
Year In Review

2013-2014



Savanna's Story

Young Savanna now sees more clearly, thanks to Prevent Blindness Wisconsin volunteers who provided her with a vision screening at Racine's 21st Century Preparatory School. Savanna did not pass her vision screening and was referred for a complete eye examination, where she was diagnosed with amblyopia in both eyes, myopia, and severe astigmatism. Now Savanna is a proud owner of glasses and is under the care of Children's Hospital in Milwaukee. Savanna's mother, Esmeralda, has this to say:

"without the screening at Savanna's school, we would not have had any idea that Savanna needed glasses at this early age. We are very appreciative of everything that you do and thank you for everything that you have done for Savanna. We are forever thankful and grateful for your program."

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 of Prevent Blindness Wisconsin,

A Good Rule: *Do Unto Others as You Would Have Them Do Unto You.*

This "good rule" inscribes a well-loved wooden ruler that Prevent Blindness Wisconsin received this past year as part of an estate gift from a friend. The inscription has special meaning of course (read more on page 4), but the ruler itself is a fitting symbol of the work Prevent Blindness Wisconsin has accomplished this past year. In addition to providing our critical vision health services to nearly 200,000 children and adults statewide, in 2013-2014 our staff and board members took time to measure the impact of our services and to draw a line between what we have been and what we will become. Our strategic planning process set a new vision for our future as the only nonprofit agency in Wisconsin solely dedicated to preventing blindness and preserving sight.

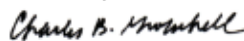
What did we find? First, we confirmed our deep desire to serve children statewide through our powerful volunteer and partner network. Just as important, we committed to growing our services by equipping and engaging more volunteers, strengthening our partnerships, increasing public awareness of our services, and growing and diversifying our resource base so that more children – and adults – will have healthy vision for a lifetime.

We already have begun implementing our 2014-2017 Strategic Plan and 2015 operational goals using the metrics and measures our board put in place. Our strategic planning process has provided a new clarity to our work and important ways to measure our success. We look forward to reporting our progress to you in the coming years.

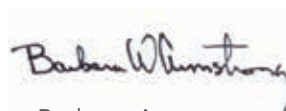
In the meantime, know that while our new measures will guide our work, we will continue to evaluate our success through time-honored rules as well, by the friends we cherish and the difference we make for those who need our help.

Thank you for the gifts you have given to Prevent Blindness Wisconsin this year. We are grateful for your support and dedication to making healthy vision possible for so many.

Sincerely,



Charlie Groeschell
Chairman



Barbara Armstrong
Executive Director

.....
ABOUT 90% OF ALL EYE INJURIES AND 50% OF
ALL CASES OF BLINDNESS ARE PREVENTABLE.
.....

Head Start Kids Gain Healthy Vision for School Success

576 children at UW-Oshkosh Head Start began the school year with Prevent Blindness Wisconsin's Head Start Preschool Vision Program, thanks to support from the Basic Needs Giving Partnership Fund within the Community Foundation for the Fox Valley Region and the Oshkosh Community Foundation, which are supported by the U.S. Venture Fund for Basic Needs and the J.J. Keller Foundation and other community partners. The three-part program provided Children's Vision Screening training and screening support for Head Start Staff, the *Your Amazing Eyes* reading curriculum for classrooms, and a Children's Eye Health and Safety workshop for parents. Thirty Head Start staff and teachers were trained to deliver *Your Amazing Eyes*, a preschool reading curriculum designed to teach children about the sense of sight, all while teaching early literacy skills.



To learn more about our Head Start Preschool Vision Program, contact Jennifer Kessler, Community Health Education Manager at 414-765-0505.

Keeping Eye Health and Safety in Sight

Teachers and childcare providers learned to take care of children's sight, beginning at birth, at two professional conferences this past year. Prevent Blindness Wisconsin's *Keeping Eye Health and Safety in Sight* workshop was delivered at both the 12th Annual Wisconsin Head Start Training Conference and the 2013 Wisconsin Early Childhood Association Conference. Participants learned about the most common eye problems in children and how to protect children's eyes from accidents by learning to recognize and eliminate the most common eye hazards, appropriately use child eye safety wear, and perform basic eye injury first aid techniques.



Thanks to our Delta Gamma Alumnae Donors, Seemore Mouse is Home!

Prevent Blindness Wisconsin thanks Milwaukee Delta Gamma Alumnae for their generous donations which allowed us to purchase our own Seemore Mouse mascot! This past year Seemore visited with children and families at the Madison Rotary Summerpalooza! parade and attended several special events. Seemore generates so much excitement for children and allows Prevent Blindness Wisconsin volunteers to educate parents about our mission. With Seemore Mouse finally home at Prevent Blindness Wisconsin, we look forward to introducing our friend and our message to children statewide!



DG Alumnae and Prevent Blindness Wisconsin Board Members Barb Struck and Suzy Frazier, along with Board Member Kristin Severson and friend and former staff member Mary Dengel pose with Seemore at the 2014 Annual Meeting of the Board of Directors.



Prevent Blindness Wisconsin Expands Partnership with Milwaukee Area Catholic Schools

Nearly 3,000 children in 27 Milwaukee area parochial schools received Prevent Blindness Wisconsin vision screenings last year, thanks to support from The Catholic Community Foundation and our dedicated volunteers. In 2013, 126 volunteers including members of the Milwaukee Christ Child Society, Marquette University and Cardinal Stritch University students, staff from Herslof Optical, and community volunteers were trained as Certified Children's Vision Screeners and provided the vision screenings for children. In 3 of the participating schools, 90 children received glasses following their screenings. Overall, more than 340 children were referred for follow up care with an eye care professional. "The Catholic Community Foundation is proud to help an organization that is so important in providing assistance to children in our Catholic schools," notes The Catholic Community Foundation President Mary Ellen Markowski.

SIGHT SAVER AWARD

Vision Screening Coordinator Betsy Haushalter accepts her Sight Saver Award from Executive Director Barb Armstrong. As a Prevent Blindness Wisconsin volunteer for 13 years, Betsy has expanded our vision screening program and helped ensure that children in Wisconsin have healthy vision. Betsy has worked tirelessly to expand vision screenings in Milwaukee Catholic Schools, especially those that do not have a school nurse.



Wisconsin DPI And Prevent Blindness Wisconsin Provide Vision Screening Webinars

School nurses, Head Start staff, and early childhood education programs statewide can now access free webinars developed by Prevent Blindness Wisconsin in partnership with the Wisconsin Department of Public Instruction (DPI). The webinars provide training on vision screening delivery and follow up as recommended by the Wisconsin Governor's Early Care and Education Advisory Council Screening and Assessment Committee.

Webinars include topics on the following:

- Why Should Early Childhood Programs, Preschools, Head Start, and Schools Vision Screen?
- Conducting Vision Screening
- After Vision Screening: Follow-Up and Care

Webinars can be found here: <http://wisconsin.preventblindness.org/attention-school-nurses-and-health-professionals-webinars-vision-screening>

A Gift of Courage: An Estate Gift Leaves a Lasting Legacy

Over the years, Prevent Blindness Wisconsin has gratefully received gifts from friends who have included Prevent Blindness Wisconsin in their will or estate plans. This past year, Prevent Blindness Wisconsin received an estate gift from Miss Nancy Harris. Her portrait is now displayed on the bookshelf in our office, along with an old wooden ruler inscribed,

.....
**A GOOD RULE: DO UNTO
OTHERS AS YOU WOULD
HAVE THEM DO UNTO YOU.**
.....

Nancy's portrait and her ruler remind us to be humble and to consider daily our responsibility to use her resources wisely as we pursue our mission to prevent blindness and preserve sight.

Nancy had vision problems as a child and later in life as well. And although we have never met Nancy, her generous gift has given all of us courage this past year to try a few new things, to take a bit of risk as we advance our programs to support our mission. For example, we printed

our first full color annual report last fall, sharing our story with hundreds of our donors and friends, and we launched our campaign to buy a Seemore Mouse mascot costume to support our children's health education programs. We also developed a 3-year strategic plan aimed at increasing by 25% the number of children we serve statewide. We are happy to say that after one year, we still have every penny of the estate gift that Nancy so generously gave to us. The small risks we took thanks to her support have paid for themselves, but the truth is we would not have taken those risks, or dreamed of reaching so many more children, without her support. Her gift gave us courage, and because of that her legacy will be with us for a very long time.

Should you decide to include Prevent Blindness Wisconsin in your estate plans, know that your gift will give Prevent Blindness Wisconsin both courage and capacity to pursue our mission to prevent blindness and preserve sight.

For more information on including Prevent Blindness Wisconsin in your will, visit our website at <http://wisconsin.preventblindness.org/how-you-can-help-2> or call 414-765-0505.

NANCY HARRIS

FEBRUARY 14TH, 1925 – JULY 24, 2012

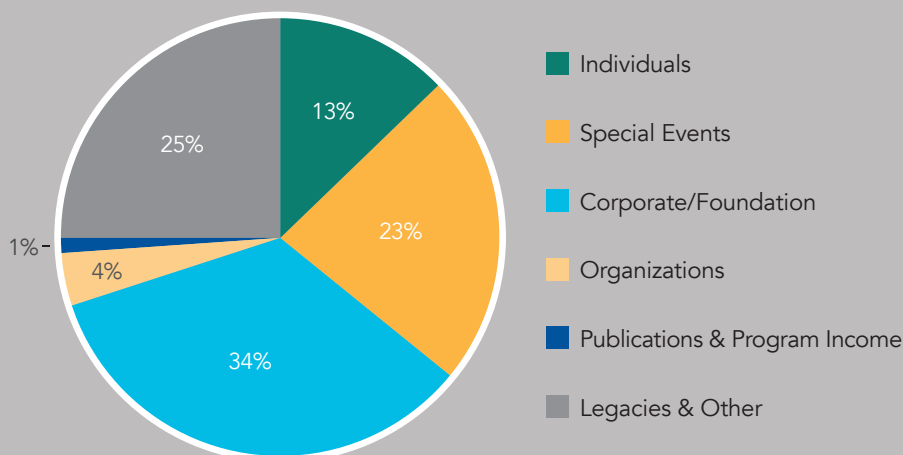
Left her estate to Prevent Blindness Wisconsin, helping us help more children and adults have healthy vision for a lifetime.



Prevent Blindness Wisconsin Condensed Finan

REVENUE

Individuals	83,106
Special Events	144,471
Corporate/Foundation	211,519
Organizations	24,624
Publications & Program Income	6,392
Legacies and Other	160,198
Total Revenue	630,310



2013-2014 Board of Directors

OFFICERS

Charles B. Groeschell - Chairman
F. R. Dengel - Vice Chairman
John Michael Maier (Mickey) - Treasurer
Kristin Ellsworth - Secretary

Robert W. Baird & Company
Emory & Co.
Professional Fiduciary Services, LLC
Peeps Eyewear

DIRECTORS

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Suzy Frazier (Mrs. William H.)
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Milwaukee Capital, Inc.
Merrill Lynch
Wisconsin Vision
Community Volunteer
Pricewaterhouse Coopers
Community Volunteer
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Brickman Group
Anthologie, Inc.
Community Volunteer
Mt. Zion Assembly
Children's Eye Center
RFP Commercial, Inc.
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Racine Unified School District
Lemon Tree

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Robert L. Hanley
Harry Herslof
Gae Lach
Barbara D. Struck
Carl K. Trimble

Community Volunteer
Community Volunteer
Herslof Optical Company
Community Volunteer
Community Volunteer
Milwaukee Capital, Inc.

VISIONARY COUNCIL

David Fritz
Willard T. Walker, Jr.
Linda Burns

Executive Benefits Network
Walker Forge Inc.
Community Volunteer

STAFF

Barbara W. Armstrong
Tami Radwill
Jennifer Kessler
Kelly Lynch
Kelly Konieczny

Executive Director
Program Director
Community Health Education Manager
Volunteer Development Coordinator
Admin. Program Coordinator



Anthologie, Inc. RECEIVES SEER AWARD

The Prevent Blindness Wisconsin SEER Award recognizes a visionary leader who has been instrumental in directing Prevent Blindness Wisconsin toward the future. The 2014 SEER Award was presented to Milwaukee-based creative communications company Anthologie, Inc. and its founder Jeff McClellan.

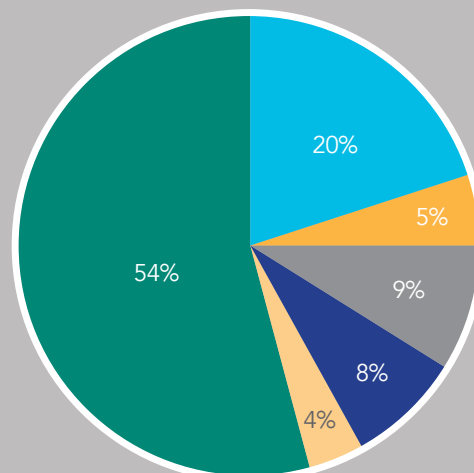
.....
"Their leadership means that more children have healthy vision for school success and more adults have healthy vision for a lifetime."

Barbara Armstrong,
Executive Director
.....

Financial Statement - Year Ending March 31, 2014

EXPENSES - PROGRAM SERVICES

Public Health Education	40,891
Professional Education & Training	19,811
Community Services	263,063
Affiliate Support of Programs	96,146
Total Program Services	419,911
Supporting Services	
General and Administrative	27,397
Fundraising	43,074
Total Supporting Services	70,471
Total Expenses	490,382



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

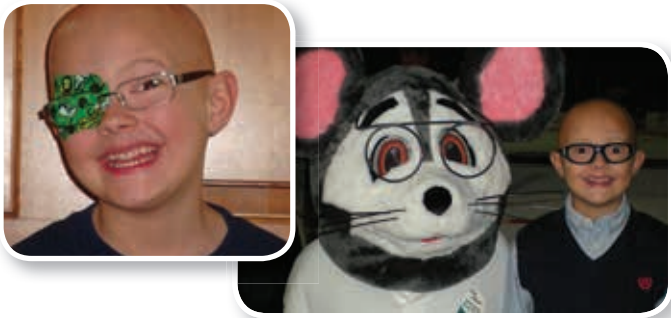
A complete set of audited financial statements is available upon request

Thank You To Our 2013 Preschool Ambassador: Jack Nielsen

Jack was three years old when he was screened by Prevent Blindness Wisconsin volunteer vision screeners at his Germantown preschool. Before his vision screening, Jack's parents had never noticed anything out of the ordinary with Jack's vision, and Jack had never complained about his sight. Nevertheless, his parents contacted their pediatrician, who ultimately referred Jack to Children's Hospital. Jack was diagnosed with strabismus and amblyopia. Almost legally blind in his left eye, Jack began a regular schedule of patching his strong eye to strengthen the eye affected by amblyopia.

"When we learned the extent of his vision problem, we felt both guilt and anger," says Jack's mom, Jenny. "I'm a nurse, and I didn't notice anything out of the ordinary... Luckily Jack's amblyopia was caught relatively early and there was hope. Nobody wants to learn that something is wrong with their child."

Today, Jenny is an active Prevent Blindness Wisconsin certified children's vision screener because she knows firsthand the importance of quality early vision screening and follow up care. Both parents are thankful that Jack's vision problem was caught by Prevent Blindness Wisconsin:



"We feel extremely grateful for Prevent Blindness Wisconsin. We had never heard of Prevent Blindness, but now we feel compelled to let others know. We feel that it's part of our new mission to spread the word."

As for Jack, he is a very active and athletic little boy who plays soccer, basketball and baseball. He likes riding his bike, swimming, playing with his friends and hanging out with his older sister, Izzie and younger brother, Ben. Jack is starting the second grade and excels in reading. Thanks to his Prevent Blindness Wisconsin vision screening, Jack is well on his way to having healthy vision that will support his success in school.

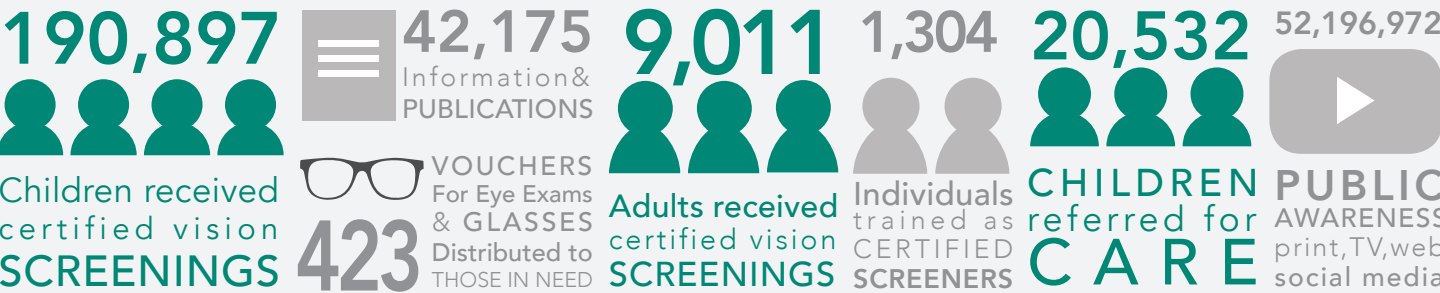
SC Johnson Awarded 2013 Prevent Blindness Wisconsin Community Partner Award



In October 2013, SC Johnson was awarded the Prevent Blindness Wisconsin Community Partner Award for its commitment to children's healthy vision. The Community Partner Award recognizes an individual, corporation or foundation that makes a lasting impact on the vision health of a community, in partnership with Prevent Blindness Wisconsin. A grant from SC Johnson supports the Star

Pupils Vision Screening Program in Racine Unified School District. This program provided free vision screenings and health education to over 2,200 four and five year old children last year. The company publicly received the award at the annual Prevent Blindness Wisconsin Celebrity Waiters Dinner in October.

2013-2014 COMMUNITY SERVICE STATISTICS





"Vision screening through Prevent Blindness Wisconsin has been invaluable to my community nursing students!"
- Rhonda Powell, assistant professor of nursing, MSOE

University & College Partners Support Certified Vision Screenings

For nursing students at Milwaukee School of Engineering, providing vision screenings for children is a chance to make a difference and learn important clinical nursing skills.

"Oftentimes in hospital settings, the nursing students aren't able to hear about the outcomes of their clients," notes Milwaukee School of Engineering assistant professor of nursing Rhonda Powell. "Through the vision screening, they are able to know immediately the number of children referred and we are able to report back to the students after a couple of months on the children who have received eye exams, new glasses, and even wonderful reports on how their academics have improved. This is truly what is at the heart of community nursing...making a difference in the lives of those in the community."

More than 660 students at 13 colleges and universities statewide received Prevent Blindness Wisconsin Adult and Children's Vision Screening Certification last year. Students enrolled in nursing, pre-health, service learning and other programs gained valuable professional skills through the training and many served in their local communities as volunteers or as part of course requirements.

"We appreciate our college and university partnerships because students are wonderful vision screeners," notes Prevent Blindness Wisconsin Program Director Tami Radwill.

"Just as important, when students are trained as Certified Children's Vision Screeners, we are building a pipeline of qualified vision screeners who may serve in the future as school nurses, pediatric nurses, or community health professionals."

WE ARE GRATEFUL TO ALL OF OUR UNIVERSITY AND COLLEGE PARTNERS!

- Cardinal Stritch University
- Edgewood College
- Gateway Technical College
- Madison Area Technical College
- Marian University
- Marquette University
- Medical College of Wisconsin
- Milwaukee School of Engineering
- Northeast Wisconsin Technical College
- University of Wisconsin-Madison
- University of Wisconsin-Milwaukee
- University of Wisconsin-Parkside
- Waukesha County Technical College

To learn more about including Certified Vision Screening as part of a university program curriculum or service learning course, please contact Tami Radwill, Prevent Blindness Wisconsin Program Director at 608-825-1557.



759 North Milwaukee Street
Suite 305
Milwaukee, WI 53202

REGISTER NOW for our 34th Annual Celebrity Waiters Dinner

On November 19th, 2014, Prevent Blindness Wisconsin will once again host the Annual Celebrity Waiters Dinner "on the ice" at the BMO Harris Bradley Center. Our premier annual event will include a cocktail reception and silent auction in the BMO Harris Bradley Center Atrium, followed by dinner, live auction, and introduction of our 2014 Preschool Ambassador. **This year's event will honor Mr. and Mrs. Ned Purtell and Mrs. Penny Howland with the 2014 Community Partner Award.** The 2013 event welcomed 270 guests all served by our Milwaukee Admirals Hockey Team and raised more than \$93,000. Please join us on November 19th, 2014 and help make 2014 our most successful dinner ever!

{ For information about our 2014 Celebrity Waiters Dinner, please visit our website or contact us at 414-765-0505. }

THANK YOU to our 2013-2014 Donors!

Our generous donors and friends made healthy vision possible for so many in 2013-2014. Thank you for helping Wisconsin's children and adults have healthy vision for a lifetime! 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 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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