who supported our efforts during National Eye Donation Month. We will build on this year's successes next November. ▶



A Beloved Mother and Sister Gives the Gift of Sight

By Marilyn Kim Oliver

JULIETA M. RIZALDO WAS A LOVING WIFE AND MOTHER who had trained as an educator and embraced opportunities in New York City to teach very young children aged three to five. According to her older sister, Lorna Desepeda, Julieta was a very selfless soul and it was a reflection of her kind nature that she should leave the beautiful gift of sight as an eye donor when she passed away.

In her native country of the Philippines, Julieta studied diligently to earn her BSc in Elementary Education at the National Teachers College located in Manila. During that time, she worked as a seamstress from 6:00 a.m. to 2:00 p.m. then traveled for one hour to Manila to attend classes from 4:00 p.m. to 8:00 p.m. Her sister recalls Julieta's diligence in applying herself to both her job and studies because she wanted to make a better life for herself and her family.

Once Julieta completed her bachelor's degree she was elated to begin teaching third and sixth grade students in the public school system in the Philippines. Eventually, however, she set her sights abroad and in 1992 accepted an invitation to teach in the United States after being sponsored by the Archdiocese of the Bronx Head Start Program in New York City.

In addition to teaching, she became very involved in her community, actively serving in the Queens chapter of the non-profit, Talisay Association of the United States, whose primary focus is to raise funds to assist young people in the Philippines attend college.

In 1996 Julieta married and had two daughters who were the joy of her life. However, in 2003, her life took a turn when she was diagnosed



Left: The most important thing in life to eye donor, Julieta Rizaldo, was her family. She is pictured here with her two lovely daughters. Above: Julieta (left) with her sister Lorna

“Lorna recounts that her sister did not think of herself during this trying period but was more concerned about her children and mother.”

with a life threatening cancer. Although she bravely faced the challenges brought on by the disease which subsequently went into remission for a few years, the disease returned in 2011.

Lorna recounts that her sister did not think of herself during this trying period but was more concerned about her children. Julieta wanted to make sure her immediate family, including her mother, were provided for and made plans to do so. During this time, Julieta also expressed a desire to be an organ, eye and tissue donor.

Although Lorna kept telling her sister to remain hopeful and that she would get better soon, Julieta passed away in January 2012.

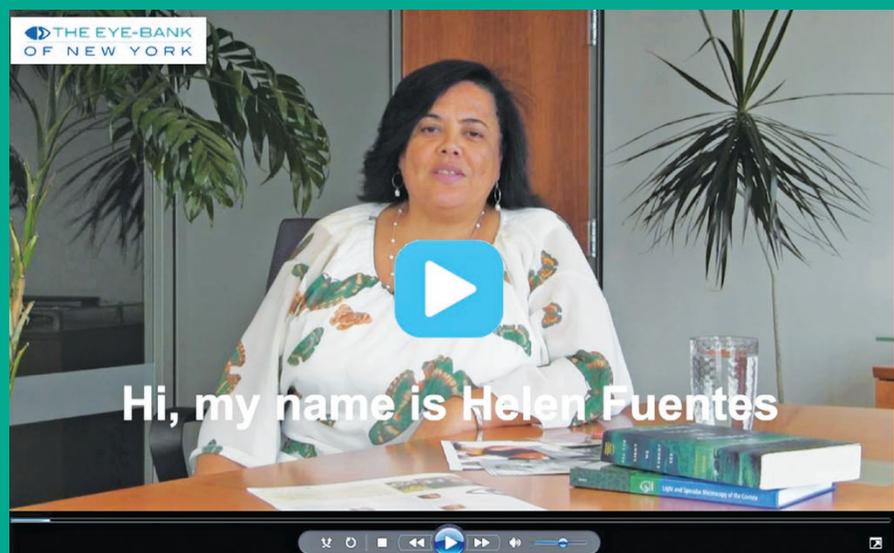
Lorna tells of the deep admiration she has for her sister's great courage and how Julieta always thought of others and tried to support them in any way she could. She is missed dearly by her family and friends.

The Eye-Bank for Sight Restoration is truly grateful for the precious gift of sight Julieta gave to two people as an eye donor. We say a heartfelt “thank you” to her family for honoring her wishes to be a donor. We encourage all New Yorkers to sign up in the New York State Donate Life Registry and give the gift of sight as Julieta did. To enroll, go to www.eyedonation.org, click on the Donate Life logo and See What Your Eyes Can do for Others™. 

Donor Family Shares Tribute in Testimonial Video

THE EYE-BANK'S WEBSITE is hosting a new testimonial video featuring donor family member and Eye-Bank volunteer Helen Fuentes who shares a loving tribute to her brother Carlos who gave the gift of sight as an eye donor. The Eye-Bank offers sincere thanks to Helen for helping to spread the message about the importance of signing up in the NYS Donate Life Registry.

TO VIEW Helen's story go to: <https://www.eyedonation.org/videos>.





People Who Help Make a Difference

THE EYE-BANK IS PLEASED TO RECOGNIZE the nursing staff of St. Luke's Cornwall Hospital in Newburgh, NY, for their dedicated efforts in supporting eye, organ and tissue donation. As a result of their commitment, there were 32 eye donations in 2018, up 23 percent from last year, with 28 of the donations being used in sight-restoring corneal transplants and the remainder used for valuable research and medical education.

Vice President of Patient Care and Chief Nursing Officer Margaret Deyo Allers believes in The Eye-Bank's mission and benefit of eye, organ and tissue donation and personally champions the donation cause. She and her nursing leadership team model the importance of donation by helping to streamline the process from an operational perspective, valuing accountability and promptly addressing any issues as they arise. As part of their successful donor program, St. Luke's Cornwall Hospital has a Donor Council that meets quarterly and offers The Eye-Bank the opportunity to conduct unit-based education and monthly nursing orientation presentations.

Thank you St. Luke's Cornwall nurses for being dedicated to helping give the beautiful gift of sight. 👁️



L-R: Renata Kargul, RN, MSN; Beverly Keefer, BSN, RN, CNML; Margaret Deyo Allers, RN, BSN, MSN, ANP; Elizabeth Quansah, RN, CCRN, MSN; Stephanie Paruolo, RN, MSN; Susanne Curry, MS, RN, ACNS-BC, RN-BC, AE-C; Kathy Sheehan, RN, BSN, MSN

Volunteer Workshop Scheduled

VOLUNTEER WITH THE EYE-BANK and share the story of your loved one's precious gift of sight or how a cornea transplant has restored your own eyesight! Help us share donation information with fellow New Yorkers at schools, health fairs, legislative and community events.

Attend the Volunteer Training Workshop on Wednesday, April 10, 2019 to learn about The Eye-Bank and how you can make a difference in your community.

Contact Marilyn K. Oliver at 212-742-9000 ext. 115, email moliver@ebsr.org or sign-up online at www.eyedonation.org/volunteer.

APRIL

10
2019

Save
the
Date!

Eye-Bank Increases Annual Scholarship Award



SINCE IT WAS ESTABLISHED IN 2006, high school seniors and college students under the age of 25 have benefitted from The Eye-Bank's Young Ambassador Scholarship as they initiated projects that created greater awareness about eye, organ and tissue donation in the wider community. By conducting projects inspired by the scholarship's criteria, these young people have brought the donation message front and center to a wide audience including teens and young adults.

To become more in line with the rising costs of higher education, The Eye-Bank's Board voted at its November 2018 meeting, to increase the amount of the scholarship prize from \$1,000 to \$3,000 with the 2019 winner being the first to receive the increased award.

The scholarship, which was founded in memory of Christopher Nordquist who became an eye donor when he died suddenly at the age of two, seeks to engage high school and college students in activities that highlight the significance of eye, organ and tissue donation and the importance of New Yorkers signing up in the New York State Donate Life Registry. Christopher's mother, Andrea Nordquist, is a longtime advocate of eye donation and the good that it can do and has served on The Eye-Bank's Board of Directors for many years. Her video story can be found on The Eye-Bank's website at <https://www.eyedonation.org/videos/>.

The Eye-Bank encourages eligible students to apply for the scholarship by the postmark closing date of May 15, 2019. Students can access the scholarship criteria and application

form from The Eye-Bank's Web site at <https://www.eyedonation.org/scholarship/> where previous winners and summaries of their projects are also featured.

For further information or to request free promotional materials for scholarship projects, please contact Marilyn K. Oliver at moliver@ebsr.org or call 212-742-9000 ext. 115. The scholarship committee looks forward to receiving student applications and awarding this year's prize. 👁️

Apply by May 15
for The Eye-Bank's
Young Ambassador
Scholarship Award

Record Number of Supporters Attend Fall Benefit

THE EYE-BANK'S SECOND ANNUAL FALL BENEFIT, BITES FOR SIGHT, was a resounding success surpassing our fundraising goal of \$75,000! Held on Thursday, October 11 at the Bohemian Benevolent & Literary Association in Manhattan, the sold-out event attracted close to 300 attendees who enjoyed samplings of cuisines from various cultures and gourmet desserts expertly paired with the finest wines, whiskeys and specially aged mezcals.

During our silent auction, guests competed for coveted items including the two best house seats to *Hamilton the Musical*, tickets to the New York City Ballet, dinner for two at several exclusive restaurants, luxury box seats tickets to major-league sporting events, wine tasting tours at Long Island wineries and more. Congratulations to all our lucky winners!

A special thank you goes to the evening's food, drink and sweets sponsors: La Slowteria; Vindagra USA; Old Forester Whiskey; Mah Ze Dar Bakery and Don Amado Mescal. To our Benefit Co-Chairs Leo J. Corbett and Danielle Trief, M.D. and members of this year's Benefit Committee we say a heartfelt "thank you." You made it all possible!

We appreciate all our supporters and look forward to seeing you next year! 👁️

FOR ADDITIONAL FALL BENEFIT PHOTOS, please visit <https://www.eyedonation.org/fall-benefit-bites-for-sight>



Benefit co-chairs: Eye-Bank Board Vice President, Leo J. Corbett and Medical Advisory Board Member, Danielle Trief, M.D.



Photo credit: David McGlynn

Staff and Volunteers Work to Educate New Yorkers about Donation

THE EYE-BANK CONDUCTED VARIOUS COMMUNITY OUTREACH efforts in 2018 to help raise public awareness about the good eye, organ and tissue donation can do and how to enroll in the New York State Donate Life Registry.

On September 25, National Voter Registration Day, The Eye-Bank joined the New York League of Women Voters in a two pronged effort that encouraged young people at Iona College to register to vote and also enroll in the NYS Donate Life Registry. New York State has the distinction of being the only state that offers residents an opportunity to register to vote and at the same time, to sign up in the Donate Life Registry.

As a member organization of Donate Life New York State, The Eye-Bank joined other eye, organ and tissue recovery agencies in New York, to participate in the fourth annual Organ

Donor Enrollment Day on October 10 to enroll as many New Yorkers as possible in the Donate Life Registry. Eye-Bank staff and volunteers held tabling events at local hospitals and colleges, including: Phelps Hospital Northwell Health; NYC Health + Hospitals/Bellevue; Maimonides Medical Center; New York-Presbyterian/ Lower Manhattan Hospital; Nassau Community College and New York University's School of Nursing. The effort resulted in signing up more than 3,000 New Yorkers in one day in the Donate Life Registry.

During November, The Eye-Bank promoted National Donor Sabbath, an annual event designated by the U.S. Department of Health & Human Services-Division of Transplantation, when faith-based organizations advocate for donation. This year, Eye-Bank staff presented donation information to congregants at The

Co-Cathedral of St. Joseph of the Roman Catholic Diocese of Brooklyn and also at St. Adalbert Roman Catholic Church in Queens. Eye-Bank volunteer and cornea transplant recipient Marsha-Ann Hay shared her personal transplant story with a receptive congregation.

The Eye-Bank also attended and staffed tables at various health fairs and community events, including the Retiree Appreciation Day for Veterans at the United States Army Garrison at Fort Hamilton in Brooklyn arranged by Eye-Bank volunteer and retired veteran, Michael Rinaldi.

The Eye-Bank would like to thank our volunteers who helped make our community outreach efforts successful this year.

To volunteer with The Eye-Bank, please call 212-742-9000 ext. 115 or visit www.eyedonation.org/volunteer.



Eye-Banker Chadwick Shank (right) assisting Iona College student Marc-Olivier Bourgouin during National Voter Registration Day



Retired veteran and donor husband Michael Rinaldi (left) with Eye-Bank Hospital Liaison James Parmar at Ft. Hamilton Veteran's Appreciation Day



L-R: Eye-Bank Hospital Liaison Amanda Vesey Askey, Nassau Community College students and Eye-Bank Creative Specialist David Goodnight



Organ Donor Enrollment Day, L-R: Eye-Bank Hospital Coordinator Maria Chelko; LiveOnNY Hospital Services Specialist Rene' Mascoll; NYC Health+Hospitals/Bellevue SICU Head RN Bruce Martin; LiveOnNY Donor Family Services Manager Maria Torres; NYC Health+Hospitals/Bellevue SICU RN Natalie Galvez and NYC Health+Hospitals/Bellevue Associate Director of Nursing Ana Rodriguez



Donor Sabbath, L-R: Eye-Banker and St. Adalbert parishioner Christina Pooatana; Cornea transplant recipient and Eye-Bank volunteer Marsha-Ann Hay; Pastor of St. Adalbert RC Church Father Miroslaw Podymniak and Eye-Bank Communications staff member Marilyn K. Oliver

The Eye-Bank Benefits from 2018 #GivingTuesday

#GIVINGTUESDAY IS A GLOBAL DAY OF CHARITABLE GIVING celebrated each year on the Tuesday after the U.S. Thanksgiving. This year, on November 27, individuals around the globe made donations to their favorite causes, especially so for Americans after enjoying their turkey dinners and giving thanks with family and friends.

As a non-profit organization, The Eye-Bank is proud to have once again participated in #GivingTuesday with our annual fundraising email and social media campaigns, which featured some of the individuals whose lives have been touched by our mission of restoring sight. This year's campaign shared the stories of both grateful recipients and proud donor family members to highlight the remarkable ways that eye donation and cornea transplants profoundly impact lives.

The Eye-Bank is grateful to all those who participated in this year's Giving Tuesday Campaign. Your generous contributions will help us restore sight to those in need throughout the year. 👁️

#GIVINGTUESDAY



THE EYE-BANK
FOR SIGHT RESTORATION, INC.

TODAY IS
#GIVINGTUESDAY!
GIVE THE GIFT OF SIGHT

Click the link above to support the Eye-Bank and give the gift of sight this holiday season.



Honor/Memorial Gifts

from June 29, 2018 – December 31, 2018

Memorial and honor gifts are given to recognize loved ones or to mark a special occasion. To make a gift in honor or memory of someone, please use the enclosed envelope, visit www.eyedonation.org/give or contact The Eye-Bank's Development Department at 212-742-9000.

IN MEMORY OF...

Irving W. Berkman	Kurt Hoerlein
Michael T. Betjemann	Brian M. Jackel
Mildred and Burnett Brown	Celia and George Joachim
Geneviève L. Bruno	Larry Kasindorf
Irene Campbell	Pauline R. Kirk
Lorraine J. Carunchio	Bell Kline
Wing Chu, M.D.	Grace Kronberg
Rose Communiello	Joseph S. Marsh
Salvatore Covelli	Rosemarie E. Mattern
Cornea donors	Esther Misthal
Susan Fuchs	Elizabeth Nerz
Fay Grunner	Mary Jane O'Neill
Steven Hefti	Helen and R. Townley Paton, M.D.

Jesse Ratner
Jean Russo
Gerald Scarano
Paul E. Taylor
Karen Kovacs Wickers
Doris and William Webster
Dominick G. Yacono

IN HONOR OF...

Joanne Ammiano
Children with special needs
Cornea donors and their families
Cornea transplant recipients

Joan and Eugene Daly
Robert D'Amico, M.D.
Bess Diener
George J. Florakis, M.D.
Kala Heim
Benjamin G. Jackel
Robert F. Jaeger
Michelle Lacey
Cathy and John McManus
Roy Marshak
Joseph Panarelli, M.D.
John Passarelli, M.D.
Joanne Ptak
Michael Renna

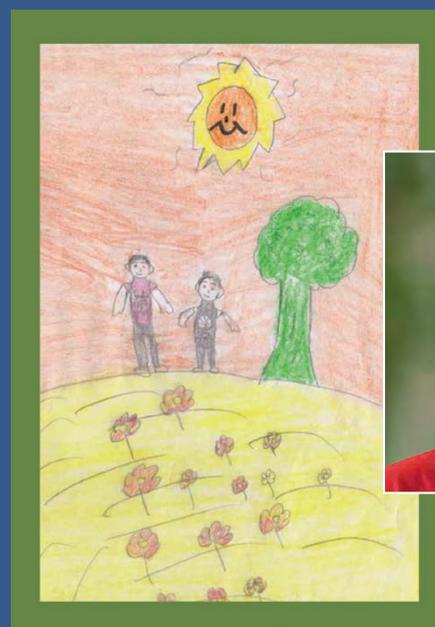
Michelle Rhee, M.D.
David C. Ritterband, M.D.
Anthony Salierno, M.D.
C. Michael Samson, M.D.
John A. Seedor, M.D.
William Schiff, M.D.
Dennis Tarzian
Danielle Trief, M.D.
Joanna and Chris Villani
Theresa Walz
Michael Wasserman

Young Artist Gives Thanks

EACH YEAR, THE EYE-BANK ESPECIALLY LOOKS FORWARD TO THANKSGIVING when we take an opportunity to express our sincere appreciation to the families of our cornea donors for their loved one's precious gift of sight and to our financial contributors and supporters. Our Thanksgiving card, the artwork for which is created by an Eye-Bank Young Ambassador who is a cornea transplant recipient, is reflective of our heartfelt gratitude.

This year's artwork was created by 13 year-old, Jean Luis Almonte, whose sight was restored with a cornea transplant in 2015. Jean who resides in Flushing, NY, is in the 8th grade and enjoys science, playing video games and basketball, and spending time with his family. He is grateful to his cornea donor and surgeon Dr. Angie Wen for the renewed eyesight which allows him to have greater confidence in his ability to achieve at school.

We thank Jean Luis and salute our donor families, contributors and supporters who help us fulfill our mission of sight restoration. 👁️



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eye to eye is published by The Eye-Bank for Sight Restoration, Inc., a non-profit organization located at 120 Wall Street, New York, NY 10005-3902. The Eye-Bank was founded in 1944 for the purpose of collecting and distributing corneal tissue for transplants, research and medical education. More than 65,000 people in the greater Metropolitan area have had their sight restored through the work of The Eye-Bank.

- Patricia Dahl**
Executive Director/CEO
- Noël Mick**
Editor
- Marilyn Kim Oliver**
Associate Editor
- Chadwick Shank**
Contributor

Of Interest...

CORNEA SURGEON GEORGE FLORAKIS, M.D. who is also Chair of The Eye-Bank's Medical Advisory Board was the featured guest on the PBS show *Second Opinion* hosted by Dr. Peter Salgo. The educational series seeks to promote good health, answer questions about different medical issues and improve doctor/patient communication. On the show, which aired in the beginning of December, Dr. Florakis discusses blinding eye diseases that can be treated with cornea transplants and how today's innovative surgical techniques help to improve the recovery process for patients. Go to secondopinion-tv.org/episode/corneal-transplant to watch the segment and read more about sight-restoring cornea transplantation. 

BEGINNING IN JANUARY, The Eye-Bank will be collaborating with the New York State Society of Opticians (NYSSO) in promoting eye donation and the importance of signing up in the New York State Donate Life Registry. Members of NYSSO in The Eye-Bank's service area which includes New York City, Long Island and the Lower Hudson Valley, will be offered posters and other resources to display in their offices throughout the year informing patients about how they can play a role in giving the beautiful gift of sight. 



Be smart and use your smartphone to give the beautiful gift of sight.

Sign up to be a donor at EyeDonation.org

