

Visibility Summer 2011



Update on how charitable support is making a difference



Chief Executive John Pelly and Ann Widdecombe launch Moorfields Eye Charity

“The launch of Moorfields Eye Charity in May this year reflects our aim of increasing awareness among our patients and their families of the continuing need and importance to us of charitable support, as we strive to maintain our position as one of the world’s foremost centres for the care and treatment of eye disorders, backed by our excellence in research and education.

We also want to make it easier for individuals and organisations to be able to give their support to this world renowned hospital, whatever form that may take. I continue to be both amazed and touched at the generosity of people with whom I have come into contact since joining Moorfields just over three years ago. Thanks to the support of organisations and individuals like you, Moorfields is helping to change the lives of our patients and others with eye problems around the world.

Charitable contributions have funded, and continue to fund, some remarkable projects including: building and equipping the largest children’s eye hospital in the world; supporting research innovations in eye care; helping to tackle avoidable blindness across West Africa; equipping our new Research and Treatment Centre for Eyes and Vision (RTC) to speed up the translation of research advances into clinical and surgical benefits for patients; and assisting the hospital in developing

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an integrated support service to provide psychological and emotional support and professional counselling for our patients. Some of these, as well as other stories, are featured in this new look supporter update.

I was especially pleased to be able to welcome grateful patient, former Conservative MP and star of Strictly Come Dancing, Ann Widdecombe, to launch Moorfields Eye Charity and to open its new office on the ground floor by the main entrance at City Road. During her visit, Miss Widdecombe said:

“Moorfields strives to make advances in the field of eye care and no matter what government is in place, it will never be possible to fund them all. This new charity will help support Moorfields in taking this work forward and to keep producing ground-breaking work. It is an honour to be launching the charity and I can only encourage people to support it over the coming years.”

Despite a challenging financial environment, we have been greatly encouraged by the increasing number of people who are choosing to support

our work through donations, gifts left in wills and numerous community fundraising events, including marathons, treks, cycle races and tea parties (some of which are featured on Page 7). However, if we are to continue to enhance the efficiency and effectiveness of the care we provide to an ageing population with increasing needs, while continuing to lead the world in ophthalmic research, the support of people like you is needed now more than ever.

One particular and valuable form of support is regular giving and **I hope, if you have not already done so, that you might consider joining me in setting up a small monthly gift by Direct Debit to Moorfields Eye Charity.** Even relatively small sums of money, such as £3 per month, when given by large numbers of supporters, soon add up to a significant amount. These can then help Moorfields Eye Charity to have a real impact, especially as this form of giving reduces administrative costs. **If you are interested in becoming a regular supporter please complete the Direct Debit form attached to page 7 of this newsletter.**

You can also find out more about remembering Moorfields in your will, or discuss a fundraising idea, by visiting the Moorfields Eye Charity office on the ground floor of the City Road building. Alternatively please contact Deborah Royal, Individual Giving Manager, by telephone on 020 7566 2565 or email the charity fundraising office at eyecharity@moorfields.nhs.uk If you are interested in supporting the work of the Friends of Moorfields and its network of volunteers (featured on page 8), please contact Liz Fisher in the Friends' office on 020 7251 1240. **Thank you.”**

John Pelly, Chief Executive, Moorfields Eye Hospital & Trustee of Moorfields Eye Charity



Charitable Funding of Specialist Medical Equipment

Charitable donations also fund specialist medical equipment to improve our research and to ensure the hospital continues to provide our patients with world-class care. In the last financial year over £360,000 was donated to purchase a range of leading-edge equipment including:

Endoscopic camera

One of Moorfields' strengths is diagnosis and surgical management of complex cases. The endoscopic camera is novel in that the camera itself is contained within the actual miniature probe (less than 1mm in diameter) that is inserted into the eye permitting high resolution visualisation of minute intraocular structures. The diagnostic and therapeutic potential of this system is far greater than that afforded by ultrasound and other imaging methods.

Humphrey Field Analyzer II

The Humphrey Field Analyzer (HFA) is a device that measures the extent and sensitivity of the peripheral field of vision. The test is used to help diagnose and monitor the eye condition of glaucoma patients. Glaucoma is a condition that can worsen over time and is one of the world's leading causes of blindness. It is therefore important that a clinician can detect where and how rapidly the damage is occurring.

Researchers at Moorfields are developing drug treatments that could potentially arrest the damage that is caused by glaucoma. To determine whether their new treatments are beneficial, they need to use measuring devices that will give them accurate results of the patient's field of vision. While the hospital currently has HFAs in busy general clinics, an additional dedicated HFA was

required for the Research and Treatment Centre for Eyes and Vision in order that clinicians could quickly assess the effect of new treatments and the viability of the next stage of a clinical trial with minimal disruption to the patient.

ICare PRO

A key part of the pre-operative and post-operative assessment of children treated in the Richard Desmond Children's Eye Centre is measuring the pressure within the eye. Until recently, babies and young children have had their eye pressure measured under general anaesthetic. Recently a new and revolutionary instrument has been developed which allows the pressure to be measured while the baby or child is awake. Measurements can also be taken with the child sitting upright or lying down so, as well as removing the risks that arise from using anaesthetic, the experience of the pressure check is less distressing for the whole family.

EyeLink 1000 Eye Tracker

The EyeLink 1000 eye tracker is a device that measures the point of gaze and movement of the eyes while allowing the patient to move their head freely. In the short term, it will be used in the development of visual tests that operate relative to the patient's point of gaze. In the longer term, it will allow patients' patterns of fixation to be measured while they perform more 'natural' visual tasks - like watching television. The eye tracker will give our researchers information about visual function that can be gained from making assessments outside of the laboratory or hospital setting.

This is a uniquely valuable instrument for assessing visual function of patients in a clinical setting as well as for recording the eye movements of patients performing everyday visual tasks.

Thanks to our supporters we have been able to fund these and many other items of equipment over the last twelve months.



ICare PRO

Measurements can be taken with the child sitting upright or lying down so, as well as removing the risks that arise from using anaesthetic, the experience of the pressure check is less distressing for the whole family.



Endoscopic camera less than 1mm in diameter is inserted in to the patient's eye within the probe

Recent developments at Moorfields

“This West Africa centre, with the close collaboration of Moorfields Eye Hospital to provide customised training, is an innovation in accelerating the training of specialists. It will address the major need of tackling complex eye conditions, restoring sight and improving the quality of life of Africans.”

Dr Hannah Faal, Past President of the International Agency for the Prevention of Blindness & Eye Care Programme and Consultant for West Africa Sightsavers International

Helping to tackle avoidable blindness in West Africa through training

Reflecting the teaching and training aspect of its mission statement, the hospital has initiated a fundraising campaign to assist efforts to find a solution to avoidable blindness across West Africa, where there are an estimated 2.6m blind people.

The World Health Organisation estimates that 90% of blind people live in developing countries, yet 80% of those affected suffer needlessly because their blindness is treatable and/or preventable. Increasing the number of adequately trained eye-care personnel is integral to tackling this problem.

Moorfields is committed to developing an integrated eye unit and surgical training facility that is to be based at the main teaching hospital in Ghana's capital Accra, as a means of addressing the grave need that exists for surgical training to be available locally. When completed, this facility will enable eye specialists from across West Africa to be trained, for example, in safe and high volume surgery which is desperately needed to help eliminate cataract blindness or to deliver sight saving treatments for people with

glaucoma and trachoma, in addition to many other eye diseases.

We are working in partnership with the Lions Clubs International, as well as with a number of local organisations and other stakeholders who are committed to helping establish the centre and ensure its ongoing success.

To date, nearly 90% of the £3m target has been committed and the hope is that construction can begin in November this year.

To ensure this happens, we are now broadening the campaign to attract the necessary support to complete the fundraising as quickly as possible.

If you would like more information about this project or to make a donation please call the charity office on 020 7566 2416 or go online at www.justgiving.com/moorfieldslions



Prof. Awoonor (Chairman Council of State) and Prof. Nartey (CEO Korle Bu Teaching Hospital) performing the sod-cutting ceremony in March this year



Researcher at the UCL Institute of Ophthalmology



Ocular tablet next to a £1 coin

Developing therapies to prevent scarring, promote tissue regeneration and restore vision

With support and funding from organisations such as the Freemasons' Grand Charity and the Special Trustees of Moorfields Eye Hospital, research is underway in partnership with the UCL Institute of Ophthalmology that will further develop new anti-scarring therapies. Scarring plays a part in many eye diseases including glaucoma and it is our hope that this research programme will improve outcomes for glaucoma patients who need surgery to save their sight. If successful, the new therapies could be applied to patients with other blinding diseases.

The most effective surgical technique to relieve pressure in the eye for glaucoma patients is trabeculectomy. When medical treatment (usually eye drops) can no longer reduce the pressure caused by fluid build-up in the eye, the surgeon creates a new channel to allow the fluid to drain away. This very successfully reduces the pressure which may be destroying the optic nerve. If left untreated this would lead to further sight loss. However, the body's natural response is to form a scar to heal the new hole made in the eye, blocking the channel and causing the pressure to rise again. For the patient this means

repeated operations to remove scar tissue and frequent hospital visits to monitor the pressure. It is not uncommon for patients to undergo many operations and to still have an uncertain future.

Currently surgeons inject anti-scarring agents at the time of surgery but these only remain active for a short time and so are only partially effective. Professor Peng Tee Khaw (Director of Research & Development, Moorfields Eye Hospital) and his colleague Professor Steve Brocchini (The School of Pharmacy in London) are conducting research into a 'tissue tablet' which could be administered at the time of surgery and would slowly release an anti-scarring drug over a prolonged period giving much better scarring control and improving the patient's chances of maintaining their remaining sight. From studies that have been done, patients with no scarring after surgery had virtually no progression of their glaucoma over a decade.

Professors Khaw and Brocchini and their team have expanded the scope of their research to include exploration of different modes of drug delivery; ways

of prolonging the activity of the therapeutic drug in the eye; and analysis of how genes and blood vessels behave in response to a drug. Not only may these approaches help glaucoma patients, they may also be useful in preventing blinding scarring in babies born prematurely and in people with macular degeneration, as well as patients with scarring after retinal detachment and diabetic eye disease.

In addition, Professors Khaw and Brocchini and colleagues are aiming to develop adult stem cell transplantation to regenerate a damaged optic nerve. At present, trabeculectomy can only stop further loss of vision; it cannot reverse damage and restore vision. Combining research into improving anti-scarring techniques with stem cell transplantation for regeneration of the optic nerve is significant because it provides hope that it may be possible to restore some sight to patients in the future.

In the UK alone, approximately 500,000 people have glaucoma. Developing an anti-scarring therapy by using advanced stem cell technology could benefit a significant and growing number of people.

Shine the Light on Aniridia: Mum Elly's story

“The scientific term for my daughter Ella's condition is WAGR/11p deletion syndrome which means that she has aniridia amongst other underlying conditions.

The reason we set up the campaign, Shine the Light on Aniridia, was to help ensure that Ella does not lose her sight having fought so hard since birth with many worrying medical situations such as breathing difficulties and having to undergo chemotherapy. We know that the reality is her sight could be lost or become very poor; such is the nature of aniridia.

Aniridia is relatively rare within the UK and indeed across the globe, however, since the campaign began we have come into contact with many more families

with children with aniridia and adults too. Some of the problems that most aniridics face are glaucoma, severe photosensitivity (owing to having no irises for protection), corneal pannus and keratopathy.

I was lucky enough to be able to visit Moorfields Eye Hospital in 2010 and meet the wonderful Professor Julie Daniels whose research team want to investigate how cell to cell communication is disrupted in the cornea during the progression of aniridia with the aim of identifying and developing novel treatments to preserve vision in those with aniridia for as long as possible. However, Professor Daniels needed £50,000 to fund the appointment of a post-doctoral scientist to lead in this investigation. Thanks to the incredible response of our family, friends and the wider community, we have recently achieved our fundraising target! I am so utterly thrilled and over the moon and can't quite believe we've reached this point. What a year and what a wonderful number of people who have supported

us. It's just amazing and truly has been a journey of a lifetime. But we will continue to find ways to make sure that the research can continue and Ella and those in her shoes can benefit as soon as possible.

“We know that the reality is her sight could be lost or become very poor; such is the nature of aniridia”

The offers of support have been incredible. Our friend, Paul Warner, ran the London Marathon for Shine the Light on Aniridia and raised over £1,000. Paul and Kate's son Dominic also has aniridia so this is a cause very close to their hearts. Other challenges have included '24 Peaks in 24 Hours' by Ella's godfather and my brother Ben; and a garden party attended by over 700 people which raised over £13,000. There are more events this year including skydives, an It's a Kind of Magic dinner and who knows what! Without such support none of this would have been possible. Thank you from Elly, James, Ella and Reuben Chapple.”



4 year old Ella and her mum Elly, raising funds for research into aniridia

“We have recently been told we have hit our fundraising target – looking back to a year ago exactly, we had raised under £10,000 and we couldn't see how we would reach £50,000!”

Trekking the Sahara for Moorfields: Kary's story

“Around 15 years ago my mother Avril Dunsby tragically lost her eyesight. She has been unable to see her grandchildren grow up and her life has been shattered in so many ways.

I heard of the research which Moorfields Eye Hospital undertakes in so many areas and wanted to help in any way I could to raise funds for optic nerve regeneration. So one day a few months ago, I decided that I would attempt to raise over £4,000 for this cause. How could I raise money in these recessionary times? How about a trek across the Sahara Desert? It seemed like a good idea at the time and an even better idea to drag my long suffering 54 year old husband John, with me. I have previously made him run a marathon, two half marathons and several 10k races, so there would be no problem. We wrote to everyone we knew and some people we didn't know and we raised the money. Our friends, family and business colleagues were all very generous in their endeavours.



Kary and husband John on Sahara trek

In March of this year John and I and 16 others also trekking to raise money for their respective charities departed from Heathrow Airport. Everyone had their own stories as to why they wanted to raise money for their chosen charities. We flew to Casablanca and on to Ouarzazate in Morocco from where we took a five hour trip through some death defying roads to start our trek. We walked for seven days through the hot sun, desert storms and even heavy rain. We had blisters on our blisters and aches in places we didn't know existed. One morning we rose at 4.30am to climb 600ft dunes in the darkness so we could see the sunrise at the top. In the evenings we all ate in a big tent, told stories and had a laugh.

“I feel humbled and privileged to have been able to help research in this small way at Moorfields and especially pleased that we've been able to raise over £4,200 towards this special work”

I hope others will feel inspired by our efforts and also want to take up a similar challenge all in the name of a good cause – Moorfields.

Thank you from Kary and John Goodwin.”



Calling Moorfields event fundraisers!

Every year Moorfields is supported by a number of individuals who decide to undertake weird and wonderful activities - all in the name of raising donations for Moorfields.

We are immensely grateful to these individuals and to all those who supported them in their endeavours.

Tell us your challenge

We are keen to hear from you if you're thinking of organising or taking part in an event in the next few months, whether it is:

- Participating in a sporting event such as a run, swim, cycle or walking event
- Organising a community or celebratory event
- Undertaking a challenge such as a trek, parachute jump or something out of the ordinary
- Arranging a sponsored slim, eat, sleep, shave - or whatever is your challenge!

NB: we do not have places in the London marathon but would appreciate hearing from you if you have a 'Golden Bond' and have chosen to run for Moorfields.

We'd love to hear from you so that we can support you with T-shirts, sponsor forms, posters, etc. Call the charity office on 020 7566 2565 or email eyecharity@moorfields.nhs.uk



Please complete this Direct Debit form and return to the FREEPOST address. Moorfields Eye Charity, FREEPOST NAT9528, 162 City Road, London EC1B 1BR. **(Large print forms available on request).**

Instruction to your bank or building society to pay by Direct Debit
Please complete this section in black ink and in block capitals

Name(s) of account holder(s) _____

Bank/building society account number

Service user number

Branch sort code

Moorfields Eye Charity Ref

(To be completed by Moorfields)

Name and full postal address of your bank or building society

To: The Manager/Bank/building society _____

Address _____

Postcode _____

Instruction to your bank or building society

Please pay Moorfields Eye Charity Direct Debits from the account detailed in this Instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this Instruction may remain with Moorfields Eye Charity and, if so, details will be passed electronically to my bank/building society.

Signature(s) _____ Date _____

Banks and building societies may not accept Direct Debit Instructions for some types of account

I would like to support **Moorfields Eye Charity** with a *monthly/quarterly gift (*please delete as appropriate) of: £ _____

Donor's details

Title _____ Initial(s) _____ Surname _____

Address _____

Postcode _____

Written confirmation of your donations will be sent to you within 10 working days and prior to the first payment.

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You can also make your donation worth 25% more through the Gift Aid scheme. In order for your donations to be eligible you must be a UK taxpayer and pay sufficient tax (income and/or capital gains) to cover the tax that Moorfields Eye Charity will receive back on your donations.

My Gift Aid Declaration

Please treat all gifts of money that I make today and in the future as Gift Aid donations (Please tick).

Signature(s) _____ Date _____

Please note only the person responsible for the bank account details given here can sign this Direct Debit mandate and Gift Aid declaration.

All the information you provide us with will be treated in the strictest confidence by Moorfields Eye Charity in line with the Data Protection Act 1998. Please tick this box if you do not wish to receive any further information from us, apart from any information you have specifically requested.

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Please cut and seal down

Moorfields Volunteers



Moorfields Eye Hospital continues to benefit from the invaluable work of the Friends of Moorfields, who manage the hospital's wide-ranging voluntary work, adding value to the services provided while raising funds to enhance the comfort and well-being of patients.

Its network of volunteers is made up of patients, former patients, their relatives and friends who perform a vital service to patients and staff at Moorfields. There are currently over 170 volunteer Friends who help out in a number of areas around the hospital such as running the Friends' shop or dealing with enquiries at the Friends' Information Desk. One such individual who has been a Friends member since 2002 is ex-ballet teacher, Jean Higgins. Jean started off by volunteering to help with the enquiries received at the Friends' Information Desk, which can receive over 100 enquiries each day. The Friends' Information Desk is often the patients' first point of call on entering the City Road hospital site and Jean is frequently called upon to deal with a range of questions concerning a pending appointment to arrangements for getting to and from the hospital; even responding to questions on where to find the nearest shop for purchasing Clarks shoes!

Jean and the wider network of Friends volunteers are encouraged to contribute ideas, suggestions and initiatives for

local event fundraising and ways in which to enhance the patient experience at Moorfields.

While Jean is also actively involved with various community fundraising events such as the art and jewellery sales which have generated over £19,000 for the Friends over the last four years, she feels equally as important is the time she is able to give to patients and visitors at the hospital who often simply want a listening ear or someone to talk to – something not always possible in a busy NHS hospital.

"I am not a medical expert" Jean says, "but I am time-rich and that's really a key aspect of being a Friends volunteer and an invaluable part of what I do at Moorfields. Meeting patients, parents and visitors at Moorfields and being able to spend time and offer non-medical help and advice makes me feel that I am doing something very useful and valuable for Moorfields."

While Jean often supports Moorfields with donations, because of her personal connections with the hospital she is especially keen to support Moorfields as a Friends volunteer and wishes she could give more of her time in this way.

To find out more about volunteering and how you can become a Friends member, please contact 020 7251 1240 or email friends@moorfields.nhs.uk

"Meeting patients, parents and visitors at Moorfields and being able to spend time and offer non-medical help and advice makes me feel that I am doing something very useful and valuable for Moorfields."

Jean, Friends of Moorfields volunteer



Jean, Friends of Moorfields volunteer



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Call Moorfields Eye Charity on 020 7566 2565 or email eyecharity@moorfields.nhs.uk www.moorfields.nhs.uk/eyecharity

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