

GLAUCOMA RESEARCH FOUNDATION
The Cure is in Sight



The Campaign for Glaucoma Research Foundation

A Bold Vision

Dear Friends,

More than three million people in America have glaucoma—the second leading cause of blindness in the world.

And everyone is at risk, young and old alike.

If your life has been touched by glaucoma, then you've long hoped for better treatments to preserve precious eyesight. You have dreamed of a cure—and a future free of glaucoma.

We want all that, too. In fact, at Glaucoma Research Foundation, these goals are what drive everything we do.

We are now closer than ever to making game-changing advances in glaucoma. For this reason we are launching The Cure is in Sight: The Campaign for Glaucoma Research Foundation. Over the next three years, this \$15 million fundraising effort will reinforce our mission, strengthen our education and awareness efforts, and make possible great strides in scientific discovery.

Today, we are inviting our loyal supporters, partners, and friends, like you, to join us in our bold vision of a future free of glaucoma. Together, we can truly make a difference in the lives of people with glaucoma.



A handwritten signature in black ink that reads "Thomas M. Brunner". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Thomas M. Brunner
President and CEO

Founded in 1978, Glaucoma Research Foundation is the most experienced and largest organization dedicated specifically to its mission: to prevent vision loss from glaucoma by investing in innovative research, education, and support with the ultimate goal of finding a cure.



A Future Without Glaucoma

Vision loss from glaucoma is irreversible. Currently there is no cure.

With the aging population expanding so rapidly, a worldwide epidemic is looming. It is predicted that 80 million people around the globe will have the disease by 2020.

The time for our bold vision is now. If we act now, we have the potential to preserve sight and change lives.

Will You Join Us?

"This disease encroaches on our lives. It's really scary. I wake up every day thinking, I hope I haven't lost more vision. I keep hoping my eyes hold out until the cutting-edge research that is sponsored by Glaucoma Research Foundation finds a way to reverse vision loss. And I hope my kids never have to deal with this."

—Matthew Tate

Matthew was diagnosed with glaucoma at age 26. Now in his 40s, he is counting on Glaucoma Research Foundation to find a way to cure glaucoma and to prevent the disease in his three young children.

The Cure is in Sight

The Campaign for Glaucoma Research Foundation

Since our founding in 1978, Glaucoma Research Foundation has set the agenda for glaucoma research and been a true catalyst in speeding the pace of discovery and advancing scientific and clinical knowledge. In addition, we are a trusted source of comprehensive and reliable information for patients, families, and doctors through both our print and online materials.

Over the next three years, our goal with The Cure is in Sight Campaign is to raise \$15 million to advance our mission through the following priorities:

1. Catalyst for a Cure Biomarkers Initiative
2. Shaffer Grants for Innovative Glaucoma Research
3. Education and Awareness



“When Bob Shaffer, Jack Hetherington, and I founded Glaucoma Research Foundation in 1978 through generous donations from two of our patients, we wanted to encourage innovative research to find better ways to care for people with glaucoma.

I am proud to say we have accomplished much, but we have much more to do to eliminate this blinding disease. Glaucoma Research Foundation is positioned to get us there. I can’t think of a better place to invest.”

—H. Dunbar Hoskins, Jr., MD,
Co-founder and Board Member
Glaucoma Research Foundation

A Proven Approach to Research

For more than three decades, Glaucoma Research Foundation has funded pioneering and transformational studies to advance the field of glaucoma toward better treatments and a cure.

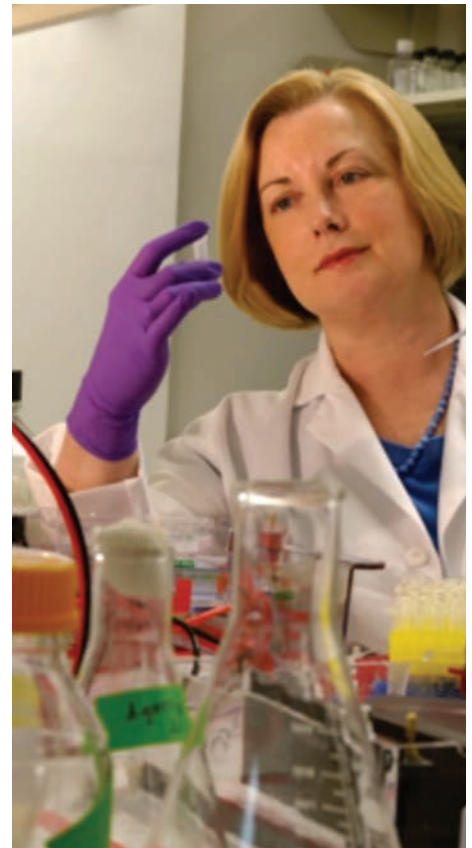
Our bold vision was to foster collaborative research in order to speed the pace of discovery by funding:

- The landmark Collaborative Normal Tension Glaucoma Study—the first multi-center clinical trial to document that lowering eye pressure preserves vision, which transformed clinical care and helped countless patients; and
- The innovative Catalyst for a Cure consortium, which united investigators from different disciplines to work together—a proven approach now adopted by other organizations including the National Eye Institute.

The first team of Catalyst for a Cure investigators made many significant advances and helped define glaucoma as a neurodegenerative disease which may lead to new ways to treat glaucoma as well as other neurodegenerative diseases like Parkinson's, Alzheimer's, and ALS.

Based on this successful model, the second Catalyst for a Cure team was recruited and charged with identifying new biomarkers to indicate the earliest signs of glaucoma. The investigators have made extraordinary progress and are now at a critical tipping point.

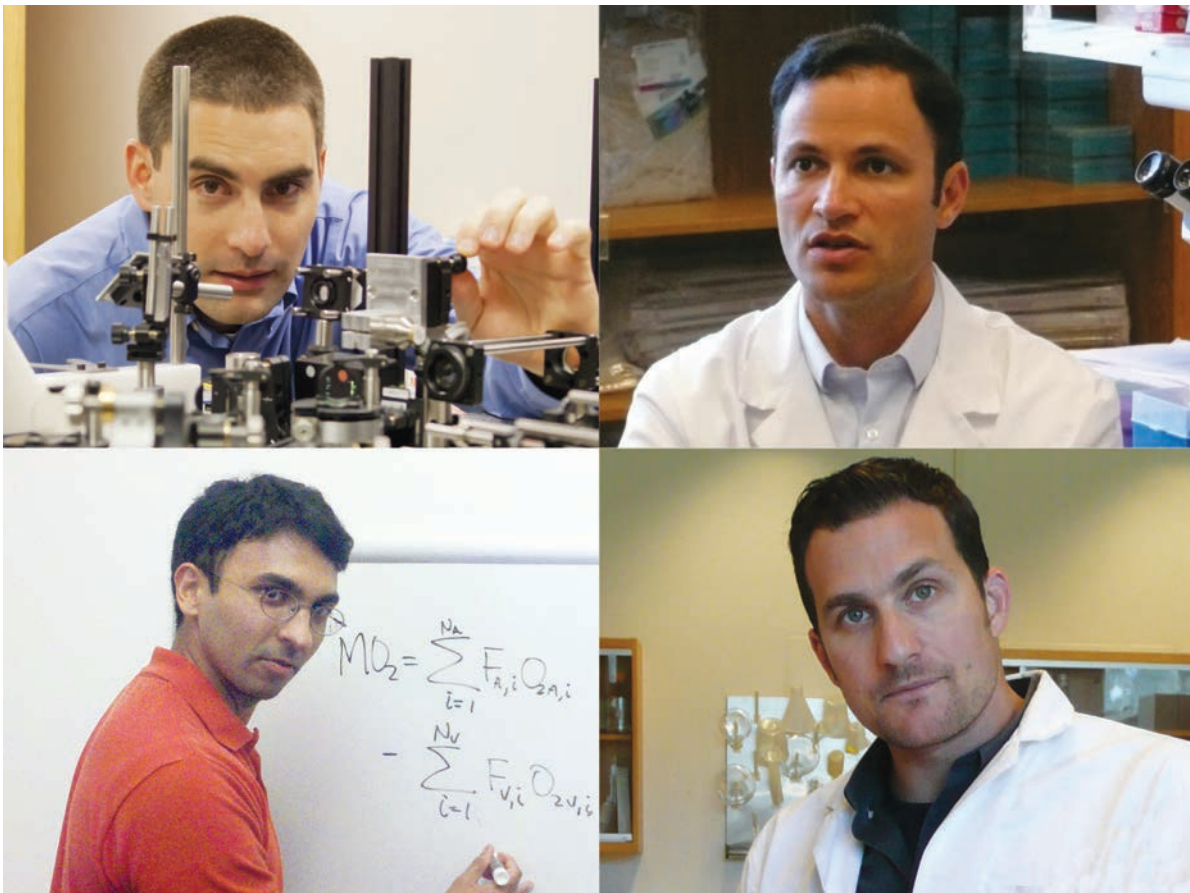
The Cure is in Sight Campaign will drive this game-changing initiative toward new treatments and a cure. But we can't do it without you.



Catalyst for a Cure Biomarker Initiative

In 2012, Glaucoma Research Foundation recruited four scientists from prestigious academic centers across the country chosen for their particular expertise in biomedical imaging, physics, retinal cell biology, neurobiology, and clinical ophthalmology.

Thanks to generous support from our donors and the collaborative efforts of the investigators, the team is now poised to enter the second phase of their research. The Cure is in Sight Campaign will allow them to continue their investigations and validate their work through clinical testing.



*The Catalyst for a Cure team consists of two neurobiologists and two optical imaging engineers, who each bring a fresh and unique perspective to the study. The principal investigators include **Alfredo Dubra, PhD**, Medical College of Wisconsin; **Jeffrey Goldberg, MD, PhD**, Shiley Eye Center, University of California, San Diego; **Andrew Huberman, PhD**, University of California, San Diego; and **Vivek Srinivasan, PhD**, University of California, Davis.*

“Since joining the Catalyst for a Cure team in 2012, my lab has developed a major emphasis on glaucoma. We are deeply committed to making a difference in the lives of glaucoma patients.

Together with the other scientists, we are making tremendous progress and have developed novel instruments to image the retina, the back of the eye.

None of this would be happening without the commitment from Glaucoma Research Foundation.”

—Andrew D. Huberman, PhD,
Principal Investigator, Catalyst for a Cure Biomarkers Team

What are Biomarkers? And Why are they So Important?

The tools we have today to diagnose and manage glaucoma are good, but we can do better. Measuring eye pressure and giving visual field tests are effective techniques for detecting the disease, but in reality no level of eye pressure defines glaucoma. Catalyst for a Cure researchers believe there is a more effective way to detect glaucoma, before irrevocable vision loss. This belief inspired the search for biomarkers.

The Catalyst for a Cure researchers have already identified cells in the eye that are among the earliest to show changes in glaucoma. These are possible biomarkers and they are important for several reasons:



Early detection.

Early diagnosis is the key to preventing vision loss. Sensitive biomarkers hold the potential to let doctors detect the disease early, before sight is permanently lost.



Faster drug discovery.

Glaucoma progresses slowly. An effective biomarker could demonstrate the efficacy of a drug more quickly and accelerate federal approval for new treatments.



More effective treatment.

Biomarkers could help doctors learn sooner if a treatment is working or not, helping them to treat glaucoma patients more effectively.



Closer to a cure.

The more we understand about biomarkers the closer we are to discovering the root causes of the disease—and the cure.

Funding Our Critical Priorities

As we accelerate toward a cure, the most important member of our research team is YOU.

With steadfast donor support, Glaucoma Research Foundation has made important progress. We are now at a critical moment and with the launch of The Cure is in Sight Campaign, we stand ready to make a major advancement that promises to transform the detection and treatment of glaucoma in order to prevent irreversible vision loss.



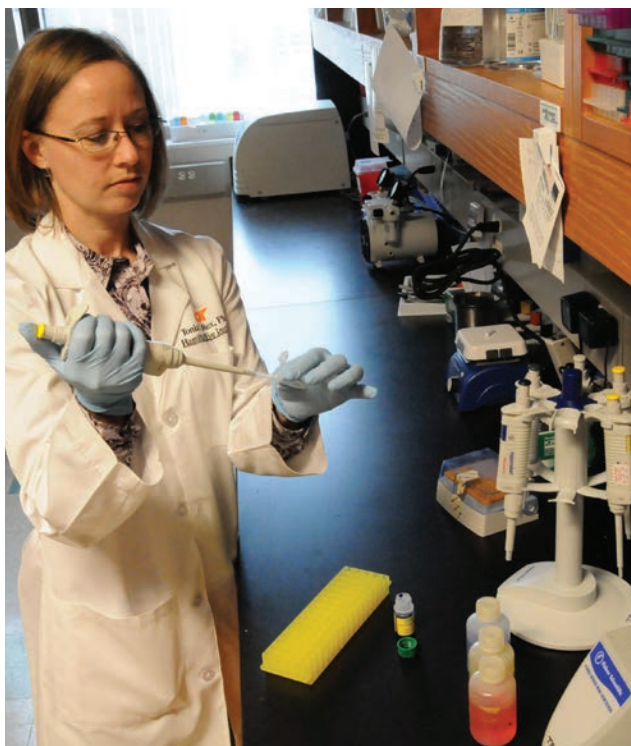
1. Catalyst for a Cure Biomarkers Initiative

During their first three-year phase, our Catalyst for a Cure biomarkers team has made amazing advances. Now, they're ready to take bold steps toward validating and testing potential biomarkers in human trials that could lead us closer to a cure. With your financial support, we can fund this successful team for another three years, and possibly more.

With your leadership support, we will make sure that this accelerated pace of innovative and collaborative research continues in order to bring us closer to a cure.

"We are very excited about the progress and dedication of the Catalyst for a Cure team. Their search for new biomarkers could have a major impact on glaucoma and other neurodegenerative diseases like Alzheimer's. My family's support of their work is very meaningful to us."

—Mona Zander, Board Member, Glaucoma Research Foundation



2. Shaffer Grants for Innovative Glaucoma Research

This initiative provides grants to investigators with novel ideas that might not get funded otherwise. They function as incubator grants and enable scientists to go forward with potentially groundbreaking studies. As a result, more researchers are focusing on solving glaucoma and more critical investigations are initiated, leading us closer to new therapies and a cure.

Many important breakthroughs have resulted from these studies including the first genetic discovery in glaucoma and the isolation of the TIGR gene—found to be one of those responsible for the onset of some forms of juvenile and adult glaucoma.

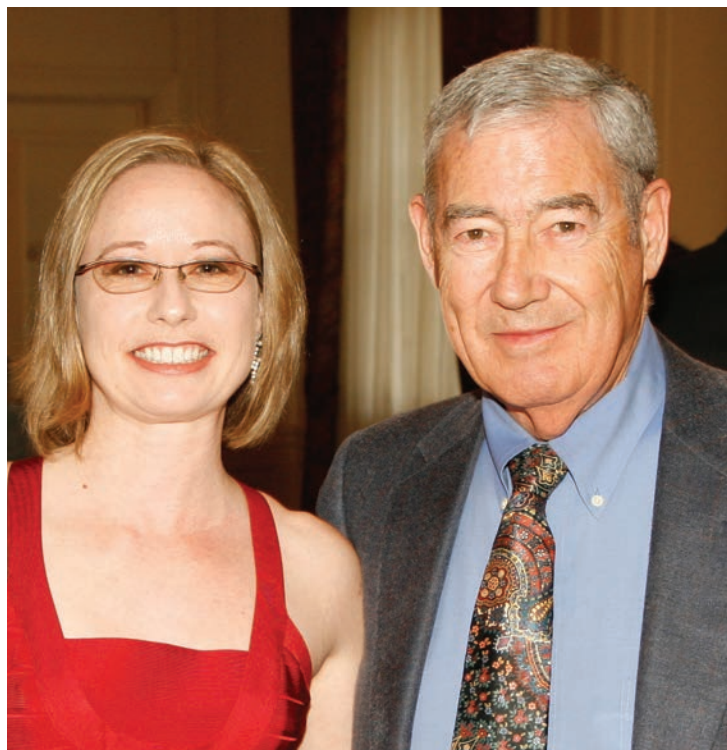
To date, Shaffer Grants have funded more than 150 individual pilot projects. Each award, on average, has led to follow-on funding from the National Eye Institute and other organizations totaling four times the original grant. This return on investment is unique in medical research and enables promising investigations to advance.

With additional support, our goal is to significantly increase the number of Shaffer Grants over the next three years. Your investment can lead to the next major innovation in glaucoma.

“The investigator I funded, Dr. Tonia Rex, went on to receive a five-year \$1.8 million grant from the National Eye Institute.

She would not have been able to receive that grant to forward her work on a potential new therapy without initial funding from Glaucoma Research Foundation.”

—James Wise, MD



3. Education and Awareness

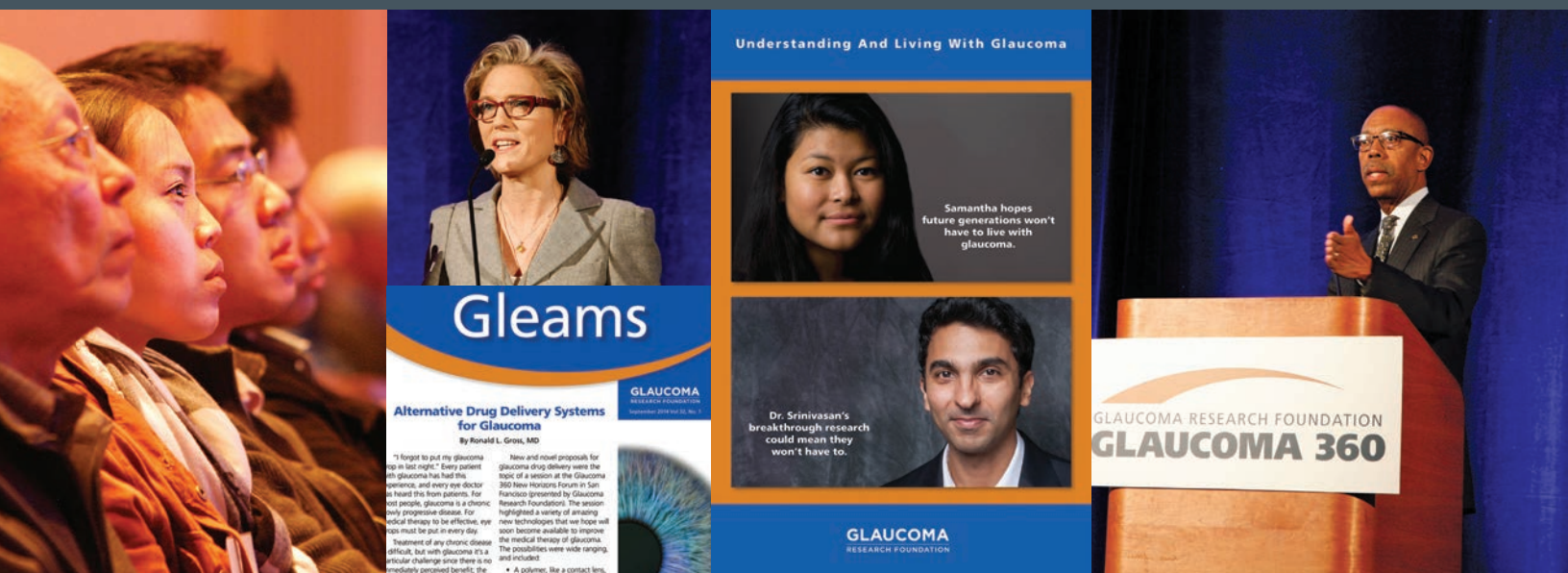
A new diagnosis of glaucoma can be frightening and living with the disease can be challenging and overwhelming. Through our educational programs such as free publications, newsletters, website and social media, we provide critical resources and support for patients and their caregivers. Since glaucoma has no visible symptoms, early detection is critical to preserve vision.

Of the three million Americans and 60 million people who have glaucoma worldwide, it is estimated that half do not even know they have the condition. Among African American, Asian and Latino populations, glaucoma is more prevalent, and a leading cause of blindness.

As a result of this need, raising public awareness about the importance of regular eye examinations—for everyone—is essential.

In addition to patient support and awareness, Glaucoma Research Foundation is a primary catalyst for innovation meetings that bring together national and international thought leaders in order to collaborate, share their latest findings and discuss research priorities.

In 2012, the Foundation created Glaucoma 360, a forum that unites scientists, clinicians and industry for one reason—to speed the development of new clinical advances to benefit patient care. This annual endeavor includes a Continuing Medical Education Symposium for clinicians highlighting the latest advances in glaucoma management, medications and surgical technique. With your support, we will increase glaucoma awareness, expand outreach and education to clinicians who care for glaucoma patients, and better serve those affected by the disease—patients, families and communities.



With your Investment the Cure is in Sight

We take pride in our 4-star, highest rating from Charity Navigator, a leading independent evaluator of charitable organizations.

We also meet all 20 Better Business Bureau Standards for Charity Accountability and we are listed on GuideStar. And for an organization our size, we are extremely productive and efficient. Over the last 10 years we have not increased our staffing level, yet we have funded more research, reached out to more people, and raised more money than ever.

In our relentless quest to find a cure, we must be armed with the brightest scientists, best research projects, and most effective education and awareness programs, but we also need committed staff, the most efficient internal operations, and a solid financial foundation for the future. Glaucoma Research Foundation receives no federal funding and relies instead on private donations from donors like you to support all of our efforts.

With your philanthropic investment, we will have the ability to respond to needs and opportunities as they arise. We are resolute to keep Glaucoma Research Foundation strong for now and in the future...until glaucoma is cured.

"As parents of a child with glaucoma, my husband Charlie and I made a pledge to The Cure is in Sight Campaign because we believe a cure can be found in my son's lifetime.

Our investment provides hope for an intervention that will keep his eyesight from getting worse—so he can see his kids play basketball and lacrosse and experience all the joys that we've had as his parents."

— Catherine Wilmoth



Together We Can Find the Cure

This campaign is about you, your grandparents, your children...anyone in your life affected by this blinding disease. If we act now, we have the potential to forever preserve sight and change lives. But we need your partnership in order to move forward.

The Cure is in Sight: The Campaign for Glaucoma Research Foundation



Your support is critical. Please stand with us and the millions of patients who need our help.

There are many giving options such as an outright gift or pledge over the next three years, gifts of appreciated securities, matching gifts, and contributions from retirement assets.

In addition, there are a number of naming opportunities to recognize your commitment, or to honor someone special such as your doctor or a loved one.

Please contact Nancy Graydon, Executive Director for Development
415-986-3162 ext. 231 – ngraydon@glaucoma.org

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251 Post Street, Suite 600, San Francisco, CA 94108 – 800-826-6693 – www.glaucoma.org