

Year In Review 2018-2019

Dear Friends,

To those of you who have been with us for the past sixty years, those who have joined our family recently, and everyone in-between—thank you! Our organization's story simply wouldn't have been possible without you. In honor of sixty years of saving sight, we'd like to take a moment to remember Prevent Blindness Wisconsin's history and some of the moments which laid the foundation of our organization and brought us to where we are today.

1958: Edmund Fitzgerald joined with three fellow civic leaders to form Prevent Blindness Wisconsin.

1960: Held the first Adult Vision Screening.

1966: Held the first Children's Vision Screening.

1969: Chartered a Wisconsin Branch of the Wise Owl Eye Safety Program.

1970: Conducted the first vision screening training for school nurses.

1973: Helped pass the School Safety Bill requiring appropriate eye protection for shop and lab classes.

1987: Named the first Preschool Vision Screening Ambassador.

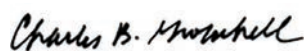
1998: Began a partnership with the Wisconsin Lions Foundation which has grown to reach more than 100,000 children with vision screenings annually.

2008: Partnered with the Wisconsin Head Start Association to incorporate our vision screening protocol into the intake screening process for all Head Start children.

2018-2019 fiscal year: Supported vision screenings for 263,771 children; of those screened, 29,275 were referred for further vision care. Trained and certified 1,742 partners and volunteers as children's vision screeners.

Countless partners, volunteers, board members, donors, and friends – like you – helped us write Prevent Blindness Wisconsin's story so far. Your support helps us bring our vision, *for all Wisconsin residents to have healthy vision at every stage of life*, into focus. We invite you to join us as we look at the new chapter of Prevent Blindness Wisconsin history your support made possible this year.

Thank you again for helping us celebrate sixty years of saving sight. Here's to sixty more!



Charles B. Groeschell
Co-Chairman



F.R. Dengel III
Co-Chairman

Thanks Lizzy!

This year has been exciting for Preschool Vision Screening Ambassador Lizzy. She began kindergarten, became a big sister again when the Sommer family welcomed baby George, and her amblyopia was detected, treated, and cured with no further treatment needed!

We are so thankful to Lizzy and her family for sharing her story and showing us all how important early detection is in the fight against amblyopia. Because Lizzy's amblyopia was detected and treated so early, her vision problem was able to be corrected with glasses alone. She now has the healthy vision she needs to be a great student and big sister!





Partners Unite to Save Sight

Prevent Blindness Wisconsin partnered with UnitedHealthcare and St. Augustine Preparatory Academy in October 2018 to support certified vision screenings and follow-up for at-risk children. This partnership was funded by UnitedHealthcare to help expand and improve children's access to vision care in Wisconsin. Through this collaboration, Prevent Blindness Wisconsin screened 328 children, and, of those screened, 100 were referred to further care. That is a 30% referral rate which is three times the national average! Thanks to UnitedHealthcare's support, Prevent Blindness Wisconsin has been able to explore and pilot new ways to improve children's access to vision care including engaging and educating parents and cultivating new partnerships with

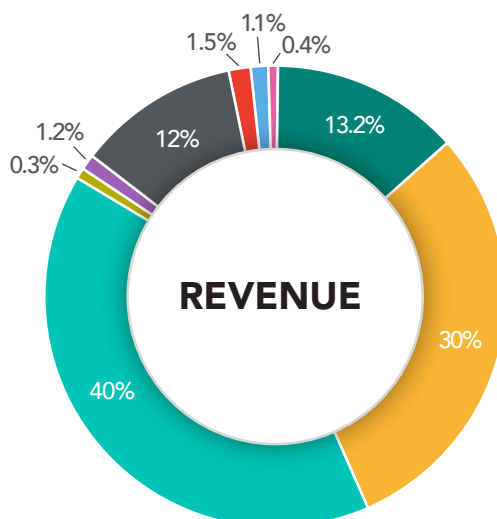


vision care providers to reduce wait times for eye exam appointments. Together, Prevent Blindness Wisconsin and UnitedHealthcare will ensure children with vision problems at Augustine Prep receive the vision care they need to learn, play, and grow!

Prevent Blindness Wisconsin Condensed Financial Statement

REVENUE

Individuals	109,647
Special Events	251,510
Corporate/Foundation*	335,427
Organizations	2,100
Government	10,304
Legacies	96,069
Publications & Program Income	12,710
Dividends & Gains	9,255
Interest	2,938
Total Revenue	829,960



- Individuals
- Special Events
- Corporate/Foundation
- Organizations
- Government
- Legacies
- Publications & Program Income
- Dividends & Gains
- Interest

*Including full \$165,000 grant to be spent over 3-year term.



Healthy Vision is a Slam Dunk

Matthew Dellavedova, former Milwaukee Bucks point guard and the founder of the Delly's Deer reading program at Our Next Generation Neighborhood Center, knows the impact early literacy and a love of reading can have on a child's life and academic career. Through his work with the program, he saw many of the children struggled to read simply because they could not see. Matthew decided to take action to ensure vision problems would not limit these children's futures. On May 1, 2018, Prevent Blindness Wisconsin partnered with Dellavedova, Froedert and the Medical College of Wisconsin and Wisconsin Vision to provide sight-saving vision screenings to students at Our Next Generation. Dellavedova volunteered as a vision screener and got in on the action, helping provide vision screenings to 114 students! Of those students screened, 33 did not pass their vision screening and received an eye exam and pair of glasses thanks to the dedicated work of Wisconsin Vision. Thank you to Matthew Dellavedova and our partners for their dedication to helping the children of Milwaukee have a clear future!

A Bright Future in Racine

Thanks to the support of SC Johnson, the Racine Community Foundation, and a dedicated team of volunteers and partners including school nurses, UW-Parkside students, and Racine Unified School District High School Health Youth Apprenticeship classes, 9,146 students in Racine County received a certified children's vision screening this year. Of those students screened, 1,221 were referred to further vision care. Because a certified vision screening is only the first step on a child's journey to healthy vision, Prevent Blindness Wisconsin provided increased follow-up support to children, families, and partners to help improve access to vision care after a vision screening referral. Thank you SC Johnson and Racine County Community Foundation for providing a bright future for students in Racine County!

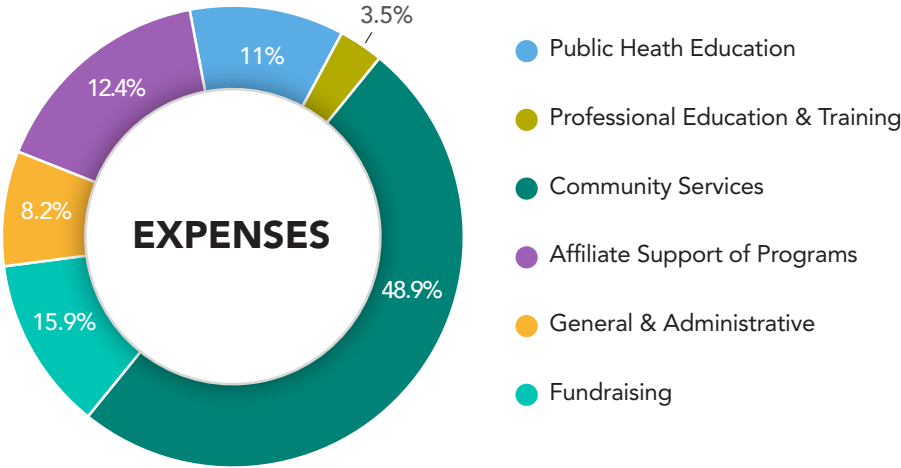
Year Ending March 31, 2019

EXPENSES - PROGRAM SERVICES

Public Health Education	100,496
Professional Education & Training	32,554
Community Services	449,852
Affiliate Support of Programs	114,850
Total Program Services	697,752

SUPPORTING SERVICES

General and Administrative	75,762
Fundraising	146,641
Total Supporting Services	222,403
Total Expenses	920,155





59th Annual Meeting of the Board of Directors

Prevent Blindness Wisconsin was honored to recognize five award winners and celebrate their achievements and dedication to furthering our vision for each Wisconsin resident to have healthy vision at every stage of life.

iLevel Media

Shared Vision Award

Rhonda Powell, RN, MSN

Children's Healthy Vision Award

Dr. Sandra Underwood, RN, Ph.D., F.A.A.N.

Adult Healthy Vision Award

Cheryl Orlando, RN, BSN

20/20 Service Award

Sharon Johnson

Gae Lach Sight Saver Award



Swing for Sight

With your support, the 23rd Annual Swing for Sight Golf Outing had a record-breaking year, raising more than \$71,000 to fund our Children's Vision Screening Program. Thank you to all of our sponsors and golfers for their support and to the 2018 Preschool Vision Screening Ambassador, Lizzy and her family for sharing her story.



Celebrity Waiters Dinner

Thank you to our friends, donors, and sponsors who helped celebrate 60 years of saving sight at the 38th Annual Celebrity Waiters Dinner. More than \$156,000 was raised to support our vision for each Wisconsin resident to have healthy vision at every stage of life! The Milwaukee Admirals served as the evening's celebrity waiters, and, before the puck even dropped, started the action with a special signed jersey auction. In honor of our 60th anniversary, generous donors helped exceed our paddle raise goal by pledging \$81,500 to continue



our sight-saving services. Our work would not be possible without wonderful friends like you! Here's to sixty more years of saving sight!



2018-2019 Board of Directors

AS OF 3.31.19

DIRECTORS

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Kristin Ellsworth, JD
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Mike Meissen, PhD
Amy Mihelich
Monica Parchia Price
Maria Patterson, MD, FAAP
Rhonda Powell, MS,BS,RN
Ned Purtell
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Charles B. Groeschell - Co Chairman
F. R. Dengel III - Co Chairman
Sarah "Sally" Fry Bruch - Treasurer
Kristin Severson - Secretary

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Sandy Gold (Mrs. Thomas E.)
Robert L. Hanley
Thomas J. Hauske, Jr.
Harry Herslof
Barbara D. Struck
Carl K. Trimble

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David Fritz
Willard T. Walker, Jr.
Linda Burns



From left: Jessica Van Sluys, Noreen Noonan, Charlie Groeschell

COMMUNITY PARTNER AWARD

Congratulations to Northwestern Mutual, recipient of the 2018 Community Partner Award! In 1958, Edmund Fitzgerald, then President of Northwestern Mutual, joined with three fellow civic leaders to form Prevent Blindness Wisconsin and build a strong foundation which has enabled Prevent Blindness Wisconsin to provide more than 7 million certified vision screenings to children and adults throughout Wisconsin over the past 60 years. As Prevent Blindness Wisconsin celebrates 60 years of saving sight, it is only fitting that we give special thanks to Northwestern Mutual not only for our beginnings, but also for many decades of support. Thank you!

Grassroots

Thank you to all of our friends and partners who supported Prevent Blindness Wisconsin at our community events this year: ABV Social, Benvenuto's, Blue's Egg, Café Grace, Central Standard Craft Distillery, Delta Gama Miles for Sight 5k, Kendra Scott, Milwaukee Athletic Club, the Mequon Chancery, Newd Custom Printing, Rock Bottom Restaurant and Brewery and Stone Arch Brewpub. Stay up-to-date on future fundraising events by liking and following Prevent Blindness Wisconsin's Facebook page.



Addi's Walk

This past August, Prevent Blindness Wisconsin was excited to introduce a family-friendly walk to raise funds and awareness for children's vision health. Addi's Walk, in honor of 2017-2018 Preschool Vision Screening Ambassador Addisyn, hosted more than 300 walkers who helped raise more than \$19,000 to support children's vision health in Wisconsin. Thank you to our walkers, sponsors and friends who made the event possible and a whole lot of fun!



New Partnerships in the Making

Over the past year, Prevent Blindness Wisconsin's Adult Vision Health Program has grown thanks to the support of friends and donors, the work of a dedicated Community Health Manager, and the development and fostering of multiple new community partnerships. More than twenty community partnerships were formed to support the Adult Vision Health Program, enabling collaboration with community partners who serve at-risk and vulnerable adult populations, including health departments, free clinics, universities, shelters, and more. These partnerships facilitate program delivery, guide program development, and magnify the impact of the program by educating and



equipping partners to provide preventative vision health services to those they serve on a daily basis. Thank you to our many partners for their dedication to helping adults in our state see life more clearly.



The Vision of Diabetes

With a 40% greater risk of suffering from glaucoma, a 60% greater risk of developing cataracts, and a greater than 80% chance of suffering from diabetic retinopathy within ten years of diagnosis, it is staggering that only 50% of people with diabetes are getting regular dilated eye exams. The Vision of Diabetes program is working to increase that number by creating a sustainable vision health support system for people with diabetes. Developed by Prevent Blindness Wisconsin, the program targets healthcare professionals who can become vision health advocates for people with diabetes in their care. This year, 25 healthcare professionals and 150 community members were reached through the program.

To learn how to better serve people with diabetes, Prevent Blindness Wisconsin hosted a Diabetes Focus Group in fall 2018 for patients at the Froedtert and Medical College of Wisconsin's Eye Institute. This focus group showed just how important and needed



awareness and prevention are in the fight against diabetic eye diseases. "I've never been concerned about vision and never received much for eye care before my diagnosis," said a focus group participant who suffers from retinal disease, "If I could, I would change a lot."



World Sight Week

Prevent Blindness Wisconsin celebrated World Sight Day 2018 with an entire week of sight-saving events because one day simply isn't enough! World Sight Day is an annual day of awareness to focus global attention on blindness and visual impairment. Prevent Blindness Wisconsin, friends, volunteers, and partners joined in efforts to save sight and raise awareness including vision screenings, vision screener trainings, a health fair, and a t-shirt campaign!

You can help us celebrate World Sight Day 2019 by visiting the website below to purchase your 2019 World Sight Day T-shirt and showing your Prevent Blindness Wisconsin Pride.
wisconsin.preventblindness.org/prevent-blindness-wisconsin-apparel





Awareness is the First Step to Healthy Vision

"I have glaucoma and take drops, but I didn't know it was a life-long disease once you have it," said a resident of Interfaith McGovern Park. After receiving adult vision health education from Prevent Blindness Wisconsin, she now has a better understanding of her treatment plan and how to protect her vision for life. Awareness is one of the first steps to healthy vision. Prevent Blindness Wisconsin's adult vision health education programs work to educate and engage adults to take proactive steps to maintain healthy vision as they age. This year, more than 600 adults received vision health education through new partnerships, community health education, and outreach programs.

187 PARTNERS & VOLUNTEERS

TRAINED AND CERTIFIED AS ADULT VISION SCREENERS

428 ADULTS

RECEIVED A CERTIFIED VISION SCREENING

OF THOSE SCREENED

385 WERE REFERRED

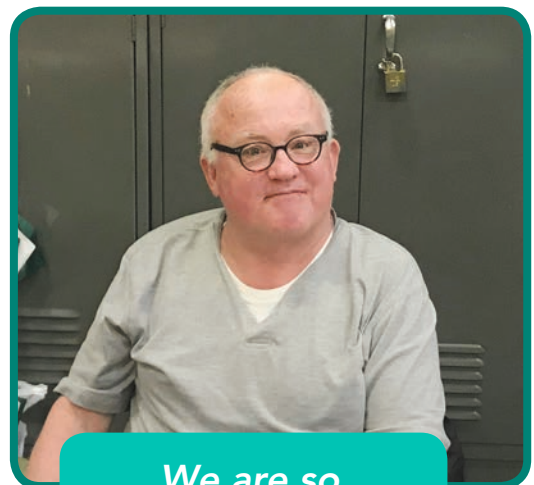
FOR FURTHER VISION CARE



Meet Jeff!

Jeff Lemke joined Prevent Blindness Wisconsin in the winter of 2017 as an office volunteer from the Milwaukee Area Technical College Medical Billing Certificate Program and in July 2018 he was hired as a part-time staff member through SER National's Senior Community Service Employment Program. Jeff provides office support by assisting with day-to-day operations, such as data entry and training folder prep, both essential behind-the-scenes components of our sight-saving programs.

Jeff is a veteran, serving in a combined service with the United States Army and Navy for 11 years. His dedication to service shows in his incredible work ethic, teamwork, and eagerness to try new tasks and learn new skills. Recently certified as an Adult Vision Screener, Jeff serves as a wonderful advocate for veterans, helping educate them at screening events on how to navigate the VA healthcare system and access vision care. Jeff's positivity has radiated throughout our office and has brought even more joy to the work we do!



We are so thankful to have him on our team!

Sharon Johnson a Legacy of Volunteer Vision Screening

Reflecting on her years of service to Prevent Blindness Wisconsin, Sharon Johnson remarks that, "If we save one child's sight each year, all of our hard work is worth it." Sharon Johnson is a member of the Menomonee Falls Community League and has been a volunteer vision screener for more than thirty years, serving since the Community League's first involvement with Prevent Blindness Wisconsin in the early 1980s. She has served as the Menomonee Falls Volunteer Vision Screening Group Coordinator for the majority of that time, taking on the role just one year after the Community League first partnered with Prevent Blindness Wisconsin.

The fight for healthy vision is a cause that is close to Sharon's heart, as she, her granddaughter, and her grandson were all diagnosed with amblyopia and



strabismus as young children. Throughout her years as a vision screener, Sharon has provided vision screenings for thousands of preschool-age children in Menomonee Falls, including Prevent Blindness Wisconsin's CEO Tami Radwill's son. Sharon's dedication and passion for saving children's sight is inspiring, and we are honored to have the opportunity to recognize the impact she has had on the lives of countless children. Thank you, Sharon!



Volunteer Vision Screening Groups

Prevent Blindness Wisconsin is very grateful to have such passionate and dedicated volunteer groups to help us carry out our mission through vision screening, ensuring children have healthy vision to begin their educational careers with success. This fiscal year, our 15 Volunteer Children's Vision Screening Groups in the Greater Milwaukee Area, Madison, and in the Fox

Valley region vision screened 8,507 and referred 1,007 of those children on for further care. Thanks to our volunteer vision screeners, thousands of children have the healthy vision they need to be successful both inside and outside the classroom. Thank you for another year of vision screening success!



Milwaukee Private Schools

This year, our dedicated Milwaukee Private School Group helped expand Prevent Blindness Wisconsin's sight-saving services to 3 Lutheran Schools in the Milwaukee community to ensure that every child has the opportunity to have healthy vision. The devoted members of this volunteer group have vision screened 1,074 students at 12 private schools and referred 191 students to further vision care. The Milwaukee Private School Program is essential to ensuring children enrolled in private schools without a school nurse have the healthy vision they need and deserve to be successful in school and life. Amy Nelson, school social worker at Mount Calvary Lutheran School, says, "We have had a great number of successes with getting students the glasses they desperately needed! Thank you so much for everything that you guys do!"



Vision Screening Sidekicks: Corporate & Community Group Volunteering

Through the Vision Screening Sponsorship Program, local corporations and community groups make a difference through vision screening, ensuring children have the healthy vision they need for success! The program supports free vision screenings at schools that cannot manage vision screenings in-house. Thanks to the support of our partners, 2,403 children, who otherwise would have not received a vision screening, are now on the path to healthy vision for life! Thank you! To learn more about opportunities for your company or community group to give back through vision screening, contact Hannah Offermann, Foundation and Corporate Giving Manager at (414) 765-0505 ex. 106 or Hannah@pbwi.org.



Baird



Satisloh



Executive Benefits
Network



United Way & Milwaukee
Area Technical College



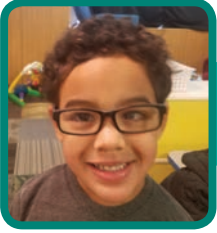
Woman's Club
of Wisconsin

Clear Days Ahead

Prevent Blindness Wisconsin is extremely grateful to have partnered with Wisconsin Vision and their Clear Days Ahead program to ensure that children in Milwaukee County have healthy vision. Together, with the dedicated work of Wisconsin Vision staff and doctors, we provided vision screenings for 304 children at Clement J. Zablocki School and 267 children at Clarke Street School. In total, 187 children were referred for further care, and Wisconsin Vision generously provided referred children with a pair of eyeglasses. Thank you, Wisconsin Vision, for helping children start their path to a lifetime of healthy vision!



Vision Care Voucher Programs



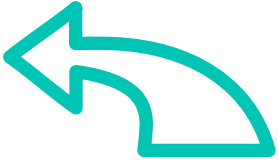
Anthony Collier

"I have super hero eyes," 4-year-old Anthony said to his cousin after receiving an eye exam and a pair of glasses through Prevent Blindness Wisconsin's VSP Sight for Students Voucher Program. Before Anthony got glasses, his poor vision was his nemesis; he often sat very close to the television at home and wasn't very engaged in school. Thankfully, Prevent Blindness Wisconsin volunteers were there to save the day by providing a vision screening at Anthony's childcare center and referring him to further vision care. Armed with his new glasses, Anthony is much more intrigued by the world around him and his self-confidence is super-strong.



Therese Wagner

"My husband died from cancer and my income was cut in half, but bills still remained for me," said Therese, whose bills made affording an eye exam and glasses impossible. Cost is a common barrier to vision care faced by many adults in communities across Wisconsin. After not passing a Prevent Blindness Wisconsin adult vision screening at the Sturgeon Bay YMCA Community Health Living Fair, Therese was approved for a free vision care voucher. Through the VSP Mobile Eyes Voucher Program, Therese received an eye exam and a brand new pair of glasses. "I am so very grateful for my voucher. I found out my eyes have worsened and I needed new glasses. I can now see better," said Therese. "I really appreciate the help I received. I feel humbled. Thank you so very much! God bless all of you."

58 
CHILDREN
RECEIVED A VISION
CARE VOUCHER

107 **ADULTS**
RECEIVED A VISION
CARE VOUCHER



A Head Start on Healthy Vision

Prevent Blindness Wisconsin is helping Wisconsin Head Start children have the healthy vision and visual development that is essential to ensuring the best possible start in life and school. Through enhanced Parent Council meetings and Family Engagement Nights, the Head Start Vision Health Program helped parents understand the importance of taking their children to the eye doctor after a vision screening referral. At one event, a mother shared that she did not wear her glasses often but will start to wear them all the time as a result of the presentation which helped her realize the important role she plays in her child's vision health, both as an advocate and a role model.



Thank you to all of our Head Starts parents for helping ensure more than 10,200 of Wisconsin's most vulnerable children have access to the sight-saving services needed to begin their educational careers with success.

Where There's a Need, There's a Lion

For more than twenty years, Prevent Blindness Wisconsin has partnered with the Wisconsin Lions Foundation to support certified vision screenings for children and adults across the state. This year, 396 Lions and Lioness were trained and certified as children's vision screeners in 12 trainings statewide. The Wisconsin Lions continued the momentum from last year's centennial 100,000 children vision screening goal by providing vision screenings to 119,221 children and referring 11,568 on for further care. That is an incredible number of children who would not have received vision screenings were it not for the dedicated service of Wisconsin Lions and Lioness. Thank you!



Wisconsin School Nurses Provide Sustainable Sight-Saving Screenings

Prevent Blindness Wisconsin is partnering with school nurses through the High School Partnership Program in an effort to develop creative solutions that make healthy vision possible both now and in the future. Through the program, Prevent Blindness Wisconsin trains and certifies students in pre-health classes, clubs, and programs as children's vision screeners. These students then give back to their school community by helping their school nurse provide vision screenings in elementary schools. Using high school students has been a great way for nurses across the state to provide sight-saving services to more children in their districts. This year, Prevent Blindness Wisconsin expanded the program to 8 schools and certified 162 students.

We appreciate all the nurses who provide vision screenings in their school districts and are dedicated to helping Wisconsin children have healthy vision for school! Thank you!



"The students did an outstanding job," said Kettle Moraine District Nurse Melinda Vose. Kettle Moraine Health Science High School joined the High School Partnership Program this year.

236

SCHOOL NURSES
TRAINED & CERTIFIED
AS CHILDREN'S
VISION SCREENERS
IN 13 DEDICATED TRAININGS

SCHOOL NURSES SCREENED

126,736

CHILDREN

REFERRED 15,576

TO FURTHER VISION CARE



731 North Jackson Street
Suite 405
Milwaukee, WI 53202

Our vision is for each Wisconsin resident to have healthy vision at every stage of life.

Meet Crystal!



6-year-old Crystal never complained about her vision or said she was struggling to see. Like so many of the children we serve, no one knew Crystal had a vision problem until she didn't pass her Prevent Blindness Wisconsin vision screening at St. Augustine Preparatory Academy. Crystal was referred for a complete eye exam which resulted in her being diagnosed with a refractive error. She was prescribed glasses which not only eliminated her squinting and headaches, but also brought her world into focus!

THANK YOU to our 2018-2019 Donors!

Our generous donors and friends made healthy vision possible for a record-breaking 263,771 children in 2018-2019. Because of you, Prevent Blindness Wisconsin is able to reach children and adults across Wisconsin with sight-saving services and programs. Thank you for helping us bring our vision for each Wisconsin resident to have healthy vision into focus. To learn more about how you can help, please visit us online at:

wisconsin.preventblindness.org



Our Mission:

Founded in 1958, Prevent Blindness Wisconsin improves the lives of children, adults, and families through early detection of eye conditions to prevent blindness and preserve sight. On-going vision screening activities and state wide public health education lead to a lifetime of healthy vision.