VISION NEEDS VICTORS

W.K. KELLOGG EYE CENTER
We value eyesight immensely. Eighty-two percent of Americans fear losing their vision over any other sense. Unfortunately, many already have. At least 10 million people in the United States are blind or visually impaired. Globally, 160 million individuals suffer. We are all at risk — from newborns to those going strong at 100. Medicare data shows that almost every one of us will have at least one eye disease in our lifetime. The human and economic toll is staggering.

At the University of Michigan W.K. Kellogg Eye Center, we see a brighter future.

From the early detection of childhood eye disorders through age-related diseases such as macular degeneration, the W.K. Kellogg Eye Center is a global leader in vision care, research, and training.

We are building on a proud history. We played a critical role in the founding of medical and ophthalmic genetics in the United States in the early 1940s, revolutionized eye surgery with the use of the femtosecond laser, and invented a device that holds promise to detect age-related macular degeneration and diabetic retinopathy before people begin losing their sight.

Today we are on the leading edge of the use of the bionic eye and are inventing a robotic surgical arm. We are using telemedicine to make care more available and accessible, no matter where patients live, and analyzing big data to improve how we provide care. We continue to make seminal contributions to the study of visual development and cell transplantation, as well as to the discovery of new drugs, all to treat and one day cure and prevent eye disease.
Our determination to diagnose and treat even the most difficult eye problems combines with an equally unwavering commitment to solving the complex scientific challenges underlying common and rare eye diseases. Our culture of teamwork, compassionate care, innovation and integrity produce the critical answers families and individuals need most.

We can do more.

Medical knowledge is accelerating at an unprecedented pace, and we are among those well positioned to turn scientific advancements into more effective treatments and cures for eye disease.

We redoubled our commitment in 2010 when we opened a 230,000-square-foot building dedicated to discovery, increasing by 50 percent the amount of space the University of Michigan devotes to vision care, research and education. We built state-of-the-art clinics, surgical suites and laboratories, and we recruited top research teams to join us in creating one of the most advanced eye centers in the world. Our programs have thrived.

It is now time to capture the full potential of what we can contribute to vision health. Through a planning process driven by our faculty and staff, with input from leaders across the University of Michigan and around the world, we have identified areas of investment and commitment that will transform our work. We are ready to go forward, and we ask that you join us.

We didn’t come this far alone. Individuals, foundations and the community have played a critical role in our growth and achievements.

Together, we will create the future of vision care.

BECOME A VICTOR. VISION NEEDS VICTORS.
The Victors for Michigan campaign includes raising $1 billion to create the future of health care. The most ambitious fundraising campaign in the University of Michigan Health System’s history, this effort will provide a huge infusion of strength into vision care, research and education and increase our collaboration with colleagues who are solving today’s most compelling medical, technology and public health problems.

The health care portion of the Victors for Michigan campaign will power the best ideas from our clinicians and researchers and will help drive discovery, opening new ways to treat, prevent and cure eye disease; train future generations of ophthalmologists and vision scientists; and ensure clinical excellence.

“While I am fortunate to have healthy eyes, my association and support of the Kellogg Eye Center can be linked to my father’s struggle with macular degeneration that so profoundly impacted the later years of his life. To lose the ability to read and to recognize features on the faces of loved ones and friends, while today a cruel reward to some in their golden years, will be overcome through the work being done in Kellogg’s clinics and laboratories. I have followed this work for many years and see great promise on the horizon through new drugs under development and innovative therapies about to be tested in clinical trials. The remarkable faculty and staff are leading the way in retina research.”

RICHARD A. MANOOGIAN
Honorary Chair, Kellogg Eye Center Campaign Leadership Council
W.K. KELLOGG EYE CENTER CAMPAIGN PRIORITIES

The W.K. Kellogg Eye Center’s $50 million campaign goal will enable us to:

ACCELERATE BREAKTHROUGH DISCOVERY
Fuel breakthrough research and translate findings into cures.
GOAL: $25 MILLION

INVEST IN DEDICATED LEADERS
Support the work of the best ophthalmology and visual sciences faculty in the field.
GOAL: $15 MILLION

CREATE REVOLUTIONARY ENVIRONMENTS
Design spaces that enhance patient care, improve education and foster multidisciplinary research.
GOAL: $5 MILLION

INVENT NEW MODELS OF CARE AND EDUCATION
Define best practices and create a model for academic ophthalmology departments of the future.
GOAL: $5 MILLION

Newly recruited assistant professor Rajesh Rao, M.D., was the only trainee whose proposal was selected by the National Eye Institute’s first Audacious Goals competition. His idea is to regenerate the diseased retina by reprogramming easy-to-isolate skin or blood cells, or scars within the retina, to become functional photoreceptors, the light-sensitive cells that are key to vision. “I came to Kellogg because the people who work here support that kind of innovative thinking,” he says. “They want me to be audacious — and they want to help make my dream of curing eye disease a reality.”

“Our mission is to improve lives through curing, preventing and treating eye disease. We help people see, but we don’t do it alone. When people understand that a treatment that helped them or someone they love may not have been available without the support and foresight of others, moving science forward becomes their mission, too. That’s magical, and it is how progress happens.”

PAUL F. LEE, M.D., J.D.
F. Bruce Fralick Professor and Chair of Ophthalmology and Visual Sciences Director, W.K. Kellogg Eye Center
THE FUTURE BEGINS BY ACCELERATING BREAKTHROUGH DISCOVERY

Together, we can save and restore vision for children and adults. We plan to increase our partnerships with colleagues throughout the University of Michigan and leading institutions around the world to foster groundbreaking research and life-changing clinical trials. We have the opportunity to advance gene therapies, stem cell therapies, biomedical engineering and genetic reprogramming — all to save sight.

We will harness the power of bioinformatics to analyze data on all vision disorders, accelerating research discoveries and ensuring that patients receive the most personalized care when they can benefit the most.

To create tomorrow’s breakthroughs, we will identify and enable the most promising new ideas. We will increase our efforts to make quality care available for all children and adults and identify new models of providing better care at less cost both locally and globally. We will support our new Center for International Ophthalmology, which facilitates the exchange of knowledge and best practices globally.

VICTORS FOR MICHIGAN WILL:

• Accelerate our path to discovery and increase the pace at which we can translate research into therapies for people with eye diseases worldwide.

• Enable us to establish research hubs to advance solutions for all eye diseases, such as a center for vision restoration, a center for vision development and a center for health services studies.

• Fund aggressive new research programs for age-related macular degeneration, corneal diseases, diabetic retinopathy, glaucoma, Graves’ eye disease and ocular cancers.

• Support innovation by providing seed funding to early-stage vision research projects through the Paul R. Lichter, M.D., Vision Research Discovery Fund.

Kellogg surgeons were the first in the country to implant an artificial retina since the FDA approved the device. It can help patients like Roger Pontz (seated right), to see objects, light and people standing before them. “It is priceless,” Mr. Pontz says. “It is worth everything to be able to see again.”
THE FUTURE BEGINS WITH DEDICATED LEADERS

Together, we can recruit and retain the most highly regarded vision innovators in the world, enabling them to discover more, create more and mentor more. Their collective impact on improved therapies, new national policies and standards of care, and transformative education will be unsurpassed.

We will also provide all trainees the opportunity to experience the breadth of what scientific inquiry can accomplish. As they conduct research here and abroad, they will learn to follow their ideas through to fruition, solidifying the foundation for the next generation of advancement.

VICTORS FOR MICHIGAN WILL:

• Enable us to establish new professorships for clinical and basic science faculty members in all stages of their careers.

• Enhance training programs for technicians and clinical support staff as well as faculty.

• Create a research grant program for trainees.

“THE W.K. KELLOGG FOUNDATION IS COMMITTED to creating conditions that prepare children for long-term success, and the opportunity for children to have healthy vision is fundamental to their learning and development. The foundation’s support of the U-M Kellogg Eye Center addresses the barriers to eye care access for kids most in need, ensuring that all children have access to the quality of health care they deserve.”

JAMES E. MCHALE
Vice President for Program Strategy
W.K. Kellogg Foundation

Saving the sight of people with diabetes is a passion for Tom Gardner, M.D., M.S., associate chair for research. He is the A. Alfred Taubman Medical Research Institute’s first JDRF Healthy Eyes Scholar, an award that gives him the freedom to pursue promising approaches to care. “Our supporters are moving the Kellogg Eye Center’s entire research enterprise forward at an ever-increasing pace,” he says. “We couldn’t do this without them.”

Laboratory team members gather in Kellogg’s state-of-the-art, open research space, which is designed to foster collaboration.
more than 40 years ago, we took our infant daughter, Sara, to the University of Michigan. As young parents, we knew she had some serious medical problems — including vision problems. Dr. Harold Falls gave us the diagnosis that explained all of it. Sara’s care was taken over by Dr. Paul Lichter, and the whole team at the Kellogg Eye Center worked year after year to preserve her vision. Sara is now a successful attorney and a strong, wonderful person. We are extremely grateful, and we look forward to all the great things the Kellogg Eye Center will accomplish for patients — including Sara — under Dr. Paul Lee’s leadership.

Bill Keough

THE FUTURE BEGINS WITH REVOLUTIONARY ENVIRONMENTS

Together, we can provide the capital support necessary to foster new research and clinical programs and enhance patients’ experiences. Working within one of the most advanced eye centers in the world, we can update our original W.K. Kellogg Eye Center tower, expanding the impact of our new communications infrastructure, open laboratory concepts, and the spaces designed for optimal family and patient comfort. We will design new ways to share space and resources, such as a common clinical trials center, with other departments and institutions to reflect the multidisciplinary nature of research.

VICTORS FOR MICHIGAN WILL:

• Provide the resources necessary to renovate our original research tower to establish new centers and research laboratories.
• Re-envision our auditorium, creating a state-of-the-art teaching and communications facility.
• Support the establishment of a next-generation clinical trials center.
• Create a more welcoming first-floor interior space, combining our two lobbies for the benefit of patients, staff and visitors.

"MORE THAN 40 YEARS AGO, WE TOOK OUR INFANT DAUGHTER, SARA, TO THE UNIVERSITY OF MICHIGAN. As young parents, we knew she had some serious medical problems — including vision problems. Dr. Harold Falls gave us the diagnosis that explained all of it. Sara’s care was taken over by Dr. Paul Lichter, and the whole team at the Kellogg Eye Center worked year after year to preserve her vision. Sara is now a successful attorney and a strong, wonderful person. We are extremely grateful, and we look forward to all the great things the Kellogg Eye Center will accomplish for patients — including Sara — under Dr. Paul Lee’s leadership."

Bill Keough

Postdoctoral fellow Maho Shibata, M.D., Ph.D., works on a research study with professor Donald G. Puro, M.D., Ph.D., who investigates the abnormal growth of retinal blood cells to identify new potential avenues of therapy for diabetic eye disease and the vision complications of premature infants.
THE FUTURE BEGINS WITH NEW MODELS OF CARE AND EDUCATION

Together, we can create a model for academic ophthalmology departments of the future. Our innovative approaches will create healthier communities and educate future leaders for tomorrow’s care and academic environments. We will bring eye care delivery into the 21st century by marrying new technologies with new approaches to care. In so doing, we will redefine clinical and teaching standards and create models that other ophthalmology departments will follow. Our work will help develop future leaders poised to create even more advances in tomorrow’s world.

VICTORS FOR MICHIGAN WILL:

• Develop entirely new ways for patients to access eye care from their homes and communities.

• Enable us to design new educational approaches for our health care team, patients, loved ones and communities.

• Help us collaborate with other institutions to create a global learning health care system for eye disease — one that generates and applies clinical evidence to care practices; encourages patient participation; celebrates discovery as a natural outgrowth of patient care; and ensures innovation, safety and value.

Soon after Lillie Knowles was born, doctors sent her family to the Kellogg Eye Center, where she was diagnosed with multiple eye conditions, including a congenital cataract and glaucoma — extremely rare conditions in a newborn. Through the surgeries and ongoing treatments that have saved her sight, Lillie has been amazing, says her mom, Haylee Knowles. “We now want to do whatever we can to give back to those who have made such a difference for our family.”

“MY FATHER AND I BOTH DID OUR RESIDENCIES HERE. When I was applying for my residency, he told me that Kellogg was the best and I found out why. It’s a program on the cutting edge, yet it reveres its history and its grounding in the highest ethical principles. What is best for the patient is what matters most.”

W. SCOTT WILKINSON, M.D.
Chair, Alumni Advisory Board
THE FUTURE OF VISION CARE BEGINS WITH VICTORS

Our most stunning successes have always stemmed from philanthropic partnerships with those who care most about our work. Perhaps you are grateful that a physician’s care helped maintain your sight over decades, or that a talented surgeon rushed to be with you after a trauma, saving vision that could have been lost in an instant. You may dream of uncovering the mysteries of a disease that has impacted your family, so that your children will always see.

Your generosity can help create the future we all envision. It can fuel the most promising discoveries, equip the most advanced laboratories, and support the best physicians and residents. It can lead to more effective treatments and cures. It can improve lives — here and around the world.

Please join us on our Kellogg team as we move confidently to create new knowledge, train future ophthalmologists and vision scientists, and enhance care, making an impact that will be felt for generations.

The future of vision care begins now.

VISION NEEDS VICTORS.

WHAT ARE YOUR GOALS FOR THE FUTURE OF VISION CARE AND HOW CAN WE HELP YOU ACHIEVE THEM?

We are eager to hear about your personal mission and to discuss how our partnership can benefit those with eye disease.

LET US HONOR YOUR COMMITMENT TO VISION

A wide array of campaign naming opportunities are available within the Department of Ophthalmology and Visual Sciences and the W.K. Kellogg Eye Center to celebrate, honor and remember those whose lives and experiences have led to the advancement of vision research, care and education.

For more information, please contact the University of Michigan Health System Office of Development at 734-763-0874 or visit www.kellogg.umich.edu/giving.

The Brehm Tower at the W.K. Kellogg Eye Center opened in 2010, increasing by 50 percent the amount of space the University of Michigan devotes to vision care, research and education.