Activity Summary of LIROT Association for 2018
Creating a new website for the association

Launching a campaign and activities to celebrate the 10 years anniversary of Eye Health Awareness Month 2018

Continuing the Mobile Eye Care Vehicle project with new partners

Continuing the activities of the Lirot friends' association

Continuing helping the Consortium with organizing a conference for recruiting more patients in Beer-Sheva

2018 has ended with multiple and diversified activities in a number of fields specified in the enclosed report.
Promoting Research for Blindness Prevention

The scientific council presided by Prof. Perlman

- Management of the Consortium's research activities in retinal degenerative diseases known as Retinitis Pigmentosa (RP)
- Conducting several update and report meetings with all researchers, including discussions about creating a patients database.
- Continuing the relationship with the FFB which agreed to increase the funding of the Consortium's research by 300,000$ for three additional years.

Our sincere thanks to Prof. Perlman whom without we wouldn't have reached this achievement over the years.
2018 Activities

Promoting Research for Blindness Prevention – 2018 Activities.

March
Annual congres of israeli society for vision and eye reaserch. participation and award scholarship to exceptional research.

May
Seminar recruiting RP patients in Beer-Sheva. The participants donated blood tests for the Consortium's genetic mapping research.

June
Participation in the Israeli Ophthalmological Society (IOS) Congress, Awarding scholarships to exceptional researchers.

October
Participation in the Optometry Congress.

End of the Year
Participation in a seminar with top researcher's conference in the field of Retinitis Pigmentosa (RP), presided by Dr. Miri Arenberg.
During year 2018 we continued our participation in medical congresses in which our goal was to recruit ophthalmologists to the Mobile Eye Care Vehicle project. In this congresses we distributed informative materials, the annual supplement.

We continued to provide update on global research innovations through the association's newsletters and facebook page.
10 years anniversary of Eye Health Awareness Month 2018

At the end of December we conducted a very successful campaign for increasing public awareness of the importance of performing eye checkup for at risk population and providing the public with information about the eyesight topics.
A special edition of our magazine on innovation in Ophthalmology edited by Prof. Irit Bachar in collaboration with the Israeli Ophthalmological Society (IOS).
The Eye in Art Exhibition

Sponsored by Dr. Fischer, in ZOA, Tel Aviv presenting 30 artists who donated their work to Lirot Association.
Creation of a new website for the association
A new user friendly website that contains: updated information about diseases, eye exams, medical consultation, research innovations and Lirot's projects.

Facebook advertising campaign and website promotion
A very successful campaign that presented all the information concerning the Eye Health Awareness Month.
Creative media campaign

Creative media campaign funded by the Health Council on encouraging eye examinations for groups at risk led by TBWA's - advertising firm pro bono services.
The campaign went up to television, radio, digital and the print media.
### Website traffic during the Eye Health Awareness Month 2018

<table>
<thead>
<tr>
<th></th>
<th>October 2018</th>
<th>December 2018</th>
<th>Change</th>
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<tbody>
<tr>
<td>Visitors</td>
<td>2,403</td>
<td>5,055</td>
<td>2,652</td>
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<tr>
<td>Unique visitors</td>
<td>2,272</td>
<td>4,591</td>
<td>2,319</td>
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<td>Page view</td>
<td>3,992</td>
<td>16,357</td>
<td>12,365</td>
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<td>New visits</td>
<td>1,934</td>
<td>3,966</td>
<td>2,032</td>
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<td>Visit pages</td>
<td>1.7</td>
<td>3.2</td>
<td>1.5</td>
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<tr>
<td>Average time in the website</td>
<td>01:19</td>
<td>03:28</td>
<td>02:09</td>
</tr>
<tr>
<td>No. of returning visitors</td>
<td>469</td>
<td>1,089</td>
<td>620</td>
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<td>% of returning visitors</td>
<td>19.5%</td>
<td>21.51%</td>
<td>2%</td>
</tr>
</tbody>
</table>
TV Campaign

- Blurred image during the popular "The Next Star" television show
- The "Alive at Night" late night show with Prof. Hanni Verbin
- The "Paula & Leon this Morning" morning show with Prof. Anat Loewenstein
Radio campaign

A very creative commercial aired for 5 days in the national radio channels:
- Kan B
- Kan G.
- 88FM
- a total of 244 commercials

Digital media

- Articles about the campaign in Mako website and mobile app.
- A video of the campaign in Artmedia (website and mobile app) with 111% performance and over half a million views.
Newspaper campaign

Two very creative ads for encouraging at risk population to conduct eye exams were placed in the Israeli newspaper *Israel Today* to summarize our campaign.
Promoting Eye Preventive Medicine

Continuing Lirot’s Eye Health Mobile Vehicle project for the elderly in need and Holocaust survivors, run by Mr. Zidkiyahu Baruch, the project manager

After 5 years we completed our business relation with the National Insurance Institute of Israel and have continued conducting various projects around the country.

4,461 elderly were examined throughout Israel, among them 2,710 with clinical findings.

We managed to save the eyesight of about 15% of the people after referring them to immediate medical care.
01
Eye examination day in the Israeli Parliament (the Knesset) with the collaboration of the Israeli medical Association managed by Dr. Viki Dai from the Israeli Ophthalmological Society (IOS).

02
The Good Deeds day in Petah Tikva with Prof. Irit Bachar.

03
A special activity with Ramat Hasharon Rotary Club initiated by Liora Gavish from Lirot's Friends Association.

04
A special poster marking 90 years of Ophthalmology was presented by the Israeli Ophthalmological Society (IOS) in participation of the Lirot's Eye Health Mobile Vehicle project.
Continuing the eyesight survey with the Photo Screener for children in Jewish and Arab kindergartens

Thanks to the 2018-2019 budget of the Occitane Fund A project conducted with the participation of Dr. Alvit Wolf, chairman of the Children Ophthalmology Department.

2018 – Planning
2019 – Performing
Information and medical consultation on the Internet

A new website for the association
During this last quarter of year 2018 we received funding from Bayer Company in order to create a new user friendly website adapted to mobile.

7 active forums of chief ophthalmologists
2 managers were replaced: Dr. Rita Erlich replaced Prof. Weinberger in the Retinal Forum.
Dr. Alvit Wolf replaced Prof. Morad in the Children Forum

The association's newsletter
Through our English and Hebrew newsletters we continued updating our members and supporters (3,000 subscribers) with the aid of our devoted volunteer, Mr. Ofer Zeidenfeld.
Fundraising for the Lirot Association

 NRA 200,000 more than in 2017

 NRA 1,500,000 for 2 years for the Consortium from the Ministry of Health's Chief Scientist

 $ 100,000 For 3 years
 FFB

 NRA 800,000

 Private donations, funds from abroad, international pharma companies, Mobile Eye Care vehicle services and advertisement of the Eye Health Awareness Month
Fundraising for the Lirot Association

- ₪153,000: International pharma companies
- ₪132,000: Donations from abroad
- ₪80,000: Private donations
- ₪32,000: Government and local support
- ₪180,000: Advertisement of the Eye Health Awareness Month
- ₪183,000: Mobile Eye Care Vehicle project
Our sincere thanks to all our donors during year 2018

We would like to express our deep appreciation and gratitude to all our donors who donated to the Lirot Association and financially supported its causes and activities throughout 2018. We hope to continue our cooperation and your support also in the coming future.

Nadine Hollander, CEO Lirot

Ohad Lahav, chairman Lirot
Donations over 20,000 shekels

Donations from abroad

- Edith Blum Foundation
- PEF Israel Endowment Funds
- L'Occitane
- Hilfe for the blind

AbbVie

Novartis

Bayer
Budgeting and government support
The activities of Lirot's Friends Association

- The members of the small group are very active and meet regularly in order to help with the fundraising.

- Fundraising of private donations during the holidays of 2018 was conducted by Irit Perlman.

- Ramat Hasharon Rotary Club and the Ramat Hasharon Municipality were recruited by Liora Gavish to help with the Mobile Eye Care Vehicle project.
Lirot Association's Plans for 2019

Collaborations in the Mobile Eye Care Vehicle project - This year we will begin the Tele Medicine's project together with the Tel Aviv Sourasky Medical Center and a joint project with Migdal. Or for conducting eye examinations in populations with multiple-disabilities in the north of Israel.

Fundraising for scholarship and research funds

Handling the database for the Consortium
Lirot Association's Plans for 2019

- Conducting conferences for patients in Hebrew and in Arabic in order to support the Consortium.

- Promoting the project "To see faraway" managed by Yossi Saidov, an RP patient who volunteers in the association and promotes this topic.

- Continuing and expanding the children's eye survey project in the north of Israel with government support.
Lirot Association Staff

Nadine Hollander, CEO Lirot
Zidkiyahu Baruch, manager of the Mobile Eye Care Vehicle project and about 120 active volunteers

Thank you from the bottom of our hearts!!