



St John

FOR THE FAITH AND IN THE SERVICE OF HUMANITY

Eyes on the Future: US Priory's Initiative for Women and Children





Eyes on the Future

The US Priory's Initiative for Women and Children

The St. John Eye Hospital has pressing concerns beyond staying within its operating budget. None is more urgent than caring effectively for women and children, who are caught in a cycle of poverty and regional strife. The US Priory has decided to pay special attention to the needs of these women and children, over and above our annual contribution to Hospital operating costs.



We are launching an Initiative that will help the Hospital to address, aggressively and proactively, the problems of women and children, and insure for them a healthier and better future. Our goal is to raise \$1,000,000 in 2007.

This groundbreaking effort by the US Priory lays the cornerstone for programs that will affect every child who needs eye treatment and every mother who needs to know the basics of nutrition and disease prevention to raise a healthy family.

How can you as confrères help the Priory reach its goal, making this distinctively American effort a success? Here are some concrete ways to do this — not just through contributing funds, but also through sharing your contacts, time and creative ideas. Rather than feeling powerless about the situation in the area, this is something you can DO, in addition to making your annual oblation.

Making a Difference –

One Child and Mother at a Time!

In an area where 25% of the population is under 10, many children lack the medical care necessary to live active and productive lives. Because the region's future and promise depends on its young people, we must act now to safeguard their eyesight. In so doing, we can prevent suffering, change personal and financial futures, and contribute to the area's development.

The Risks

If sight-reducing disease is not identified and treated immediately, a child can become permanently disabled. The incidence of irreversible blindness is 10 times that in the West, *yet 80% of this blindness could be prevented by early intervention.*

Adult women are also at risk for eye disease. With their families depending on them, they find it hard to travel to the Hospital for treatment, thus spending time away from home. Mobile clinics play a vital role in this situation.

The Rewards

You can make the difference between darkness and light in the life of a child or a mother. Helping to train a mother in preventative health care can benefit a large family for decades. Advanced training in pediatrics for local medical staff will provide support for an entire generation.



THE INITIATIVE FOR WOMEN AND CHILDREN WILL:

- ▶ Renovate children's and women's hospital wards.
- ▶ Purchase urgently needed up-to-date medical equipment to facilitate pediatric surgery.
- ▶ Expand the screening program that identifies and treats eye disease in infants and young children.
- ▶ Extend community-based health-care programs.
- ▶ Expand the Mobile Outreach Program, bringing treatment to patients in remote West Bank villages.
- ▶ Support advanced training in pediatrics for local doctors and nurses.

By supporting this Initiative, not only are you addressing immediate and urgent needs, but creating a stronger future infrastructure for health care delivery in the area.

A Call to Action for Confrères

Every year we make our annual oblation, knowing over 60% of it goes to support the Hospital's general operating needs and existing programs. **Yet, as individuals, we can do much, much more to help the Hospital, which is key to ameliorating conditions in the West Bank and Gaza.**

Major renovations to the women's and children's wards of the Hospital are needed. Photos on the next page illustrate this. What can't be shown are the Hospital's equally critical, non-physical requirements.

Current Conditions – You Can Change Them!



Repainting walls and making protective repairs



Replacing outdated and worn furnishings



Laying new and safer flooring



Examples of What Your Money Will Do

- ▶ **\$2,500** can provide pediatric screening and initial treatment for 83 children.
- ▶ **\$5,000** can buy a Medical Cart for the Women's Ward, which will serve roughly 7,500 women per year.
- ▶ **\$10,000** can provide sight-saving surgery for one child from an impoverished family.
- ▶ **\$15,000** can buy comfortable chairs for mothers caring for children overnight, and furniture for nurses' stations.
- ▶ **\$20,000** will help support medical training for staff, including advanced courses in specialized pediatrics.

Named Gift Opportunities

Gifts of \$65,000 and up may be restricted for the following purposes and named in honor of the donor and/or his/her family. Opportunities include:

- ▶ **\$65,000** will support the **Optometry Department** for Women and Children, so it is updated with cutting-edge medical technology.
- ▶ **\$75,000** will **Renovate the Nurses Residences** to ensure retention of talent.
- ▶ **\$90,000** will underwrite the **Doctors of the Future Joint Teaching Program** building bridges between Israelis and Palestinians and Western programs.

Named Gift Opportunities (continued)

- ▶ **\$95,000** will buy a **Phaco and Vitrectomy machine** at the Gaza Clinic, which has a long waiting list of children with cataracts, diabetic-related vitreous hemorrhages and patients needing lensectomies.
- ▶ **\$100,000** will **Renovate The Children's Ward**, built 46 years ago, including installation of air conditioning, new floors to replace dangerous and uneven tiles, new wiring and electrical fixtures, automatic doors, updated heating and a new nurses' station. Also on the wish list are bedside cabinets, curtains and bed separators, medical file cabinets, and couches.
- ▶ **\$100,000** will **Renovate The Women's Ward**, including new bathrooms with piping updates, installation of air conditioning, new floors and wiring, electrical fixtures, automatic doors and updated heating. Furnishings similar to those above are also needed.
- ▶ **\$125,000** will support the **Pediatric Ophthalmic Medicine Training Program**. Advanced medical training courses and seminars (other wise out of reach) will enable the Hospital team to best meet uniquely pediatric needs.
- ▶ **\$150,000** expands **The Helping Hand Patient Relief Fund**, which pays for treatment and surgery for poor patients. A gift of \$1.5 million will endow the Fund.
- ▶ **\$200,000** will support one of the **Mobile Outreach Clinics**, which bring screening, ophthalmic treatment, and health education to remote West Bank villages. A gift of \$2 million will endow this Program.

Special Recognition

Donors at the \$10,000 level and higher will be recognized on a special plaque at the Hospital. Of course, some donors may opt for anonymity, and that will be honored.

Your Contacts –

Good as Gold !

Funding can be generated from many sources. Sometimes, just a single name in the right place or an introduction or personal call from you can open doors for the Initiative for Women and Children – and lead to contributions, programs or publicity that will help us reach our target.



- ▶ **Can you suggest foundations, corporations or organizations that might be interested in supporting the Initiative either with money or equipment?** *We especially welcome your personal contacts, but also your ideas.*
- ▶ **Do you have friends who are not members of the Order, but who have special personal interests in pediatrics, diseases of the eye, or the Middle East?** *Consider approaching them about the Initiative, using the materials we provide. Or give us an introduction, and we will follow up.*
- ▶ **Which of your government contacts could help to promote the Initiative?** *Having the Hospital and its important work well known by Congress and other government officials involved in the region can yield enormous benefits.*
- ▶ **Do you have media contacts who could publicize the Hospital, its programs and the Initiative?** *Print, television and radio journalists may be interested in doing a feature on the Hospital as a force for peace in the Middle East, and draw attention to its shortage of funding.*

As confrères, you can help us not only by giving money, but by sharing your contacts, ideas, and time.

To make your contribution of money or ideas,
or for more information and materials on the
Initiative for Women and Children, please contact:

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The cloister at The St. John Eye Hospital



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