



Year In Review

2012-2013

Dear Friends of Prevent Blindness Wisconsin,

It takes vision, it takes volunteers...it takes you! As Prevent Blindness Wisconsin looks back upon its 54th year of preventing blindness and preserving sight in Wisconsin, we recognize the vision of our many dedicated volunteers, partners, and donors who have steadfastly supported our free sight-saving services. From the heart of Milwaukee to the hills of La Crosse to Green Bay's Packerland and nearly every county statewide, we set our sights on healthy vision for Wisconsin's children and adults. And we accomplished so much together.

- In Milwaukee, Dane and Kenosha Counties, university nursing and health sciences students were trained as Certified Children's Vision Screeners to conduct screenings in community schools, preschools and daycare centers.
- In Calumet, Outagamie, Winnebago and Waupaca Counties, we partnered with Community Care to provide vision risk assessments and follow-up support to help ensure healthy vision for elderly and disabled adults so that they might stay in their own homes.
- In Oneida County, Lions and Lioness provided Certified Adult Vision Screenings for hundreds of adults in need and encouraged Lions Clubs to adopt the program to reach more than 14 counties statewide.
- In Milwaukee, Madison, Racine, and Appleton, nurses and other health professionals took our Certified Diabetic Eye Disease Educator Course to help reduce eye disease among people with diabetes
- In public and private schools, daycare centers, Head Start, and preschools across our great state – in 59 Wisconsin counties – more than 203,000 children received our Certified Children's Vision Screenings.

Together with you, our donors, volunteers, partners and friends, we helped ensure that Wisconsin's children and adults have healthy vision for a lifetime. 50% of blindness is preventable, and with proper education, screening and care, we do prevent blindness and preserve sight.

As we look forward to our 55th year of preventing blindness and preserving sight in Wisconsin, we recognize the importance of reflecting upon the past as we sharpen our vision for the future. Will you join us in our look back upon a successful 2012-2013?

Sincerely,

Charles B. Groeschell

Charlie Groeschell
Chairman

Barbara Armstrong

Barbara Armstrong
Executive Director



It Takes Vision....

It takes vision...to teach preschool children about their Amazing Eyes

It takes vision.....to develop new programs to educate diabetics about the risks of diabetic eye disease and the simple steps to prevent related blindness

It takes vision.....to recruit, train and equip dedicated volunteers who provide our free vision screenings in their local communities

It takes vision....to prevent blindness and preserve sight.



Wisconsin's Adult Vision Problems

Vision problems in Wisconsin cost an estimated \$2.6 billion annually

- Wisconsin has more than 1.7 million cases of vision problems – ranging from myopia to cataracts to blindness – in adults over age 40.
- Vision loss in adults is associated with increased rates of falls and injuries, depression, social isolation and even death. Prevention and support services can help adults maintain their healthy vision and their independence.
- Smoking, high blood pressure, diabetes and injury can increase risk for vision loss.
- 50% of adult blindness is preventable when adults take steps to prevent blindness and preserve sight.

Community Volunteers Make a Difference

Prevent Blindness Wisconsin trains, equips and supports volunteers and partners to prevent blindness and preserve sight in their own communities. This year, more than 1,443 school nurses, Lions and Lioness, university students, public health workers, Head Start staff and community volunteers were certified to conduct Certified Vision Screenings in their own communities. Prevent Blindness Wisconsin also participated in Back-to-School Health Fairs, the Great Glasses Play Day, and other community events for children in Milwaukee, Green Bay, Madison and beyond. These family-focused events provided thousands of children and parents with vision health information, vision screenings and fun activities that highlighted the importance of eye health and safety.

[Interested in being a Certified Children's Vision Screener? Contact us at 414-765-0505.](#)

Preschool Vision Screening Coordinators Marty Suttmiller and Celeste Arnold receive the Sight Saver Award. Both members of the Delta Gamma Fraternity have been volunteering as Certified Children's Vision Screeners since 1993.



Star Pupils Gain the Gift of Sight

The Star Pupils vision screening program is helping kindergarten children in Racine Unified School District see more clearly. Funded by a grant from SC Johnson, Star Pupils – Racine provided vision screenings and health education for more than 2,000 four- and five- year old kindergarten children in Racine Unified School District last school year. In one RUSD school 39 percent of children were found to have vision problems, much higher than the national average of 25 percent.

"Many of our children desperately needed glasses," notes Sue Stroupe, Racine Unified School District Health Services Director, "and many needed medical care for amblyopia."

Since the program started in fall 2012, more than 250 kindergarten children have failed the vision screenings and 15 of those children are now being treated for amblyopia, the leading cause of preventable juvenile blindness in the United States.

To date over 100 children have received eye care and glasses to help them succeed. In some cases, local eye professionals donated free exams and eyewear to low-income children without insurance. Star Pupils will return for the 2013-2014 school year thanks to SC Johnson and will also be conducted in other Racine County Schools thanks to the Racine Community Foundation. The program is also serving many Milwaukee area private schools that may not have a school nurse, thanks to the Catholic Community Foundation and others.

1 in 20 preschool children and 1 in 5 school aged children has a vision problem that can interfere with healthy development and learning. And, some early vision problems such as amblyopia can cause permanent vision loss if left undetected and untreated. Thus, Prevent Blindness Wisconsin supports vision screenings early and often for children aged 3-18.

Children's Healthy Vision

- 1 in 20 preschoolers and 1 in 5 school age children have a vision problem.
- 80 percent of learning is visual.
- 86% of children don't have an eye exam before they begin school.
- Significant vision problems such as amblyopia can cause permanent vision loss
- Low-income children have higher rates of vision problems and more difficulty getting care.

Prevent Blindness Certified Children's Vision screenings identify children with vision problems and set them on the road to healthy vision. With proper referral and follow-up care, vision screenings provide a quality, cost-effective solution to supporting children's overall visual health.

After failing her Racine Star Pupils Vision Screening in spring of 2013, 4-year-old Gianna was diagnosed with amblyopia by her pediatric ophthalmologist.



"While Gianna had normal 20/20 vision in her left eye, we never imagined that her right eye had 20/200 vision! I was shocked and saddened and hopeful that she would regain some or all of her vision in her right eye," notes Gianna's mom Gina Balke.

Gianna is wearing glasses and patching each day to help restore the vision in her "lazy" eye, and she is making progress.

"We are extremely grateful to Prevent Blindness for their screening of Gianna, otherwise we may not have known there was a problem until it was too late!"

– The Balkes



Your Amazing Eyes Teaches Early Literacy Skills & Eye Health & Safety

Children across Milwaukee are learning about their eyes and the sense of sight, thanks to a new program developed with support from the Kelben Foundation and in partnership with the Milwaukee Public Library. Built on the Six Skills for Early Literacy, Your Amazing Eyes is a story time program that teaches children about healthy vision and eye safety and how healthy eyes help them to see, read and learn. Parents also benefit from this program by getting vital information about how to support their children's vision health at home and at school. Because early literacy and healthy vision go hand in hand, Your Amazing Eyes includes a free vision screening conducted by Certified Vision Screener volunteers.

To learn more about volunteering for Your Amazing Eyes, contact Prevent Blindness Wisconsin at 414-765-0505.



2012-2013 Community Service Statistics

Children receiving Certified Vision Screenings	203,166
Children referred for care	20,361
Adults receiving Certified Vision Screenings	9,249
Individuals Trained as Certified Vision Screeners	1,443
Information and Referral	30,716
Vouchers for Eye Exams /Glasses Distributed to those in need.....	300
Public Awareness (print media, TV, social media)	4,763,812

SIGHT MAKES A DIFFERENCE.

"There's a lot at stake here. The ability to drive and earn a living, or for a parent to see the faces of their children or grandchildren is something of great value that can be lost with poor diabetes control. Being a specialist in diabetic retinopathy, I've seen both ends of the spectrum. Patients of mine that see well are the ones that have taken responsibility for their diabetes from early on."

- Dennis Han, M.D., Eye Institute - Medical College of Wisconsin & Froedtert Hospital

Live Right Save Sight! To Prevent Diabetic Eye Disease

Nearly 140,000 Wisconsin residents aged 40 and older have diabetic retinopathy, now the leading cause of blindness among working-aged adults. In response to the rising tide of diabetic eye disease, an 89% increase since 2000, Prevent Blindness Wisconsin launched Live Right Save Sight!, a comprehensive effort to raise awareness of the risks of diabetic eye disease and promote simple steps to prevent related vision loss and blindness. Live Right Save Sight! provided:

- Professional education courses for nurses and health professionals
- Development of our new website, www.LiveRightSaveSight.org
- Diabetes and Your Eyes toolkits for diabetics

Since its inception, the program has trained 77 healthcare professionals and provided our vision health messages to an estimated 20,000 patients with diabetes.

3 SIMPLE STEPS

TO PREVENT DIABETIC EYE DISEASE

1. Have a dilated eye exam annually or as recommended by your doctor
2. Control your blood sugar. Have your A1C level checked every 3-6 months.
3. Live Right, Save Sight: eat right, exercise, don't smoke, maintain healthy blood pressure.

Amy's Story

Amy was just 26 years old when she began experiencing the symptoms of diabetic eye disease. Although her dilated eye exams were normal for many years, Amy experienced a sudden change in her vision while driving – flashes that looked like lightening. Amy knew to call her eye doctor immediately for any changes in vision. She had a dilated eye exam and was diagnosed with diabetic retinopathy in her right eye. Shortly after, she was treated with laser surgeries and a vitrectomy. Since her surgeries, Amy's vision has been stable and she works daily to control her diabetes and protect her vision.



"I am a lucky person because despite my struggles with diabetic retinopathy, I CAN still see. I'm sharing my story with the hope that together we can bring even greater fortune to other diabetics by educating them about the risks of diabetic retinopathy to keep them from experiencing this preventable disease at all."

For more stories from diabetics like Amy, visit www.LiveRightSaveSight.org

Thanks to our Live Right, Save Sight! Partners and donors, the Wisconsin Diabetes Prevention and Control Program, Wisconsin Lions Foundation, Greater Milwaukee Foundation, i level media, Anthologie, Inc., Wheaton Franciscan All Saints Foundation, UW-Health and Jeweler's Mutual.

Thanks to our 2012-2013 Preschool Ambassadors!

Preschool Ambassadors Nathan Bailey and Logan Frey served Prevent Blindness Wisconsin by attending our special events and significant meetings. They brought life to our mission by allowing us to share both their stories and their smiling faces!

"We are so appreciative of the screening provided by Prevent Blindness Wisconsin and can testify that we have been personally and positively affected by the work that you do!" - Cheryl & Chad Frey, Logan's parents



Logan Frey



Nate Bailey

2001 Preschool Ambassador Organizes Hoops for Hope



Beth VerHaagh
2001



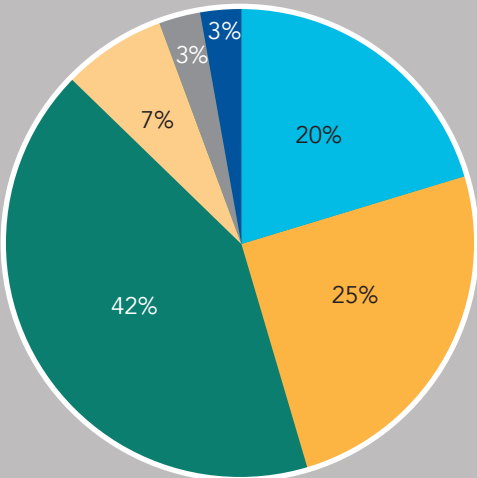
Beth's "Hoops for
Hope" fundraiser
2012

In 2001 Beth VerHaagh served as Prevent Blindness Wisconsin's Preschool Ambassador. Since then, Beth and her family have continued to support vision screenings by participating in Light the Night for Sight Walks and as an Eyes on Capitol Hill advocate. In 2012, Beth organized "Hoops for Hope", a fund raiser hosted by Beth's basketball team. Held at New Berlin Eisenhower High School, the event raised over \$2,000 to support our sight-saving programs! In 2013 Prevent Blindness Wisconsin honored Beth for her continuing service as a Prevent Blindness Wisconsin Ambassador and wishes her well as she sets off for UW-La Crosse where she will continue her basketball career.

Prevent Blindness Wisconsin Condensed Finan

REVENUE

Individuals	90,244
Special Events	110,514
Corporate/Foundation	185,018
Organizations	31,133
Publications & Program Income	11,581
Legacies and Other	13,738
Total Revenue	442,227



- Corporate / Foundation
- Special Events
- Individuals
- Organizations
- Publications & Program Income
- Legacies & Other

2012-2013 Board of Directors

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Robert W. Baird & Company
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Community Volunteer
Community Volunteer
Herslof Optical Company
Community Volunteer
Community Volunteer
Milwaukee Capital, Inc.



Groeschell Awarded Inaugural SEER Award

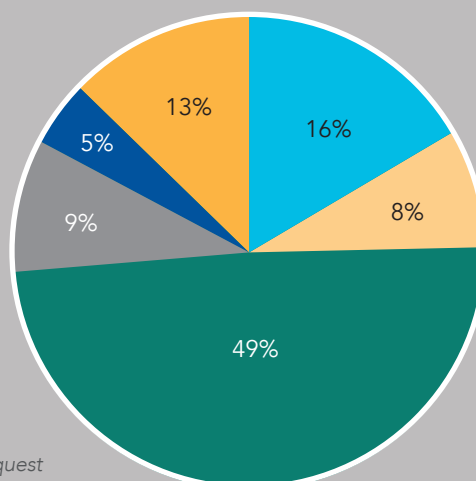
Prevent Blindness Wisconsin awarded the 2013 SEER Award to current board chairman, leader and friend, Charlie Groeschell. Charlie has been involved with Prevent Blindness since 1997.

The Seer Award is given to a leader who recognizes that the best days for Prevent Blindness Wisconsin are ahead of us and who has been instrumental in directing our organization toward the future.

Financial Statement - Year Ending March 31, 2013

EXPENSES - PROGRAM SERVICES

Public Health Education	69,134
Professional Education & Training	34,037
Community Services	204,722
Affiliate Support of Programs	38,041
Total Program Services	345,934
Supporting Services	
General and Administrative	18,997
Fundraising	53,146
Total Supporting Services	72,143
Total Expenses	418,077



- Community Services
- Public Health Education
- Affiliate Support of Programs
- Professional Education & Training
- General & Administrative
- Fundraising

A complete set of audited financial statements is available upon request



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It Takes Vision...and You!



Prevent Blindness Wisconsin raises awareness and support through annual special events including our Swing for Sight! Golf Outing held in June and our annual Celebrity Waiters Dinner with the Milwaukee Admirals. All events support our sight-saving programs throughout the state.

To learn more about the upcoming 2013 Celebrity Waiters Dinner "On Ice" being held this October 16th in the BMO Harris Bradley Center Atrium and Bowl, visit our website or contact Mary Beth Harkness, Development Coordinator, at 414-765-0505.

THANK YOU to our 2012-2013 Donors!

Our generous donors and friends made healthy vision possible for so many in 2012-2013. Thank you for helping Wisconsin's children and adults have healthy vision for a lifetime! To volunteer or 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 or including Prevent Blindness Wisconsin in your estate plans, please contact Barbara Armstrong, Executive Director, at 414-765-0505.

Our Mission:
TO PREVENT BLINDNESS AND PRESERVE SIGHT

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