



## Keeping you “In the Know...” 11/13/15

### THANK YOU VETERANS!

- CSC thanks all staff, Board of Trustees, volunteers, clients and friends of the agency who have served the United States of America. Thank you, Veterans, for your service!

### CSC’s Annual Appeal:

- CSC’s [Annual Appeal](#) letter to donors and prospects dropped in the mail this week. This fall’s [Appeal](#), which supports all areas of the agency, highlights friend of CSC Daryl and his experiences with the [Independent Living](#) program. This important piece of marketing collateral, which will build on the theme of services to seniors and success from [Spellbound](#) in September, is an important fundraising tool to CSC’s revenue stream. Thanks to the [AR&D](#) team for their hard work in getting this fall’s [Appeal](#) produced three weeks earlier than last year!

### CSC Receives Donation from Granddaughter of Board Trustee:

- This week, CSC received a visit from Jane Juergens, who is the granddaughter of Board Trustee [Mary Bookman](#), and Jane’s friend Riley Thompson. In lieu of presents for their birthdays this year, both Jane and Riley asked family and friends for donations to Cleveland Sight Center. On Wednesday, Jane and Riley presented CSC’s Director of Development [Bill Spiker](#) with \$1,450, which will be allocated

to this year's [Annual Appeal](#). Thank you, Jane and Riley, for thinking of CSC!



Riley and Jane present a donation envelope to Bill Spiker

### Educating the Community and Spreading CSC's Message:

- The [Community Engagement](#) team was busy this week. On Sunday, volunteers and friends of the agency Krystle Williams and Anjushree Prasad had an information table at the Nadira Life & Renewal's "Day of Peace" festival and fashion show in downtown Cleveland, held at the Hyatt Regency in the Old Arcade. [Marcia Houston](#) also attended and spoke on behalf of the agency and was interviewed for a local television show about the agency and agency services. CSC is one of the beneficiaries of the event. On Monday, [Lisa Cellura](#) presented the "[Aging Eye](#)" program to Jennings Senior Assisted Living Center in Garfield Hts. On Tuesday, [Lisa](#) presented an update on the Argus II device to the Orange Support Group. [Sherry Raymont](#) and [Marcia Houston](#) represented CSC on Thursday, November 12<sup>th</sup>, as CSC partnered with Cleveland Hearing & Speech Center to host dinner and a discussion for Rebecca Alexander, an author who is deaf/blind. Ms. Alexander presented at the Mandell Jewish Community Center's Cleveland Jewish Book Festival and Speaker Series.



Anjushree and Krystle host the CSC info table at the fashion show

- CSC was well-represented at the Young Presidents' Organization monthly gathering on Tuesday, November 10<sup>th</sup>. The group, which is the world's premier peer network of chief executives and business leaders, hosted their local chapter meeting at Fire Restaurant in Shaker Square. The group participated in a "dinner in the dark" and heard from [Alicia Howerton](#) on orientation, the clock method, and sighted guide. Also attending the event was [Steve Frohwerk](#), [Desmond Kennedy](#), and a group of 10 volunteers.



Round table of guests at Dinner in the Dark



Guests eat a bowl of butternut squash soup

### Strengthening Partnerships:

- CSC is mentioned in a Crain's article that features Ohio agencies who team up in an effort to find jobs for people with barriers to employment. [Click here](#) for the article.
- CSC received a recent Employer Satisfaction Survey from the Target store at Cedar Center. When asked about looking to Cleveland Sight Center for future hiring needs, Target Manager Michele Brown Lewis checked "yes" and wrote in the following about her experience with [Carlton Toppin](#) and the client he helped place: "My experience with the staff and clients has been rewarding on various levels. The care, guidance, and respect of the staff and clients between each other in my position is refreshing and positive."

### Indoors and Outdoors:

- The [Winner's Club](#) celebrated Veterans' Day and the Thanksgiving holiday with their monthly lunchtime gathering at CSC on Tuesday,

November 10<sup>th</sup>. A large crowd of over 40 participants and six volunteers contributed to a fun afternoon at CSC.



Desmond Kennedy recites the poem "The Solider" to the Winner's Club

- [Holiday at Highbrook](#) is Friday, December 11<sup>th</sup>...come experience all the wonderful outdoor offerings of [Highbrook Lodge](#) and surrounding areas in December! The group will depart CSC at 9:00am and head to the Marc's store in Chardon for some holiday shopping. Then it is off to [Highbrook Lodge](#) for lunch, a winter hike, holiday-themed arts and crafts, and songs around the campfire. Campers will return to CSC by 4:00pm. The cost is \$20 per participant, which includes transportation. To register, contact [Tamara Flowers](#) (216-791-8118) by Friday, December 4<sup>th</sup>. All campers must register AND pay the fee before December 4<sup>th</sup>.

### CARF Corner:

- Congratulations and thank you to the CARF team of [Lisa Cellura](#), [Charlotte Fornal](#), [Marcia Houston](#), [Susie Meles](#), [Alexis Vinick](#), and [Joel Zureick](#) for their dedication and hard work the last few months in preparation for this important visit.

### Eyedeas Shop's Featured Product of the Week:

- This week's featured product in the [Eyedea Shop](#): Large Print Calendars!
  - Large print calendars for 2016 are now for sale on the [Eyedea Shop](#) website and in the store for \$10 each! Check out the calendar which has some fun facts, reminders, and coupons to save BIG in 2016!

### Do You Shop at Rite Aid? Help Raise Money for CSC!

- CSC is a participating charity in the RiteAid Foundation's KidCents program. By registering your existing RiteAid card or signing up for their rewards program Wellness+ with Plenti, CSC will receive credit towards a grant. With a minimum of 50 sign-ups, CSC will receive a grant of \$10,000! Sign up today and help CSC achieve these funds – please pass along to family and friends! [Click here](#) for the information.

### November is Diabetic Eye Disease Awareness Month:

- According to a [recent study from Prevent Blindness](#), more than 8 million Americans have diabetic retinopathy with total cases projected to increase by 35 percent by 2032, and by 63 percent by 2050. Diabetic retinopathy patients have an average age of 66 years, the youngest of any of the major eye diseases. And, individuals with diabetes are 25 times more likely to become blind than those without diabetes, according to the [National Eye Institute](#).

Prevent Blindness has declared November to be Diabetic Eye Disease Awareness Month in order to help educate the public on diabetes prevention strategies, potential risk factors, treatment options and Medicare coverage policies.

Diabetes is the leading cause of new cases of blindness in adults. In Ohio, nearly 285,000 adults aged 40+ have diabetic retinopathy which is characterized by patches of vision loss, cloudy vision, glare sensitivity and decreased night or low-light vision.

People with diabetes are 40 percent more likely to develop glaucoma and 60 percent more likely to develop cataracts than those without diabetes. If diabetes is detected and treated early, the blinding effects can be lessened.

Prevent Blindness offers a variety of free resources dedicated to the education of diabetic eye disease including its dedicated website, [preventblindness.org/diabetes](http://preventblindness.org/diabetes).