

restoring  
hope

redefining  
disease

reshaping  
the  
future

the  
dry eye foundation  
a 501(c)(3) nonprofit organization

2022 Annual Report

I used to be an artist and photographer and I had to give that up. I got lasik and then it was all over for comfortable/easy eyes. I keep my house dark. I can't enjoy sitting near a window.

My problem is sudden onset dry eye pain, shooting pains that make it impossible to drive or function. I use drops, take ibuprofen, use compresses until it finally, and just as mysteriously stops. I retired fully when I was 66. I would have continued to work (as a nurse) part time if it weren't for my eyes. Not working has also had an impact on my feeling of self worth and mental health.

I am so self conscious that activities I used to enjoy have become something I dread. I have become dependent on others and I feel I have no control over my life anymore because of DED. I cannot drive more than a few miles. I prefer to have my husband drive me to and pick me up at the gym. It has greatly affected my feeling of independence and self worth.

I'm tired of people looking at me as if I smoke pot because of my dry eye symptoms so I just don't go out in public unless I have to. Feel guilty if I express my pain. Try to fake it most of the time. Feel paranoid about people being sick of hearing about it. Don't think anyone I know can really relate to this. I feel left out of life.

Email after email, message after message. Work is beginning to pile up, and it has never been this way.

My family doesn't understand why I can't fly out to see them. People don't understand why I can't go out to dinner or social gatherings...It's gotten to the point where I don't get invited. I don't like to make new friends because I don't have the ability to maintain the friendship. I've even quit going to church because of the forced air. I'm very sad about this. Thankfully, I have a supportive husband.

I feel like most doctors think I am over-reacting and I feel stupid when talking to them. It is extremely difficult to find a Doctor that is knowledgeable in dry eye. It is a very lonely disease. I feel helpless dealing with it most of the time. My family and friends do not understand the pain.

I can't afford to throw any more of my family's money away for nothing. I experience terrible anxiety at the thought of even going to another doctor and having my pain minimized. I always feel sick at my stomach when I leave a doctor's office; they make me feel worthless and ignored. "I have patients who are going blind. All you have is dry eye. It's not that big of a deal. You should consider seeing a mental health professional. I'm a professor in a prestigious medical school, don't you think I would have heard of corneal neuralgia if it actually existed?"

I just do not feel that any doctor truly understands what it's like to live with dry eye. The pain and discomfort I experience every single second of the day. Until I found my current doctors, I thought there was no hope. People need to keep looking until they find a knowledgeable doctor. Most doctors don't want to deal with a patient as complicated as me. Had to refinance last year to get money for sclerals and treatments.

I have spent thousands of dollars on this in the past year and I made a good salary. What the hell is someone supposed to do who is making less or supporting a family? It's insane how much this costs and so little of it is covered by insurance.

I'm feeling ambivalent. Everything I try is just "more stuff." Isn't there something that just works? What am I missing? We don't take vacations. I had to retire due to dry eye, but my costs are still the same.

I am a pretty positive person, but this condition has definitely been trying. At times it is a lifestyle adjustment that I am just not ready to accept. I want to be active and do the things I always used to do. And I hate to have my kids see that Mom is always "eye tired".

The former Dry Eye Zone blog was a lifesaver to me during this time of deep depression. It allowed me to realize that others are facing similar trials and tribulations and it allowed me to learn about techniques other people were trying. For example, it was here I realized how beneficial moisture goggles could be. They make the day bearable.

I am now in my 70's. I lead a normal life, normal within the limits of someone who will always have dry eyes. **There is no cure, but there is help.**

When it comes down to it, what am I going to do with what I've been given? Will I see it as defeating or can I see it as potential to grow? **Every hard thing a person is given in life is an opportunity for a choice.** I'm of the belief that beauty can be made from ashes as I allow God room to create it and I want to live my life reframed with that perspective.

Dry eye sucks. I have a hard time accepting my new normal. I have had to go on anxiety medication due to my dry eye and eye pain I've had in the past 6 months. **I have improved since I was at my worst and am grateful to be able to manage my pain better, but I worry about my future.**

I have been on the dry eye journey for 40+ years and, thankfully, **dry eye treatments have come a very long way.**

I'm good! **I have what works for me!** Or at any rate I feel ever so hopeful about the next thing on my list!

I have noticed that my pain increases whenever my nervous system is jacked up. **I am slowly learning to take cues from my eye pain when to take a deep breath, a walk, or a break.**

**Scleral lenses gave me my life back.**

To anyone that is just starting this process, I guess **having patience is a big key. There is no immediate answer or relief solution, as everyone is different.** Just know all of the components of the disease when you go into it and hope for one of the remedies to bring some relief!! And I continually hope for new medical solutions.

I feel like I know what to do every day. I feel like I MAY have a path to being better. **I have hope that I still have options.**

My recommendation is to keep a journal of what treatments you are using and find a doctor who will actually read and listen about the pain you are suffering. **Never give up—there is a doctor out there who probably has the answer for you.**

After years of pain, misery, depression and potentially losing everything professionally and mentally, **somehow I made it.** I rock my coke bottle glasses, wear no makeup, and bounced back to an amazing promotion and maintain the position in front of a computer 8 plus hours per day.

My dry eye issue put me through hell, but in a way it made me a better person too. I still have some better eye and mental health days and some worse but I know I am not alone.

**Best advice I got here:**

**“take one day, one hour, even one minute at a time” and**

**“don't believe everything you think” and**

**“even when things don't get better, WE get better.”**

I am empowered, well educated on my options and I have tried everything. **I have a plan and am confident in my strategies. But my eyes still hurt every day.**

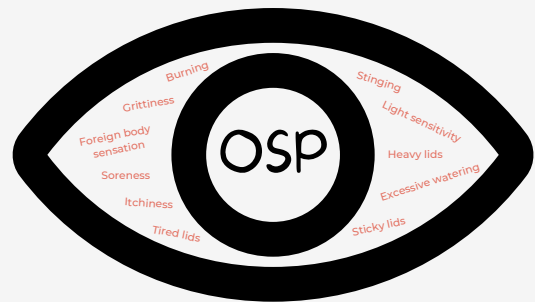
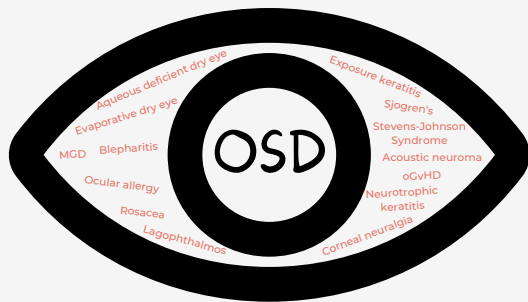
# When nobody understands

(It's not about "dry eye!")

Ocular Surface Disease

&

Ocular Surface Pain



create multiple challenges



Medical



Functional



Financial



Emotional

which intensify the longer my needs aren't met.

My eyes are bothering me so much

"I have a real problem."

It's really affecting my life

I see doctors and I try things

No one seems to understand

"I take steps to solve it."



Rinse and repeat

Doctors don't seem to know enough

Treatments don't work as expected

"It's hard and it takes a long time."

How can "dry eye" be this hard to solve?

It's really hard to know what to do next

"This leaves me confused, anxious,

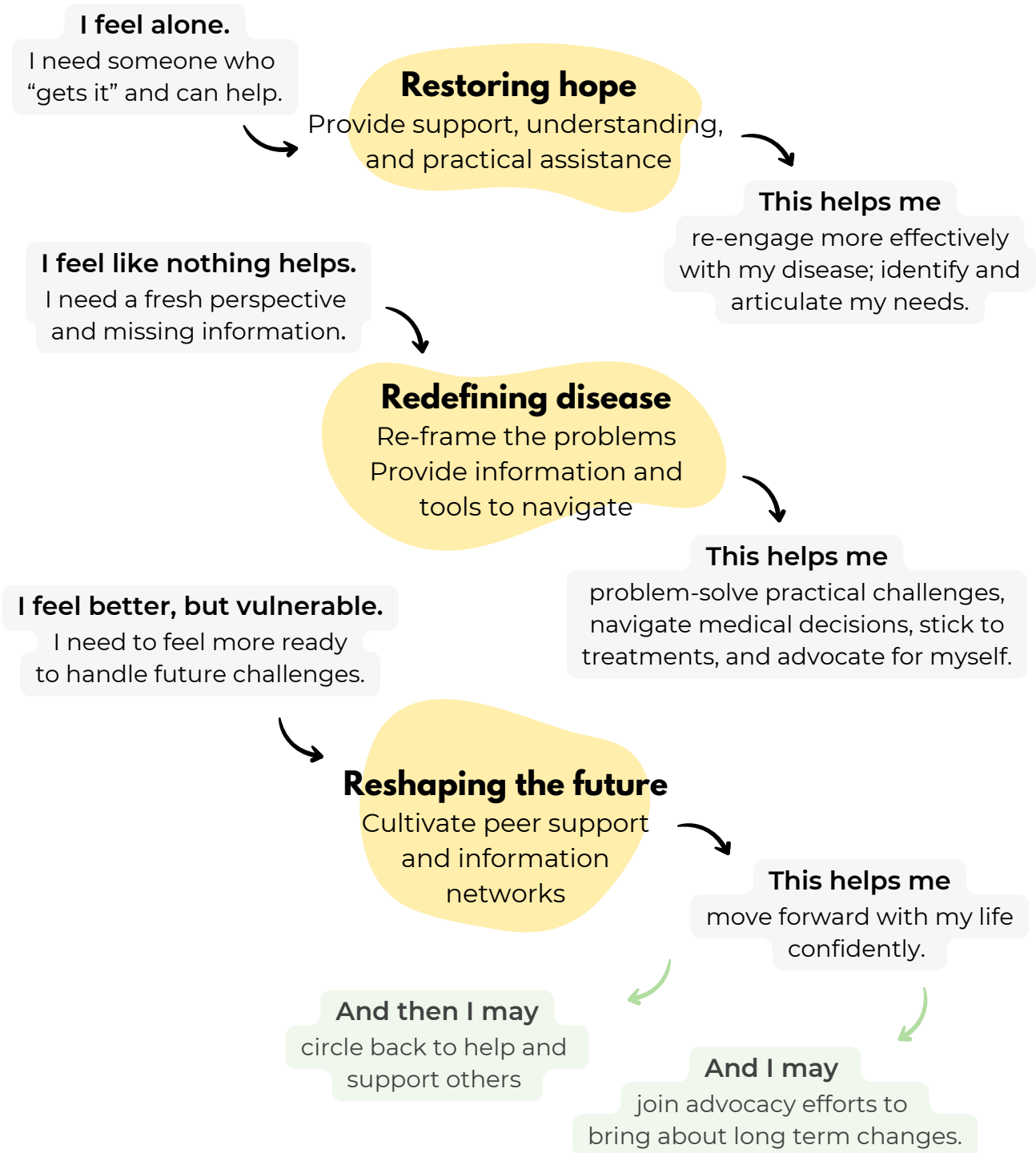
I'm losing hope

depressed, and discouraged."



My list of worries keeps getting longer

# We **step in** to break the pattern



# Programs



## Eye Drops and Preservatives

- ✓
1
Simple bottle + Preservative

- ✓
2
Single-use vial + No Preservative

- ✓
3
Bottle with PF dropper + No Preservative

- ✗
4
Simple bottle + No Preservative


NOTE: Certain biological products (e.g. Ozurdex; autologous serum eye drops) are packaged in multi-dose bottles but are subject to strict cold storage and handling requirements.

**dry eye foundation**

Diagnosing Scam Pharma Part 4B



Rebecca & Aidan Go To Vision Expo West



### 8. Here's how my dry eye symptoms seem to me right now



**Out of control.**  
This has completely taken over my life.



**Hard.**  
Having a really hard time.



**So-so.**  
Ups and downs. Stressing, but not completely miserable.



**Manageable.**  
I have significant symptoms, but I can cope and I have some tools.



**Totally doable.**  
My symptoms are pretty low grade these days and what I have, I can control pretty easily.

**“Dry eye disease is so isolating but I realize I am not alone. The Dry Eye Foundation is doing critical work to support and advocate for patients like me.”**

**-Molly**

# Community Support Services

## myDEF

New in 2022

- Portal for member profiles, event calendar, donations, membership, and volunteering



## Zoom Groups

Since 2021

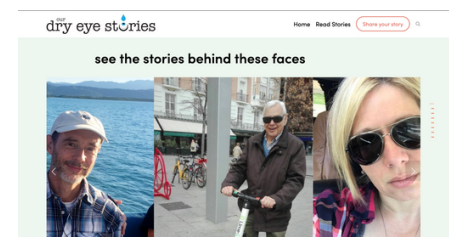
- >100 meetings in 2022
- Support groups include Dry Eye; UK Dry Eye; Millennials with Dry Eye; Dry Eye and Mental Health; Scleral Lens Users



## DryEyeStories.com

Since 2018

- 34 featured stories tagged by disease, topic
- Stories from writers at all stages of their dry eye journey ("crisis" to "remission")



## Facebook Groups

Since 2014

- DryEyeTalk
- MyBigFatScleralLens (patients and optometrists)
- Additional specialty groups
- Moderated for safety and content

### DryEyeTalk - Patients Only >

Private group · 6.1K members



### My Big Fat Scleral Lens >

Private group · 7.5K members



## Forums (DryEyeZone)

Since 2005 (Functions mostly as archive now)

- ~120,000 posts
- ~10,000 members

**ARCHIVE: Managing the life impact of dry eye** 699 4,479

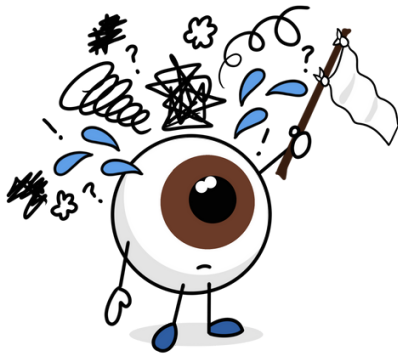
#### Sub-Forums:

- PAIN (254/1,589)
- Miscellaneous tips (104/512)
- Finances: Insurance, disability, etc. (47/309)
- Personal appearance, cosmetics, contact lenses & related (123/934)

# Dry Eye Helpline

## What it is

An individual counseling and support service established in 2020 as an adjunct to DEF's multi-channel peer support system.



## Why it's needed

Our ocular surface disease community struggles with a complex, poorly understood disease burden.

We need orientation, practical information and empathetic support from experienced peers to help us navigate our many medical, practical, financial and emotional challenges with confidence.

## How it works

We schedule phone calls or Zoom sessions. Intake sessions are typically 60 minutes and follow-ups typically 15 to 30 minutes.

Depending on a client's specific needs, there may be a single session, a series of sessions, or ongoing biweekly or monthly sessions. Services often include follow-up research and emails. Afterwards, we check in by phone or email.

**>200 clients served in 2022**

## Phone, text & email

DEF is available from 8am to 4pm weekdays (Pacific time) on our 800 number. Our community has many information needs and we are always ready to help.

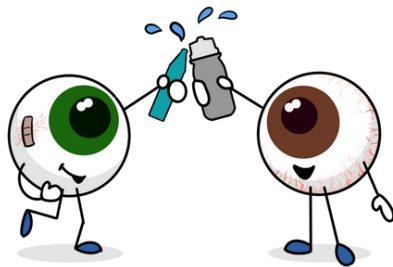
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**“I see so many people with facial paralysis that suffer every day because of pain in their non-blinking eye. Rebecca's experience and her deep understanding of dry eye issues, and eye pain, is priceless(!) and can really help so many people from the facial paralysis community”**

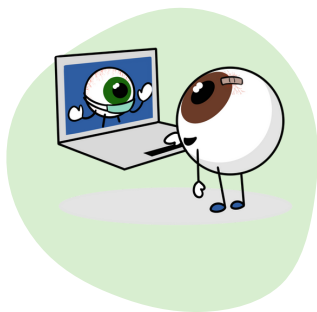


# Dry Eye Happy Hour

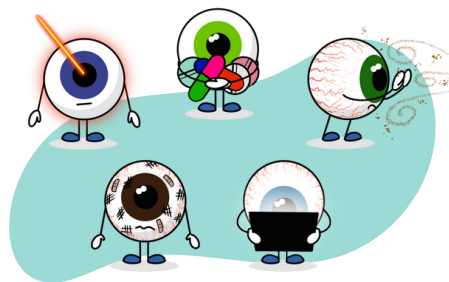
We launched Dry Eye Happy Hour in the heart of the pandemic to help isolated patients feel more connected.



Dry Eye Happy Hour sessions are patient panel discussions in Zoom webinar format on topics related to navigating the practical aspects of living with ocular surface diseases. Each panel is a group of four to six patients. After the main discussion they field questions from attendees.



**Pilot: Dry Eye in a Pandemic**



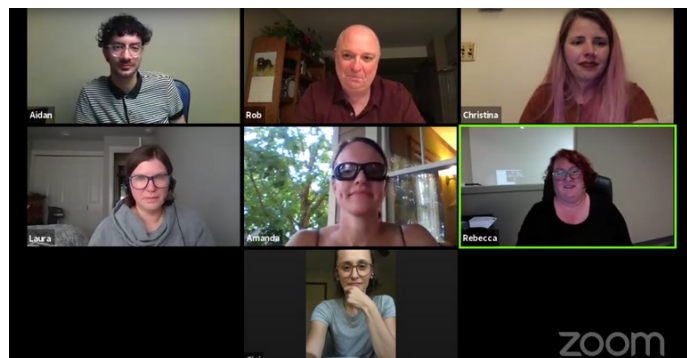
**Why Are We Dry?**



**Overnight Dry Eye**

**Additional Dry Eye Happy Hour topics included:**

- Facing our Dry Eye Fears
- Finding a Doctor
- Dry Eye at Work
- Elective Eye Surgeries
- Dry Eye Under 30
- Plus more



In all, we produced 17 sessions.

We are planning to re-start this program in 2023 due to its ongoing popularity.

# Raising awareness

## How did you find us?

YouTube? Reddit? Searching on Google? Facebook? A podcast? From your doctor? From a friend?

Perhaps you watched one of our YouTube recordings and decided to get in touch with the Helpline or to join a group. But many people tell us that they wish they'd heard about us sooner, and a common theme is people wishing their doctor had referred them to us for support.

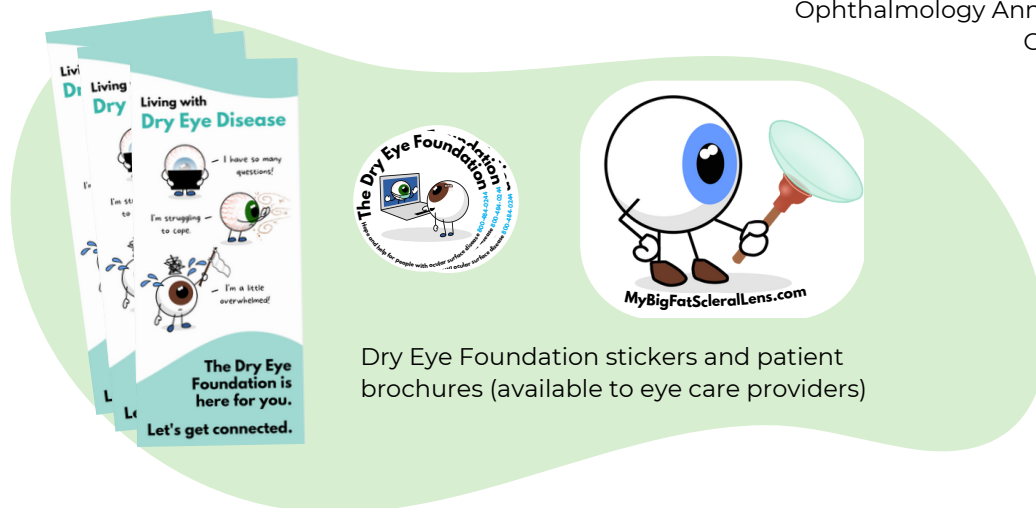
## Expanding our reach

In 2022, we began an literature program to put patient brochures in the hands of eye care professionals. DEF exhibited at two professional meetings, networked with doctors and industry, and distributed 1,200 patient brochures.

Other outreach programs have included program-specific Google ads, email newsletters, livestreams, and social media posts, as time allows.



American Academy of  
Ophthalmology Annual Meeting  
October 2022  
Chicago, IL



Dry Eye Foundation stickers and patient brochures (available to eye care providers)

# Education

## Key topics

### Emotional

Depression, anxiety, loss and grief, constructing support systems

### Orientation

Ocular Surface Disease vs. Ocular Surface Pain

### Medical

Assembling a medical team; appointment prep; understanding diagnosis; treatment options; OTC products questions; product safety, recalls and shortages

### Functional/practical

Computer use; driving; outdoor activities; overnight dry eye; communication strategies

### Financial

Insurance; patient assistance programs; disability; employment issues

## Education channels

- Mailing lists
- Webinars
- Helpline
- Zoom groups
- Facebook groups
- YouTube
- Websites (pictured)
- Special projects in partnership with doctors, industry or advocacy groups



# Research

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## Program goals:

1. Document the experiences of our community through our own research.
2. Engage academic and industry research in the topics that are the most important to us.

### Community survey

#### Dry Eye Disease and Me

Conducted by Dry Eye Foundation 2019-2021

480 participants



#### Topics:

- Symptoms (12 questions)
- Quality of Life (15 questions)
- Causes, Co-morbidities, Context & Clues (21 questions)
- Remedies & Treatments (38 questions)
- Experiences with Doctors (10 questions)
- Finances (10 questions)

Summary data available at [mydryeyedata.org](https://mydryeyedata.org).

Examples from survey responses on pages 2-3.

Full report expected in 2H2023.

### Example of recent research contribution:

Caffery et al, 9/2022: [Patient perspectives on dry eye disease and chronic ocular surface pain: Insights from a virtual community-moderated dialogue](#), European Journal of Ophthalmology.

# Advocacy

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## What advocacy means to us

Advocacy weaves its way through all of DEF's community service, education and research programs. We work to equip individuals to advocate for themselves, and we work to elevate the patient voice in eye care and in industry. In addition, from time to time, we choose to engage a specific overlooked problem or need, particularly those related to patient safety. Here's an example.

### Spotlight: Biologic Eye Drops

In early 2022, we became aware that commercialized biologic eye drops were being bottled unsafely, packaged and labeled inadequately, marketed deceptively, and sold illegally. Many doctors were recommending them, unaware of the issues.

We engaged in extensive research, sharing our findings with the Food and Drug Administration. When we understood the timeline for legal enforcement of the many concerning violations, we engaged in an exposé of the manufacturers' actions, impelled to this step by our concern for patient safety. We created a website and began sharing our information with the community, including 28 separate educational presentations prepared by our medical advisor. Since we launched this initiative, the manufacturers have drastically altered their marketing practices and the FDA has published letters to both. This project is ongoing.

Additional developments in the over-the-counter drug space have made it clear that we are in the midst of a rising tide of unscrupulous and incompetent drug manufacturers. Tragic outcomes from eye drops recalled in early 2023 have underscored how high the stakes are for eye drop safety. We are committed to fighting for the safety and integrity of eye drop manufacturing and marketing.

*I noticed some red flags right away. The box had no ingredients list. The bottle looked "cheap," with a badly printed, crooked sticker. I was worried about the type of bottle, which has no filter. Despite all this, I used the product, because I trusted my doctor. My symptoms and inflammation started to get worse, and very quickly. The man on the phone [at the company] said that what I was experiencing was normal. I called again after five weeks of progressively getting worse. At no time was I told to call my doctor. -Patient story at [biologiceyedrops.org](http://biologiceyedrops.org)*

# Funding and Financials

**“The knowledge I gained here empowered me to wrestle happiness back from severe lasik induced dry eye. Almost 8.5 years since my lasik procedure I still have severe dry eye, but I am a happy person, a good dad, and a hard and productive worker. This seemed unattainable in the months after my operation and when I was realizing I would likely have to deal with it forever.”**

**-Kevin**



Our most memorable donation arrived in the mouth of this camel teapot.

The camel is a tongue-in-cheek reference to dry eye community hyperbole expressing the extent of our desperation: “I would put anything, even camel spit, in my eyes if I thought it would help.”

# Donors

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We are deeply grateful to everyone whose generous support has made the Dry Eye Foundation's programs possible.

Aidan Moore  
Amanda Mott  
Barrie Rappaport  
Beverly Coughlin  
Brett Kestenbaum  
Brooke Smith  
Carol Allison  
Catherine Gibson  
Cynthia Blattman  
Cynthia Edwards  
Cynthia Howes  
Cynthia Jensen  
Dana Schmidt  
Dave Villano  
David Needs

Deborah Caruso  
Denise Cedar  
Dennis and Marla Parus  
Diana Coble  
Diane Jeffery MD  
Don Winer  
Dry Eye Company  
Edy Jablonsky  
Elisa Freeman  
Ellen Krantz  
Ellen R Israel  
Eric Dunn  
Eric Flasher and Rhonda Baggett  
Francine Spindel  
Fred Sherman  
George W. Potts Jr  
Gisela Bailey  
Grace Brennan  
Hilarie Hauptman  
Hilarous Giver Fund  
Irving Winer  
J Knapp  
Jack Bier  
Jamie Thayer

**“I thank God for this site which has given me strength, hope and good ideas to help live this life with this condition. Thank you!!”**

-Tomi

**“The dry eye  
foundation has been  
a lifeline for me.”**

-Catherine

Jane Moore

Janet Sternfeld

Jim in Italy

Jim Kyle

Jo Thornton Curtz and Thaddeus Curtz

Joanne Tolles

Joseph Gagan

Josephine Lucciola

Joyce Kilmer

Judie Harchar

Judith Simon

Karen A Nunes

Karen Robinson

Karen Whall

Kathy Pruitt and Mark Collins

Katie Roche

Ken Goldberg

Kenneth Goldberg

Kevin Tulk

Laura Ballenger

Laura Senft

LeAnna MacDonald

Lee Castillo

Linda Howey

Linda Lawson

Lisa Abney

Lisa Berlin

Lorelei Sontag

Lori Tyler

Lucille Kaplan

Lynn Grotsky

Marcy Plotnick

Margaret Copley

Mariam Morley

Marla Menning

Marlesa Roney

Marta Harshbarger

Marti Partridge

Mary Bowman

Mary Cota

Mary Porter

Michael Karman

Michael Shore

Michelle Galgoci

Michelle Hollingshead

Mimi Hall

Molly Chidsey

Nancy B. Pollak

Nancy Costantini

Nancy Klibanoff

Neil Williams

Nelda Tawse

Nikolai Smirnow

Pam Chakalos

Patricia Beuke



Patricia Kanter  
Patty Witte  
Penny Purkerson  
Peter Peregrino  
Ping Zhang  
Rachel Lewine  
Rebecca Fagenson  
Rebecca Petris  
Rich Rodriguez  
Rick Hall  
Rikki Tooker  
Roger Newton  
Ronni Dealy  
Rosalyn Owen  
S A Manning  
Sandi Dambrosio  
Sarah Croker

ScienceBased Health  
Shelley Patey  
Sohaib Ashraf  
Stacey Cruz  
Steve Pesner  
Susan Gair  
Tanja Harrell  
Terry Feldmann  
Tomi Ryan  
Valerie Mead  
Virginia Harmon

Anonymous donors  
Amazon Smile customers  
Dry Eye Shop customers  
Facebook Fundraiser donors

Optometrists participating in the  
Eyes On Dry Eye conference

**“The Dry Eye Foundation provides various useful services to all. Their educational yet personal approach is appreciated and sheds light on this topic that I believe is not widely known or discussed enough.”**

**“Thank you for your dedication to science and to helping people suffering with dry eye disease.”**

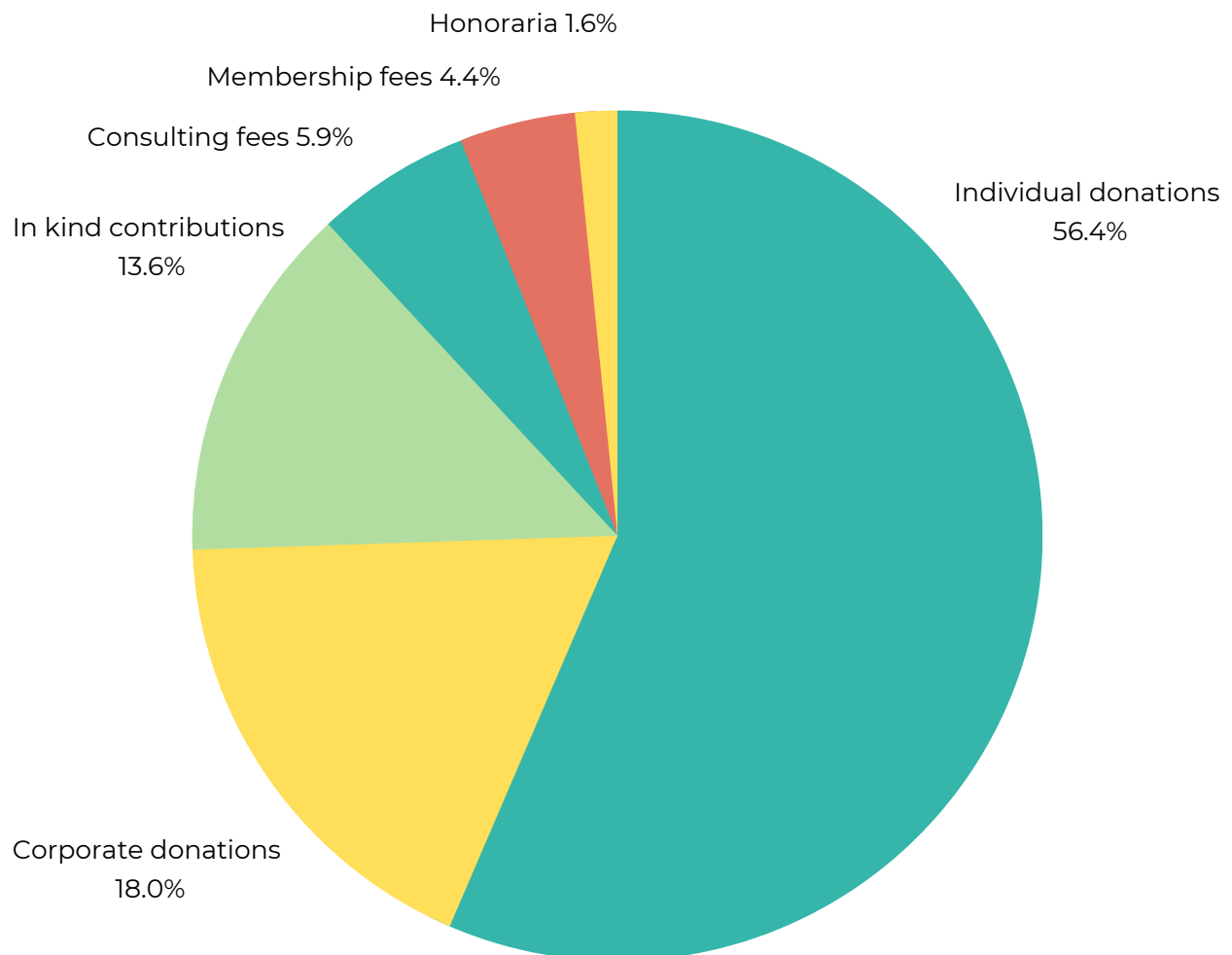
**-Judith**

# Fundraising

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## \$51,975 raised in 2022

The majority of our funding consists of donations from individuals in the ocular surface disease community. Additional sources of income include donations from companies; honoraria for speaking events; fees from consulting about the ocular surface patient journey; in-kind donations of rent, utilities and office expenses; and (new in 2022) membership fees.



# 2018 to 2022 Fundraising

	2019	2020	2021	2022
Individual donations <i># of donors*</i>	\$18,532 <i>52 donors</i>	\$17,172 <i>50 donors</i>	\$25,341 <i>41 donors</i>	\$29,325 <i>90 donors</i>
Corporate donations	\$1,018	\$2,718	\$240	\$9,381
In-kind donations**	-	-	\$6,953	\$7,061
Honoraria, consulting, other	-	-	\$400	\$3,928
Membership fees	-	-	-	\$2,280
Total raised	\$19,550	\$19,890	\$32,934	\$51,975

*\*Does not include individuals who contributed to Facebook fundraisers*

*\*\*Rent/office expenses provided in-kind in 2019 and 2020 but were not tracked*

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**“The Foundation is filling a void for many people suffering from the physical and emotional effects of this chronic condition.”**

# Financial activity

## Cashflow 2018 to 2022

As a small start-up organization staffed by volunteers, we kept our costs very low in the initial years, and our largest expenses were technology costs and travel costs to attend medical conferences. In 2022, our program marketing expenses increased substantially as we began exhibiting at optometry and ophthalmology conferences. The biggest change we anticipate in 2023 is increased payroll spending.

	2019	2020	2021	2022
Beginning cash	\$900	\$13,588	\$18,378	\$27,091
Revenue	\$19,550	\$19,890	\$32,934	\$51,975
Expenses*	\$6,862 <i>42% admin 58% programs</i>	\$15,100 <i>20% admin 80% programs</i>	\$24,221 <i>16% admin 84% programs</i>	\$60,684 <i>13% admin 87% programs</i>
Net cashflow	\$12,688	\$4,790	\$8,713	(\$8,709)
Ending cash	\$13,588	\$18,378	\$27,091	\$18,382

*\*Cash expenses (excludes rent/office expenses provided in-kind)*

# 2022 Financial Statements

## Financial Activity

### REVENUE

Donations	45,767
Membership fees	2,280
Consulting, honoraria	3,928
<b>Total revenue</b>	<b>\$ 51,975</b>

### EXPENSES

Bank charges & fees	90
Consulting	500
Fundraising	25
Insurance	1,062
Legal	391
Marketing	16,831
Merchant fees	561
Miscellaneous	132
Office expenses	2,181
Payroll	13,785
Rent & lease	3,924
Taxes & Licenses	462
Technology	5,560
Travel & events	15,179
<b>Total expenses</b>	<b>\$ 60,683</b>

**Net cashflow** **(\$ 8,709)**

## Statement of Financial Position

### ASSETS

Current Assets: Bank accounts	18,380
<b>Total assets</b>	<b>\$ 18,380</b>

### LIABILITIES AND EQUITY

Liabilities	0
Total Liabilities	0
Equity	0
Unrestricted Net Assets	27,089
Net Revenue	(8,709)
Total Equity	18,380
<b>Total liabilities and assets</b>	<b>\$ 18,380</b>

# What's next?

## Things in progress or scheduled in 2023

On the administrative front, we are:

- engaging a full-time employee for the first time;
- diversifying our funding sources;
- mastering our new nonprofit software systems; and
- planning for a future administrative assistant

On the programs front, we are:

- engaging in safety education initiatives, including new website [eyedropsafety.org](http://eyedropsafety.org);
- launching our new website for prospective and current scleral lens users, [mybigfatsclerallens.com](http://mybigfatsclerallens.com);
- reviving Dry Eye Happy Hour and starting new Zoom groups;
- participating in webinars;
- collaborating with other nonprofits; and
- expanding our fledgling membership program

On the awareness front, we are:

- exhibiting at three national conferences,
- expanding our literature distribution program, and
- expanding our digital marketing

## Things in blueprints

Our dream resource library for patients and presentation library for eye doctors.

## Things imagined

Imagine a future where, after your eye doctor appointment, you sit down with (or have a telehealth appointment with) an Ocular Surface Pain Technician. This technician has a standard protocol to review and score your current disease burden in terms of functional, financial, and emotional impact, and to identify any specific problem areas (Computer use? Need for reasonable accommodations at work? Driving? Out of pocket drug costs? Anxiety about travel?) They have a library of information and resource sheets to draw from for every need that is discussed.

**What can YOU imagine  
for the future of dry eye?**

# Board of Directors



**Sandra M. Brown, MD (Concord, NC)**

Dr. Brown is an ophthalmologist focusing on pediatric ophthalmology, adult strabismus, neuro-ophthalmology and forensic ophthalmology. She serves as DEF's medical advisor.

**Cynthia C. Edwards, MSN, RN (Pittsburgh, PA)**

Cindy had a 40-year healthcare career as an RN. She has personal experience with glaucoma, corneal dystrophy, and OSD. She serves as DEF's Secretary.



**Aidan S. Moore (Poulsbo, WA)**

Aidan has worked in the dry eye field for the past seven years. He is a DEF co-founder and has previously served as Secretary and Treasurer. He graduated from Pomona College in 2020.

**Amanda L. Mott (Madison, WI)**

Amanda is an executive policy and budget analyst for the State of Wisconsin, and a longtime dry eye patient. She joined DEF's Board of Directors in 2019 and serves as its Vice President.



**Rebecca E. Petris (Poulsbo, WA)**

Rebecca has dry eye, neuropathic pain from LASIK, and founded Dry Eye Zone in 2005 (predecessor to DEF). Rebecca is a DEF co-founder, serving as President since 2018.

**In memoriam: Rosalyn Owen 1940-2022 (Poulsbo, WA)**

Roz held senior positions at a large foundation for decades. In retirement, she continued reviewing grants for community and governmental organizations and mentored local nonprofits. She was a DEF co-founder and Treasurer from 2018 to 2020.



From 2018-2022, DEF's day to day operations have been carried out on a volunteer basis by its Directors. The following individuals have also served on DEF's board: Debbie Auday (Santa Barbara, CA), 2022; Roger Newton (Bremerton, WA), 2019-2021.

# Postscript: Values


While drafting this report, we found ourselves prowling around obscure corners of DEF's main website and stumbled across this list of values (circa 2019-2020). We took the opportunity to revisit our early intentions for the Foundation's values.

- ✓ COMPASSIONATE SERVICE: We care deeply. *Mmm hmm. that's why we're here*
- ✓ RELEVANCE: We get it, listen well, ask the right questions, and do things that are actually helpful. *Oooh yeah, & just wait'll they see the DEDAM report*
- ✓ SMARTS: Analysis consistently on point with periodic strokes of genius. *Who us, smug?*
- ✓ HOLISM: None of us is a disembodied pair of eyeballs. We are each a unique dry eye context. *Yeah DEDAM was a big part of establishing that*
- ✓ ACCESSIBILITY: People need to be able to find us. *Did our best on a tight budget  
This year's industry \$\$ should help*
- ✓ UNCONVENTIONALITY: Because the expected is redundant. *Nailed it*
- ✓ HUMILITY: We don't know everything, and it's not all about us. *Don't forget to run a brag check before this goes to the printers*
- ✓ A DASH OF FUN: Dry eye is depressing. Let's spice things up a little. *Yeah sometimes we take ourselves too seriously*
- ➔ **TRANSPARENCY:** We want our community and its supporters to know all about what we are doing, how, when, and why, and what it's costing. *FINALLY! That's what this report is all about! That, and to thank our supporters!!*

How are we doing? Get in touch and share your thoughts about our first Annual Report!


the  
**dry eye foundation**  
*Hope and help for people with ocular surface diseases*

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