

Pediatric Ophthalmology  
***Right To See***  
Research Fund

Pediatric ophthalmology is a relatively young but important medical field. The brightest minds in the world are working with some of the best technologies to ensure a promising future for young people with eye problems. Children have a *right to see* – they are our future.



The doctors and scientists at Eye & Ear Institute of Pittsburgh and UPMC Eye Center hail from one of the top research

universities in the world, and know how a nurturing environment of discovery makes the best patient care possible. Richard Hertle, MD, chair of UPMC Eye Center's Division of Pediatric Ophthalmology, leads with heartfelt dedication to patients and passion for eye research.

### People

People are the heartbeat of the Division of Pediatric Ophthalmology. Our young patients deserve the best, and the staff of UPMC Eye Center are experts – not only in scientific knowledge, skills and experience, but also in compassionate, quality care.

Our care delivery personnel and medical research scientists all work together for one common goal – alleviating visual system diseases in the infants and children entrusted our care.

### Projects

Life-changing discoveries are on the horizon for pediatric ophthalmology, with the promise of changing pediatric eye disorders forever. We are intimately involved in a number of these projects, including researching genetic studies to treat infantile retinal disease. Dr. Hertle's staff has discovered novel diagnostic techniques, both medical and surgical, for patients with strabismus (cross-eyes), nystagmus (wiggling eyes) and amblyopia (lazy-eye).



### Equipment

Because of our professional affiliations, we have access to the rapid growth of technology that allows for great strides in the eye care for children. The most sophisticated technologies in the world for infants and children are at our fingertips.

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At UPMC Eye Center and the Eye & Ear Institute, we need evolving technology, equipment and staff. Unfortunately, fierce competition makes it hard to find funding. Government and private industry sources are especially uncertain today.

There is a real emergency in this field that relies on young, talented researchers. Young patients count on us to find answers, and we are committed to them.

***Our future has a right to see.***

Generous giving by patient families and friends makes all the difference. Please give to support our work through our supporting organization:  
*the Eye & Ear Foundation of Pittsburgh.*

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The Eye & Ear Institute and UPMC Eye Center want patients and friends to know about giving opportunities to support the Division of Pediatric Ophthalmology *and* leave a lasting legacy.

## Pediatric Ophthalmology Annual Fund



The Eye & Ear Institute has worked to treat and cure eye disorders and diseases for over 100 years. Today, Dr. Richard Hertle leads UPMC Eye

Center's Division of Pediatric Ophthalmology toward life-changing breakthroughs for child and infant patients.

Our **Pediatric Ophthalmology Annual Fund** provides continuous support for our scientists' necessary research and our staff's quality care of the infants and children we treat.

The scientists and caregivers whose hearts are set on improving sight are heroes in the eyes of our young patients – but *our* heroes are the generous patient families and friends whose hearts for giving guarantee our continued success.



### Pediatric Ophthalmology Annual Fund

Chairman's Hero	- \$10,000 and above
Division Chief's Hero	- \$1,000
Mentor	- \$500
Friend	- \$250
Patron	- \$100 and below

## Named Endowed Funds

From chairs and professorships to fellowships and scholarships, a named endowed



fund is a great way to support the work and research of brilliant minds at UPMC Eye Center's Division of Pediatric Ophthalmology. Endowed funds can be ongoing, or established temporarily for a specified period of time or financial amount.

### Named Endowed Fund Opportunities

Endowed Chair	- \$2 million
Professorship	- \$1.5 million
Faculty Discretionary Fund	- \$1 million
Fellowship	- \$500,000
Residency Scholarship	- \$250,000
Endowed Fund	- \$100,000

Your giving can play a critical role in paving the way for breakthrough treatments and cures that will one day eradicate visual system disorders and diseases for our infants and children.

Each gift helps us make the future bright for our children. To give to the Pediatric Ophthalmology Annual Fund or to discuss a named endowed fund, please fill out and return a gift form with your check, or contact:

**Eye & Ear Foundation**  
203 Lothrop Street, BST S119  
Pittsburgh, PA 15213  
P: 412.383.8756  
F: 412.383.8769

On the web: [www.eyehandear.org](http://www.eyehandear.org)

**the Albert W. Biglan, MD Chair in Pediatric Ophthalmology**



We are privileged to honor the contributions one of Pittsburgh's finest pediatric ophthalmology division chiefs, Dr. Albert W. Biglan, made to the field regionally, nationally and internationally, with an endowment fund that will provide continuous assistance to fund research at UPMC Eye Center's Division of Pediatric Ophthalmology. His accomplishments made it possible to recruit Division Chief Dr. Richard Hertle and other talented pediatric ophthalmologists.

The **Albert W. Biglan, MD Chair in Pediatric Ophthalmology** will ensure the growth and stability of the Pediatric Ophthalmology division. Our goal is to raise a minimum of \$2 million in order to successfully:

- Recruit and retain top research scientists and clinical workers
- Purchase sophisticated research equipment
- Underwrite clinical research studies to benefit infants and children

Individuals *can* directly impact UPMC Eye Center's care of pediatric patients and clinical research needed to detect, diagnose and correct vision system disorders and diseases by closing the funding gap not filled by government and industry sources.

**Minimum Giving Standards**

**Goal: \$2 Million+**

This table is a breakdown of the minimum gifts needed to establish the fund

<u>Gift Category</u>	<u>Number Needed</u>	<u>Category Total</u>	<u>Cumulative Total</u>
\$1,000,000	1	\$1,000,000	\$1,000,000
500,000	1	500,000	1,500,000
100,000	2	200,000	1,700,000
50,000	3	150,000	1,850,000
25,000	5	125,000	1,975,000
5,000	5	25,000	2,000,000
and below	numerous	25,000	\$2,025,000

Each gift helps us make the future bright for our children. To support the Biglan Chair, please contact:

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