

Year In Review

2014-2015



Coleman's Story

Coleman was attending Two Rivers 4-year-old kindergarten when Prevent Blindness Wisconsin Certified Vision Screeners came to his class. Ironically, it was Coleman's mom Jamie, the Two Rivers school nurse, who discovered that Coleman had a vision problem. After failing his vision screening, Coleman received an eye examination from an optometrist. Coleman was diagnosed as being far-sighted in his left eye and having a severe astigmatism in his right eye.

Now, Coleman is seeing a pediatric ophthalmologist and has been patching for 6-10 hours a day. Mom and school nurse Jamie remains a Certified Children's Vision screener and now understands the importance of quality early vision screening and proper follow up care. Both parents are grateful that Coleman's vision problem was caught by Prevent Blindness Wisconsin.

"Because of his astigmatism, Coleman will have to wear glasses for the rest of his life. For now, he is ok with that and LOVES his glasses. They are the first thing he asks for each morning and he tells everyone he can't see without them!" says Jamie. "His world is changed for the better! Coleman has tolerated the patching with minimal complaints. He's been such a trooper and looks adorable in his new SpongeBob glasses!"

To learn more about becoming a volunteer vision screener, please contact Kelly Lynch, Prevent Blindness Wisconsin Volunteer Development Coordinator, at 414-765-0505.

Dear Friends,

2014-2015 has been a remarkable year for Prevent Blindness Wisconsin.

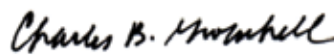
In 2014, the Prevent Blindness Wisconsin board of directors approved a three-year strategic plan, setting strategic goals to substantially increase our services to children; maintain our important programs for adults; expand our community volunteer base; deepen our partnerships with agencies such as Head Start and the Wisconsin Department of Public Instruction to help us efficiently reach more children; raise awareness of the importance of eye health and safety to help parents and others play an active role in children's healthy vision; and increase our resource base to better serve the State's children and adults.

We have made significant progress on our goals to increase services to children statewide. Specifically, together with our volunteers and partners, Prevent Blindness Wisconsin provided vision screenings for more than 209,978 children statewide and referred more than 20,000 for follow up care. We have worked to develop additional volunteer and partner groups, including a new Milwaukee Private Schools volunteer screening group and new partners including public libraries and Head Start locations.

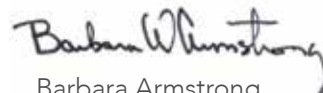
Prevent Blindness Wisconsin relies on the generosity of donors and friends, as nearly 100 percent of our budget comes from contributions from corporations, foundations, individuals and special events. These generous donations, along with volunteer service, allow us to provide our free sight saving services to children and adults statewide.

Because our volunteers and partners are so important to us, we are committed to collaboration that provides positive community experiences, outcomes, and service for all involved. Thank you for choosing Prevent Blindness Wisconsin to receive your gifts. We are so grateful for your dedication, support and friendship. Together, we are saving sight!

Sincerely,



Charlie Groeschell
Chairman



Barbara Armstrong
Executive Director

DID YOU KNOW THAT VISION PROBLEMS CAN BE HEREDITARY?

If you wear glasses or have vision problems, make sure your children receive eye exams early and often.

Prevent Blindness Wisconsin's Seemore Mouse visits with families at UW-Oshkosh Head Start site in Menasha, WI.



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 AMBLYOPIA IS THE LEADING CAUSE OF PREVENTABLE, PERMANENT VISION LOSS IN CHILDREN AND OFTEN RUNS IN FAMILIES.

Back To School Health Fairs

Nearly 5,000 school children and parents learned how to "make their eyes ready" for learning at Back-to-School Health Fairs in Milwaukee. Health fairs support and educate low-income children and make them healthy and ready for success for the upcoming school year.



Prevent Blindness Wisconsin mascot Seemore Mouse makes eye health education and vision screening fun for everyone.

Children attending the health fairs received a Certified Children's Vision Screening and supplies from Prevent Blindness Wisconsin, such as pencils and bookmarks that encouraged reading and healthy vision. Carrot snacks also were distributed to remind children and parents that healthy eating and healthy vision go hand-in-hand.

"The Health Fairs are a unique opportunity to reach many children and parents together for screenings and education that will support children's vision health," notes Barbara Armstrong, Executive Director of Prevent Blindness Wisconsin; "We are grateful to our many volunteers and donors who make our involvement in the health fairs possible."

Lions Adult Vision Health

Prevent Blindness Wisconsin and the Wisconsin Lions Foundation are continuing to use their partnership to save sight through the Adult Vision Health Program.

In 2014-2105, 48 Lions/Lioness were trained to be Certified Adult Vision Screeners at 2 training sessions given by Prevent Blindness Wisconsin. More than 200 Wisconsin adults were screened by Lions/Lioness last year, and 123 adults were referred for care with an eye care professional.

Glaucoma, cataracts, macular degeneration, myopia and other vision problems affect more than 1.8 million Wisconsin adults over 40. Undiagnosed and untreated vision problems can result in reduced quality of life, loss of independence, increased rates of falls and injury, loss of work and the loss of the ability to drive. The good news is



MORE THAN 200 WISCONSIN ADULTS WERE SCREENED BY LIONS/LIONESS LAST YEAR

that half of all adult blindness can be prevented and most adults who receive early intervention and care can maintain their healthy vision for a lifetime.

Wisconsin Lions/Lioness provide free vision assessments, eye health and safety information, and referrals for examinations by an eye care professional. The goal of the Adult Vision Health Program is to prevent, detect and delay eye diseases, which reduces disabilities and improves the quality of life for adults.



Barbara Armstrong, Ex. Dir., with Ellen & Caroline Laubusch, Preschool Ambassador, and volunteer vision screeners at the Ozaukee Screening Group Volunteer Recognition Luncheon.

Prevent Blindness Releases New Vision Screening Protocol

The National Center for Children's Vision and Eye Health at Prevent Blindness has adopted a new vision screening protocol for children ages 36 to 72 months based on three articles published in the January 2015 Journal of Optometry and Vision Science.

"The new protocol improves our ability to identify children at risk for amblyopia," notes Tami Radwill, Program Director for Prevent Blindness Wisconsin. Amblyopia is the leading cause of preventable blindness in U.S. children. The following tools are approved by Prevent Blindness for use during children's vision screening:

PRESCHOOL-AGE VISION SCREENING

- 5 ft. VIP Visual Acuity Chart (3-5 years) (best practice)
- Suresight Vision Screener (best practice)
- PlusOptix (acceptable practice)
- SPOT (acceptable practice)

SCHOOL-AGE VISION SCREENING

- Snellen/Sloan (> 6 years)

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 To learn more about the Prevent Blindness Wisconsin Children's Vision Screening protocol, and to earn certification as a Certified Children's Vision Screener, contact Tami Radwill, Prevent Blindness Wisconsin Program Director at 608-825-1557 or visit our website at www.preventblindness.org/wi

Make Her Eyes Ready Campaign

READY TO **LEARN**. READY TO **PLAY**. READY TO **SUCCEED**.

Ready to Learn, Ready to Play, Ready to Succeed is the goal of Prevent Blindness Wisconsin's Make Her Eyes Ready campaign. Prevent Blindness Wisconsin launched this regional public education effort in fall 2014 in order to raise awareness of the importance of healthy vision for back-to-school. The campaign used direct mail postcards, Milwaukee transit bus placards, web-based tools and social media to educate and encourage parents and caregivers to schedule an eye exam for their children as part of their back-to-school routine. Prevent Blindness Wisconsin aims to promote and support children's vision health, which will help ensure that children are ready to achieve their goals.



Local Health Systems Trained in Certified Children's Vision Screening

Health services staff at Wheaton-Franciscan in Racine and Prevea Health in Green Bay received Prevent Blindness Wisconsin Certified Vision Screening Training this past year. The training equipped staff to provide quality children's vision screenings during well-child visits.

Starting in January, 2014, the Affordable Care Act requires most insurance plans to cover certain preventative services without a copay or coinsurance, including vision screenings for children. However, nurses and other health professionals typically have limited exposure to vision screening as part of their academic training.

"Prevent Blindness Wisconsin is eager to support quality vision screenings as part of every child's well-child visit," notes Prevent Blindness Wisconsin Executive Director Barbara Armstrong. "We encourage hospital systems and primary care staff to contact us for more information about our Certified Children's Vision Screening training."



2014 Jenny Pomeroy Public Health Award

In 2014, Prevent Blindness Wisconsin received the 2nd annual Jenny Pomeroy Public Health Award for our efforts to preserve sight through the Your Amazing Eyes library reading program. The Jenny Pomeroy Public Health Award is awarded to a Prevent Blindness affiliate that has demonstrated excellence in the promotion and practice of vision health services and its impact on the community.



Prevent Blindness CEO Hugh Parry with Prevent Blindness Wisconsin Executive Director Barbara Armstrong at the Jenny Pomeroy Public Health Award presentation, November 2014.

2014-2015 Board of Directors

AS OF 6.29.14

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GAE LACH SIGHT SAVER AWARD

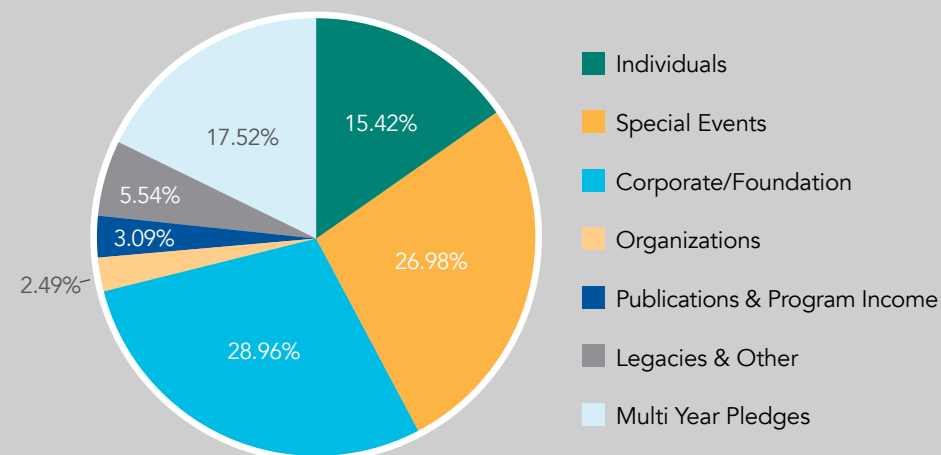
Prevent Blindness Wisconsin was deeply saddened by the passing of long time board member, Gae Lach on September 25, 2014. In honor of Gae's lifetime of sight-saving volunteer service, the inaugural Gae Lach Sight Saver Award was bestowed posthumously to Gae Lach in June 2015. Gae served on the Prevent Blindness Board of Directors (1979-1992), served as President-elect (1984), President of the Board (1986-1987), and Emeriti Board Member (1992- 2014). Her service as a Children's Vision Screener made a difference to countless children whose lives were changed because they received the gift of sight.

The Gae Lach Sight Saver Award will be awarded annually in honor of the example Gae Lach set for all of our volunteers, and for her dedication to children's vision health through her selfless volunteer service. We remember Gae with deep appreciation and gratitude for all that she did in her lifetime.

Prevent Blindness Wisconsin Condensed Financial Statement - Year Ending March 31, 2014

REVENUE

Individuals	114,867
Special Events	200,973
Corporate/Foundation Organizations	215,760
Publications & Program Income	18,567
Legacies and Other	23,025
Legacies and Other	41,178
2015 Total Revenue	614,370
*Multi Year Pledges for Special Programs	130,500
Total Audited Revenue	744,870

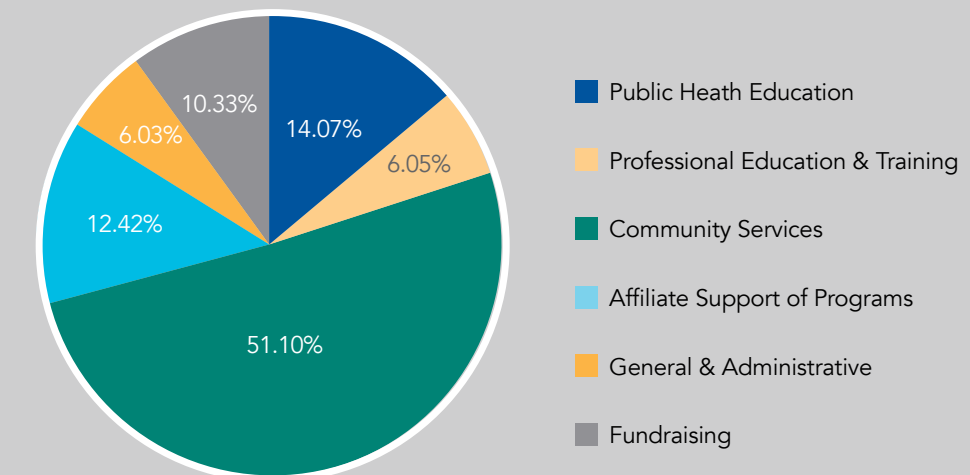


EXPENSES - PROGRAM SERVICES

Public Health Education	69,308
Professional Education & Training	29,794
Community Services	251,694
Affiliate Support of Programs	61,174
Total Program Services	411,970

SUPPORTING SERVICES

General and Administrative	29,679
Fundraising	50,874
Total Supporting Services	80,553
Total Expenses	492,523



A complete set of audited financial statements is available upon request

Thank You To Our 2014 Preschool Ambassador: Caroline Laubusch

Caroline was just 4 years old when Prevent Blindness Wisconsin volunteer vision screeners provided her with a free vision screening at her Elm Grove preschool. Prior to receiving a vision screening from Prevent Blindness Wisconsin, Caroline received a vision screening at her 4-year-old well child check-up. When Caroline did not pass the screening with her right eye, the nurse thought perhaps Caroline didn't know her shapes.

"I knew this couldn't be the case as Caroline knows ALL of her shapes," says Caroline's mother, Ellen. "Yet even when the nurse said that if I was concerned I should follow up with a more extensive eye exam, as a mom of three kids I did what we all do - let it go! After all, no one in our family wears glasses or has any eye issues, so why would our youngest be any different?"

Several weeks later, Caroline did not pass her vision screening from Prevent Blindness Wisconsin volunteers. This time Caroline's mother immediately made an appointment with an eye doctor. Caroline was diagnosed with amblyopia, which can lead to permanent vision loss in the affected eye, along with developmental delay, if not caught and corrected early.



Today, Caroline wears glasses and patches her good eye for two hours each day to strengthen the vision in her affected eye. Both parents are grateful that Caroline's vision problem was caught early on by Prevent Blindness Wisconsin.

Says mom Ellen, "We are proud to have Caroline partner with such an important organization. Prevent Blindness Wisconsin is making a lasting impact on young children, and Caroline is a prime example!"

Community Leaders Train as Certified Children's Vision Screeners

Prevent Blindness Wisconsin trained 1,669 Certified Children's Vision Screeners in 24 Wisconsin counties last year, a 35 percent increase over the previous year.

Wisconsin Lions and Lioness were among those trained. 375 Lions/Lioness received Children's Vision Screening Training and Lions/Lioness provided vision screenings for 25,507 children statewide. "We are very proud of our partnership with the Wisconsin Lions and all of our volunteers," noted Program Manager Tami Radwill.



654 students from 13 Wisconsin universities, over 270 school nurses and nearly 300 community volunteers were also trained to provide Certified Vision Screenings. Prevent Blindness Wisconsin partners and volunteers provided Certified Vision Screenings in 63 Wisconsin counties last year serving more than 209,000 Wisconsin children.



Delta Gamma Walk for Sight with the DG Omega Chapter, Madison: Maddy Flynn, Haley Gunderson, Barbara Armstrong, Ex.Dir., Seemore Mouse, Elizabeth Kinsella, Casey Burns and Emily Wigdale
Register for the 2nd Annual Walk For Sight: <https://www.memberplanet.com/s/deltagammafoundation/milesforsight2015>

Health Youth Apprentice Students Make a Difference

Health Youth Apprentice Students from William Horlick High School gained valuable professional skills and made a difference in the Racine Unified School District Star Pupils program by volunteering as Certified Children's Vision Screeners.

"The Racine Unified School District Health Youth Apprenticeship students enjoyed their participation in the vision screening project, and their experience of working with young children, school nurses, and UW-Parkside Health Science students. Thanks to Prevent Blindness Wisconsin for giving us the opportunity and training!"

- Diane Lange RN, BSN, FACS Teacher,
WILLIAM HORLICK HIGH SCHOOL



HYA students presenting Prevent Blindness Wisconsin with Certificate of Recognition for participation in the Racine Unified School District's Health Youth Apprenticeship Program

After completing training, Health Youth Apprentice Students screened children 3-5 years old in Racine. These students also helped educate parents, teachers, and students on the importance of eye care and safety. Through this experience, these future health professionals have gained the skills and experience that will prepare them for future careers in the health industry. Support for the RUSD Star Pupils Program is provided by SC Johnson.

80% OF LEARNING HAPPENS VISUALLY

To learn more about including Certified Vision Screening as part of a Health Youth Apprentice or university program curriculum, please contact Shelby LaTona, Community Health Education Manager, at 414-765-0505.

2014-2015 COMMUNITY SERVICE STATISTICS

209,798



CHILDREN RECEIVED CERTIFIED VISION SCREENINGS



50,436 EYE HEALTH PUBLICATIONS DISTRIBUTED

847



CHILDREN DIAGNOSED WITH AMBLYOPIA

1,669



PARTNERS & VOLUNTEERS TRAINED

20,706



CHILDREN REFERRED FOR CARE

80,995,409



PUBLIC AWARENESS PRINT, TV, WEB SOCIAL MEDIA



759 North Milwaukee Street
Suite 305
Milwaukee, WI 53202

———— 35th Annual ———— CELEBRITY WAITERS DINNER

On October 14, 2015 at the BMO Harris Bradley Center, Prevent Blindness Wisconsin will host its 35th Annual Celebrity Waiters Dinner served "on the ice". Our premier annual event includes a cocktail reception with silent auction, followed by dinner served by Milwaukee Admirals team members, live auction, and introduction of our 2015 Preschool Ambassador. This year **Robert W. Baird will be honored with the 2015 Community Partner Award**. The 2014 event welcomed 290 guests and raised record-breaking funding of \$142,000! The event is expected to sell out again this year to raise essential sight-saving funds.

{ For information about our 2015 Celebrity Waiters Dinner, please visit our website or contact us at 414-765-0505. }

THANK YOU to our 2014-2015 Donors!

Our generous donors and friends made healthy vision possible for many in 2014-2015. Thank you for helping Wisconsin's children and adults have healthy vision! To learn more about how you can help, please visit us online at:

wisconsin.preventblindness.org/how-you-can-help-2

For information about making a gift of stock to Prevent Blindness Wisconsin, please contact Barbara Armstrong, Executive Director, at 414-765-0505.

Our Mission:

TO PREVENT BLINDNESS AND PRESERVE SIGHT

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