



EYE CARE FOR DETROIT

Visionary Leadership Dinner II

A celebration of community impact, and the delivery of vision to the entire City of Detroit and beyond.



Saturday, March 28, 2026

6pm to 8:30pm (VIP Reception - 5:15pm)

Roostertail

100 Marquette Dr, Detroit, MI 48214

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SPIRIT OF DETROIT AWARD

is presented herewith as an expression of
the gratitude and esteem of the citizens of Detroit to

Eye Care for Detroit, Inc.

To commend Eye Care for Detroit, Inc on its remarkable contributions to the city of Detroit. Eye Care for Detroit, Inc. is an inspiring nonprofit founded by Dr. Cleamon Moor, Jr. to bring life-changing vision care to homebound and underserved residents across the city. Sparked by his personal journey of overcoming congenital cataracts and a heartfelt promise to his late mother, Dr. Moor launched the organization in 2022 to address the urgent gaps in eye care revealed during the COVID-19 pandemic. Today, Eye Care for Detroit operates the city's first walk-in eye clinic and a mobile unit that delivers services directly to patients' homes, breaking down barriers like cost, transportation, and lack of awareness. Supported by a dedicated team of physicians, eye care professionals, donors, and volunteers, the organization is on a mission to combat preventable blindness and ensure access to quality eye care for all. More than just a service, Eye Care for Detroit is a movement—changing lives, restoring sight, and proving that no Detroiter should ever be left in the dark. On behalf of Council Member Angela Whitfield-Calloway, the Detroit City Council, and the City of Detroit, we congratulate Eye Care for Detroit for its contributions to the city of Detroit!

By the City Council of Detroit, Michigan



Mary Sheffield
COUNCIL PRESIDENT

James Tate
COUNCIL PRESIDENT PRO TEM

Scott B.
COUNCIL MEMBER

Clemon A. Young II
COUNCIL MEMBER

Katisha Johnson
COUNCIL MEMBER

Mary Waters
COUNCIL MEMBER

Gabriela Santiago-Romero
COUNCIL MEMBER

Angela Whitfield Calloway
COUNCIL MEMBER

[Signature]
COUNCIL MEMBER

June 10, 2025

DATE

*Testimonial Resolution***Dr. Cleamon Moorer, Jr.**

- WHEREAS,** Dr. Cleamon Moorer, Jr., is a transformative and energetic visionary leader with over 25 years of experience across healthcare, social entrepreneurship, higher education, and community development. As President and CEO of American Advantage Home Care, Inc., he leads a thriving organization that provides comprehensive home health services to over 1,000 clients annually, across 12 Michigan counties. His passion for innovation and service has made a significant impact in metropolitan Detroit, reshaping how quality care reaches underserved populations. And
- WHEREAS,** Dr. Cleamon Moorer, Jr., is also a audacious entrepreneur and community advocate. He founded Partners in Wellness Management, LLC in 2019 and launched Eye Care for Detroit, a nonprofit that partners with Warby Parker and eyeglasses.com to deliver affordable vision care to 40,000 homebound Michigan residents. In academia, he has held prestigious leadership positions, including Founding Dean at Baker College- College of Business and Dean of the School of Business at Madonna University, reflecting his dedication to education and empowerment. And
- WHEREAS,** Dr. Cleamon Moorer, Jr. holds a robust academic background, with a Bachelor of Science in Management from Kettering University, dual master's degrees (MBA and MS) from Benedictine University, and a Doctor of Business Administration from Argosy University. He is a published author of two acclaimed books: "From Failure to Promise: 360 Degrees" and "From Failure to Promise: An Uncommon Path to Professoriate." His inspiring story and thought leadership continue to motivate professionals and students alike. And
- WHEREAS,** Dr. Cleamon Moorer, Jr. is deeply involved in community service serving as Board Chairperson for Habitat for Humanity Detroit, Board Secretary for Big Brothers Big Sisters of Greater Flint and Genesee County, and Board Member at Large for the Michigan Home Care and Hospice Association. His achievements have earned him numerous accolades, including the 2022 Distinguished Alumni Award from Kettering University and the CORP! Magazine MVP Entrepreneur Award and being named to prestigious lists such as Crain's Detroit Business "40 under 40." He hosts the award-winning "Home Health Care Today Show," serves as Entrepreneur in Residence at Central Michigan University, and remains a vibrant voice in both business and academia. **NOW, THEREFORE, BE IT**
- RESOLVED** Councilwoman Angela Whitfield Calloway, the entire Detroit City Council, and all Detroiters hereby celebrate Dr. Cleamon Moorer, Jr. for his years of service, his groundbreaking accomplishments, and his continued dedication to serve the community.

Mary Sheffield
COUNCIL PRESIDENT

Justin Ho
COUNCIL PRESIDENT PRO TEM

Cole A. Gray II
COUNCIL MEMBER

Max Waters
COUNCIL MEMBER

Angela Whitfield Calloway
COUNCIL MEMBER

Scott B...
COUNCIL MEMBER

Robert...
COUNCIL MEMBER

Abel...
COUNCIL MEMBER

Paul...
COUNCIL MEMBER



June 10, 2025

DATE



GRETCHEN WHITMER
GOVERNOR

STATE OF MICHIGAN
OFFICE OF THE GOVERNOR
LANSING

GARLIN GILCHRIST II
LT. GOVERNOR

October 3, 2024

Dear Dr. Cleamon Moorer,

On behalf of the State of Michigan, I would like to offer my warmest greetings and recognition to you for your commitment to supporting your community and your work as founder of Eye Care For Detroit, Inc.

In your work to provide care to Detroiters during COVID-19, you recognized a critical lack of resources and information around eye care in your community. Beginning in 2022, you took action to create Eye Care For Detroit, Inc. which has served Detroiters by working to bridge the gap in access to eye care services, awareness of eye health needs, and to reduce transportation barriers.

I am truly grateful for all the contributions you have made to our state. Michigan is great because of the work, diversity, and grit of the people in it. Your accomplishments remind me how immensely proud and humbled I am to represent a state so full of heart, determination, and resilience. I have no doubt that you will continue to make a positive difference in your community and serve as an inspirational example to countless others. I look forward to continuing to work with you to build a bright future in our state.

I send my best wishes for your continued success in every endeavor.

Sincerely,

A handwritten signature in blue ink that reads "Gretchen Whitmer".

Gretchen Whitmer
Governor of Michigan



CERTIFICATE OF SPECIAL CONGRESSIONAL RECOGNITION

PRESENTED TO

Eye Care for Detroit Vision Care Center

March 31, 2025

DATE



Rashida Tlaib

RASHIDA TLAIB
MEMBER OF CONGRESS
TWELFTH DISTRICT, MICHIGAN

Our Vision for Detroit

Dr. Cleamon Moorers's vision for Eye Care For Detroit, Inc. was inspired by his late mother, Mrs. Dorris Jean Moorers, who instilled in him a deep commitment to giving back. Born with congenital cataracts, Dr. Moorers faced significant challenges, becoming legally blind by age 21. His mother's heartfelt plea to the Grace Guild of Sinai-Grace Hospital resulted in a life-changing act of generosity that funded the surgery to restore his vision. Her parting words, "Promise me you'll give back," became his lifelong mission.

During the COVID-19 pandemic, Dr. Moorers's company, American Advantage Home Care, uncovered a critical gap: a lack of accessible, affordable eye care for Detroit's underserved and homebound residents. In response, he founded Eye Care For Detroit in 2022 to combat rising rates of preventable blindness.

This nonprofit unites physicians, donors, and advocates in a shared mission to make vision care a right, not a privilege. Dr. Moorers's call to action is clear: "I care, you care, we all care about the Eye Care of Detroiters." Together, they are ensuring no Detroiter is left behind in the pursuit of clear vision.



Mission

- Provide affordable, high-quality eye care.
- Educate on eye health and early detection.
- Remove barriers to vision care access.



Vision

- Providing comprehensive vision care to every Detroiter.
- Creating a new standard of accessible eye care for urban communities.
- Helping residents see clearly, live independently, and thrive.



Our Vision

Eye Care For Detroit envisions a community where every Detroiter has equitable access to comprehensive vision care, enabling them to see clearly, live independently, and thrive. Through our integrated network of clinical care, mobile services, and health partnerships, we will create a new standard of accessible eye care that serves as a model for urban communities nationwide.



The Need

- 40,000+ homebound Detroiters lack regular eye care access.
- Limited Medicare providers in service area.
- Transportation remains a major barrier.
- Growing vision care demands.
- Rising rates of preventable vision loss.



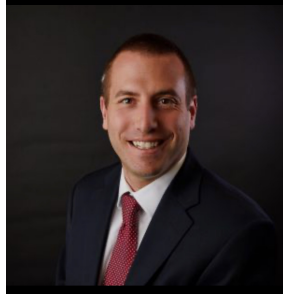
The Solution

- Comprehensive vision care center
 - Mobile eye care unit
 - Community outreach programs
 - Medicare/insurance acceptance
 - Transportation assistance
-

Board of Directors



Michael Anderson
Engineer, General Motors



Joshua Y. Apple, M.D.
Board-Certified
Ophthalmologist



Jason Bennett, O.D.
Bennett Eye Care, PLLC



Dr. Deirdre Claiborne, MD
Physician, Crossover Health



Rev. C. Paschal Eze
CDO, City of Westland



Phillip Levy, M.D., MPH
Director of Wayne
Mobile Health Unit



Dr. Cleamon Moorer
President and CEO, AAHC



Nicole C. Willis-Moorer
Vice President, AAHC



Dr. Clarence Nixon
Founder and CEO, TLabs



Melinda Ann O'Neill
Cyber Security Sales
Director, Island



Dr. Jim O'Neill
Accreditation
Liaison, LTU



Kimberly Rogers
AE, RxSight, Inc.



Dr. M. Roy Wilson
President Emeritus, Wayne
State University and
Ophthalmology Faculty,
Kresge Eye Institute



Michael Winn
President - Alpha Omega
Animation Design

From Vision to Reality: The Power of Your Partnership

March 2026: Visionary Leadership Dinner II

- Goal: \$150,000 in sponsorships and dinner tickets
- Opens Clinic 2 (East Side) - March 30, 2026
- Deploys Mobile Unit 2 and (Glasses on Demand - GOD) – on-site lens fulfillment services
- Lays groundwork for development of horeyesontal.ai – a game-changing care plan development system that begins with retinal images.
- By event date: 2,500 patients served milestone
- End of 2026 - Close to 4,000 patients will be served

March 2025: Visionary Leadership Dinner I

- Raised \$75,000
- Launched our first walk-in clinic (West Side - 7800 W. Outer Drive)
- Deployed Mobile Unit 1 serving homebound patients across Detroit
- Established operational foundation for sustainable growth
- Over 1,500 patients served to date

Sponsorship Package



Title Sponsor

This exclusive sponsorship package offers your company visibility and recognition as a leader in supporting accessible vision care for Detroit residents, with exposure across multiple media channels before and after key events.

Mobile Branding - Glasses on Demand

Premium logo placement on mobile unit exterior and clinic 2.

Ribbon Cutting Ceremony (March 30, 2026)

Event Recognition

Premier recognition at Visionary Leadership Dinner II (March 28 2026)

Public Relations and Media Blitz

Weekly Mentions on The Home Health Care Today Show

\$40,000.00

(40 complimentary tickets to Gala)

Sponsorship Package



Presenting Sponsor - \$25,000.00

- Premium logo placement in clinic lobby of Eastside Clinic (ECFD Clinic 2) – Speaking Opportunity at ribbon cutting of new clinic.
- Company logo is displayed on the event website and promotional materials.
- Priority dinner recognition.
- Mention of company name in press releases and newsletters.
- Social media recognition.
- ECFD facility tour.
- 25 complimentary tickets to the Gala

Leadership Sponsor - \$15,000.00

- Premium logo placement in the exam room of Eastside Clinic (ECFD Clinic 2)
- Company logo is displayed on the event website and promotional materials.
- Priority dinner recognition.
- Mention of company name in press releases and newsletters.
- Social media recognition.
- ECFD facility tour.
- 15 complimentary tickets to the Gala

2 - Supporting Sponsors - \$10,000.00

- Company logo is displayed on the event website and promotional materials.
- Priority dinner recognition.
- Mention of company name in press releases and newsletters.
- Social media recognition.
- ECFD facility tour.
- 10 complimentary tickets to the Gala

How your Donations Help



Your generous sponsorship directly supports the vision of Eye Care For Detroit, enabling us to provide high-quality, affordable eye care to Detroit's underserved and homebound communities.

Open Clinic II - ECFD East

Your support helps fund our state-of-the-art vision care center and mobile lens manufacturing unit (GOD - Glasses on Demand) ensuring that Detroit residents—especially those who are homebound or lack transportation—can receive eye exams, screenings, treatments, and corrective services.

Combat Preventable Blindness

By addressing eye care needs early, we can reduce the risk of preventable vision loss and blindness, improving the overall quality of life for thousands of Detroit residents. Your sponsorship helps raise awareness and brings critical care to those who are most at risk.

Overcome Barriers

Donations help tackle key barriers like cost, lack of awareness, and transportation. We provide transportation assistance, community outreach, and financial support for those who cannot afford care, ensuring that no one is left behind.



RSVP TODAY!



Thank you!

Together, we can create lasting impact and ensure that every Detroiter has access to the care they deserve. We appreciate your generosity and look forward to working together for years to come.

Contact

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