

2020-2021

NO CHILD SHOULD
GO BLIND FROM
AN UNDETECTED
EYE DISEASE



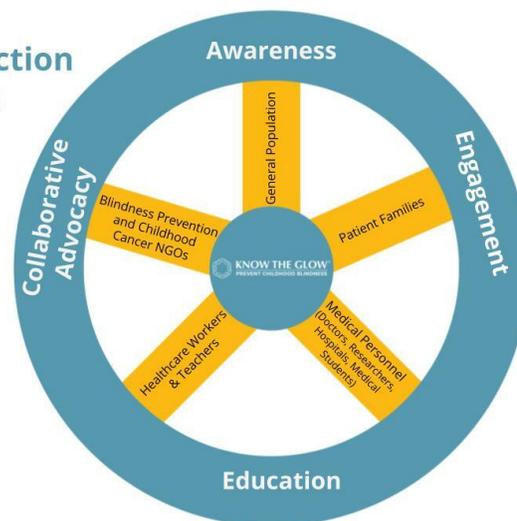
Annual Report

Our Mission

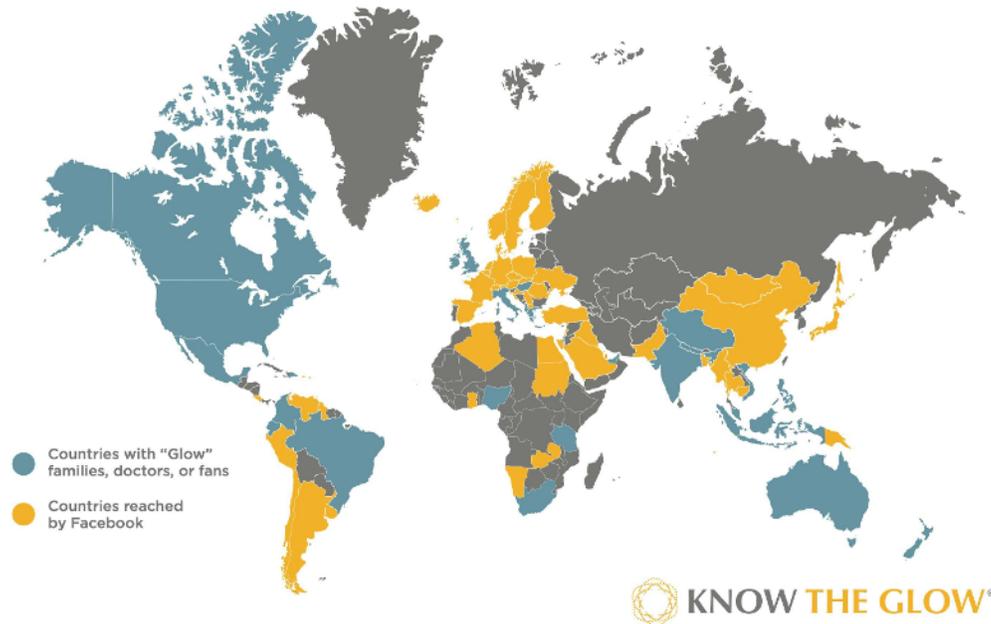
Know the Glow (KTG) is a US based non-profit organization that seeks as its mission to achieve the global elimination of preventable Glow-related childhood blindness through public awareness of the Glow, leukocoria. Through its website, social media and other channels, KTG has been forming global collaborations with health professionals, NGOs, service workers and families all structured around building awareness regarding the prevalence and outcomes of leukocoria-related eye disease/blindness. Know the Glow works under the fiscal sponsorship of Los Angeles-based Community Partners, IRS # 95-4302067

KTG's Paths to Early Detection and Blindness Prevention

- Awareness via Targeted Digital Marketing Campaigns
- Engagement via Outreach Efforts to Introduce Resources
- Education via Training Partnerships
- Collaborative Advocacy via Likeminded Goal Pursuit with Greater Impact Potential



SAVING SIGHT WORLDWIDE



Current Activities

After more than ten years sharing information about the Glow and courses of action with parents, advocates and medical professionals, in 2021, Know the Glow initiated its Global Strategic Plan to systematically, on a country-by-country basis, inform individuals worldwide about the dangers associated with finding the Glow in photos of children and steps to be taken when it occurs. Below is a graphic representation of the steps we are following as we initiate action in a country.

As we progress internationally, we will be particularly attentive to enlisting international NGO partners with a global or regional presence. Such organizations may wish to collaborate on extended campaigns, or be interested in working with us to build Glow awareness, highlighting the foundational work they have already done in regions where they have an established presence or an established network of local professionals and/or advocates.



Sampling of Progress to Date

Vietnam: On August 28, KTG's Global Outreach Team partnered with Dr. Pham T. Minh Chau from Vietnam to share information regarding the Glow and the differential diagnoses it can represent with nearly 100 optometry students from the PNT (Pham Ngoc Thach) Optometry Club in Vietnam. KTG then launched our digital messaging campaign in September. The network in Vietnam continues to grow through the combination of the KTG Global team outreach and the proactive targeted digital media campaign.



India: KTG had the chance to speak with dozens of patient families, doctors, researchers and NGOs, highlighting their work and experience in India. As one example, KTG spoke with Mr. Bharath Balasubramaniam, President of the Sankara Eye Foundation and Eye Institute, an organization at the forefront of universal comprehensive eye care in India. With its unique and effective hybrid model, Sankara aims to eliminate curable blindness in India.



Venezuela: KTG has enlisted the support of Dr. Livia Romero, a Pediatric Ophthalmologist in Caracas, who has treated more than 500 patients since the first national Dr. Luis Razetti Ocular Oncology unit at the Oncologic Institute was created in Caracas 10 years ago. A majority of these cases came to her with a retinoblastoma diagnosis due to the detection of leukocoria, but unfortunately most of the children came late, leading many families to remark "if we only knew" about the Glow sooner.



Messaging Campaigns:

- Venezuela:** As of November 2021, has registered over 5 million impressions
- Vietnam:** Launched in September, 2021, has registered over 3 million impressions
- India:** Launching in October, 2021, has registered over 5 million impressions
- Bangladesh:** Launched in November, 2021, has achieved 1 million impressions in week one and is ongoing

KTG's international outreach has inspired hundreds of stories from families and health care professionals around the world. You can read them on KTG's Facebook page

[Know The Glow - Home | Facebook](#)

Champions

KTG has highlighted dozens of champions around the world who are performing extraordinary services in the fight to preserve childhood vision. They are parents, doctors, researchers and NGO representatives. Here are just two of those stories.

Dr. Donny Won Suh, Pediatric Ophthalmologist at Gavin Herbert Eye Institute at the University of California at Irvine (UCI) and at Children's Hospital of Orange County has traveled the world with Orbis on medical missions for more than 21 years and has seen it all; from top to bottom to top again. In addition to seeing it all, Dr. Suh has also lived it all. He often asks of himself and of others- Why do we do what we do? "There are angels and miracles all around us," Dr. Suh expressed, and he makes it clear to his medical students that they must appreciate every person that comes into their lives. Everyone is important. Since repaying these people is not possible, Dr. Suh feels that it is up to him to pay it forward and to give hope to those in need.



For him, Orbis fulfills this need to give hope to others around the world. It is easy to look at Orbis and think it is about traveling on these missions or about the truly astounding Flying Eye Hospital but at its core, it is really about connecting and giving people HOPE. For the complete interview with Dr. Suh, click here: <https://knowtheglow.org/interview-with-dr-donny-won-suh/>



IkshaFoundation When Thanmaya Bekkalale and Josephine Joseph, co-founders of Iksha Foundation, discovered a white fleck in photographs of their then 3-year-old son's eye they were told by friends that it could be a sign of Retinoblastoma. Although they were ultimately assured that this was not the case, Thanmaya and his wife, Josephine, learned more about Retinoblastoma and how it impacted so many children in India. They teamed up with a close friend, Aravind Seshadri, and founded the Iksha Foundation. Their end goal was to ensure that each child would receive end-to-end care with no worry about cost. To do that, they networked with many hospitals and were successful in negotiating subsidized rates.

Through these agreements, to date, 95% of the funds Iksha provides go towards treatment. The next step was to build awareness. With help from a public relations team, they began with print media in the southern and western states and created awareness in the newspapers in different languages across different states, using local dialects. They began seeing an increase in their website traffic. Next, Iksha trained over 220 doctors, including primary health doctors and, with help from the Rotary Club, pediatricians. Today, they have medical teams in three cities– Bangalore, Pune, and Hyderabad, but their greatest challenge remains that of ensuring the child returns to the hospital for repeated cycles of chemotherapy and follow-up appointments. Iksha works hard to find chemotherapy alternatives at local hospitals with the goal of parents having nothing stopping them from bringing the child for treatment.

(<http://ikshafoundation.org>).

For more 'Champion' stories, visit <https://knowtheglow.org/category/news/>

Student Internships



Summer
Internship
Program

Student Internship Program

Know the Glow initiated relations with students from the University of Notre Dame in 2018. Under the direction of their faculty advisor, these five dedicated students provide valuable services such as gathering research on the countries to which they have been assigned, schedule and join zoom meetings with country representatives enabling Know the Glow to keep track of progress and extend their reach.

KTG presented to the University of Illinois Chicago Medical School in November 2021 and hopes to establish a similar Student Intern program there in 2022.

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ORGANIZATION BUDGET: July 2021 – June, 2022

Revenue

Beginning Balance	\$	143,005.00
Individual Contributions	\$	35,000.00
Corporate Support	\$	40,000.00
Foundation Grants	\$	60,000.00
Total Revenue	\$	259,505.00

Expenses

Consulting/Digital Mkt & Awareness	\$	50,000.00
Software & Licensing	\$	4,500.00
Tech Support	\$	5,500.00
Credit Card fees	\$	3,500.00
Global Prog. Coordination	\$	14,000.00
Program Administration	\$	5,200.00
Comm. Partners Project Admin. Exp.	\$	10,485.00
Total Expenses	\$	93,185.00

Net Revenue **\$** **166,320.00**

