

Year In Review 2017-2018



Thank you Addisyn!

It's been a big year for little 2017 Preschool Vision Screening Ambassador Addisyn. After not passing her Prevent Blindness Wisconsin vision screening, Addisyn's parents took her to the eye doctor where she was diagnosed with amblyopia and strabismus and began treatment right away.

Addisyn has been a model ophthalmology patient; she loves wearing her pink glasses and taking care of them by putting them in their house (or as most people call it, a glasses case) and she is always excited to pick out a different colored patch to wear each day. Thanks to early treatment Addisyn's vision has improved from 20/100 to 20/75 to 20/20! Thank you Addisyn for showing us all how important early detection and treatment is to saving sight!

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.

Dear Friends,

Often, when we look at the work accomplished each year as an organization we get caught up in the incredible numbers —261,251 children received vision screenings, 27,468 children referred to the eye doctor, 1,437 volunteers and partners trained and certified as children's vision screeners— but the impact of our work is so much greater. As we look back over the past year, let's all remember one very important thing — **it's all about the people.**

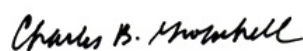
Before we celebrate the successes of our many programs, let's take a moment to look 'behind the scenes' and highlight the people who work hard every day to make those programs possible. This year, Prevent Blindness Wisconsin assembled a visionary staff team who are dedicated to improving vision health across the state. Their passion for Prevent Blindness Wisconsin's mission is contagious and we are proud to share with you the amazing work our people have accomplished.

Over the past year the team expanded and enhanced our children's programs, developing new ways to provide essential vision health education and improve children's access to vision care. Through the work of a dedicated Community Health Manager, our adult programs flourished and new sustainable ways to reach more Wisconsin adults with important vision health information were developed. With the support of the new Office Coordinator, 120 Wisconsinites received free vision care vouchers! A team of interns and office volunteers supported day-to-day operations and worked on special projects to ensure we are reaching as many children as possible with our sight-saving services. We are also honored to share that the expanded programs drove our friends, like you, to raise more than one million dollars, enabling Prevent Blindness Wisconsin to provide greater services state-wide.

Our team wouldn't be complete without one very important person — you! Healthy vision is a reality for so many Wisconsinites because of the support of volunteers, board members, partners, and friends like you. It's a privilege to serve with a group of people who are so passionate about our mission and committed to bringing our vision for all Wisconsin residents to have healthy vision into focus.

We are excited for you to join us as we look back over the past year of Prevent Blindness Wisconsin's work and see the impact it has on the lives of Wisconsin's children and adults. Our work is only possible because of your support. So, as we celebrate Prevent Blindness Wisconsin's 2017-2018 achievements and begin a new year of saving sight, be sure to look out—and try to keep up—this amazing team is just getting warmed up!

Sincerely,



Charles B. Groeschell
Co-Chairman



F.R. Dengel III
Co-Chairman



Milwaukee School of Engineering Nursing Students complete children's vision screener training and receive 3-year certification. Once certified, MSOE Nursing Students practice their skills and give back to their Milwaukee community by providing vision screenings at St. Marcus Lutheran School.

School Nurses Save Sight!

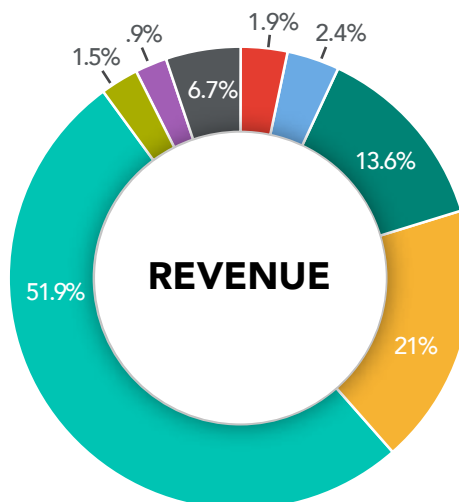
Prevent Blindness Wisconsin partners with Wisconsin school nurses to provide essential vision screenings and sight saving services! 202 school nurses were trained and certified as Children's Vision Screeners, adding to a statewide network of more than 800 certified school nurse vision screeners. 103,685 children received certified vision screenings from school nurses, and of those screened 12,703 were referred to further vision care. Prevent Blindness Wisconsin exhibited at the Wisconsin Association of School Nurses Spring 2017 Conference in Madison and had the opportunity to speak with school nurses across the state, providing vision health resources while learning how to best support school vision screening programs. Thank you, school nurses, for helping improve the Children's Vision Screening Program and dedicating your time to ensure Wisconsin students have healthy vision!



Prevent Blindness Wisconsin Condensed Financial Statement

REVENUE

Individuals	124,347
Special Events	192,561
Corporate/Foundation*	474,625
Organizations	13,563
Government	8,181
Legacies	61,318
Publications & Program Income	17,669
Gain/Loss on Investment	21,731
Total Revenue	913,995



- Individuals
- Special Events
- Corporate/Foundation
- Organizations
- Government
- Legacies
- Publications & Program Income
- Gain/Loss on Investment

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

Milwaukee Private Schools

"We were very fortunate to have Prevent Blindness Wisconsin come to our school to do these screenings free of charge," says Diane Meredith, school social worker at Bruce Guadalupe Community School. The Milwaukee Private Schools Program makes healthy vision possible for at-risk children at private, choice, and charter schools in Milwaukee County where at least 70% of the student population qualifies for Free or Reduced Lunch. A dedicated group of 6 Prevent Blindness Wisconsin volunteers provided certified vision screenings to 1,136 students and referred 242 of those students to further care –an 18% referral rate which is almost double the national average. Thanks to the Milwaukee Private Schools Program, children who would otherwise be left out and left behind now have the healthy vision they need to learn, play, and grow.

Community Support Helps Racine Children See Clearly!

Thanks to support from the Racine County Community Foundation and SC Johnson, 10,382 children in Racine County Schools, preschools, and Head Start sites received a certified vision screening this year! Teachers, school nurses, and partners received support and follow-up resources from Prevent Blindness Wisconsin to ensure that children in Racine County receive the vision care they need after a vision screening referral. 600 kindergarteners learned about vision health and the importance of going to the eye doctor through Prevent Blindness Wisconsin's Your Amazing Eyes Program. Thank you Racine County Community Foundation and SC Johnson for helping Racine children see clearly!



Wisconsin Lions' Mane Event!

This year, Prevent Blindness Wisconsin had the honor of supporting Wisconsin Lions across the state as they endeavored to screen 100,000 children in celebration of 100 years of Lions International community service. Lions Clubs throughout Wisconsin exceeded their goal, providing certified vision screenings to 136,584 children! Of those children screened, 12,355 were referred for further vision care. We are so grateful to work with an organization and its members that share our passion for healthy vision. Thank you Lions!

Year Ending March 31, 2018

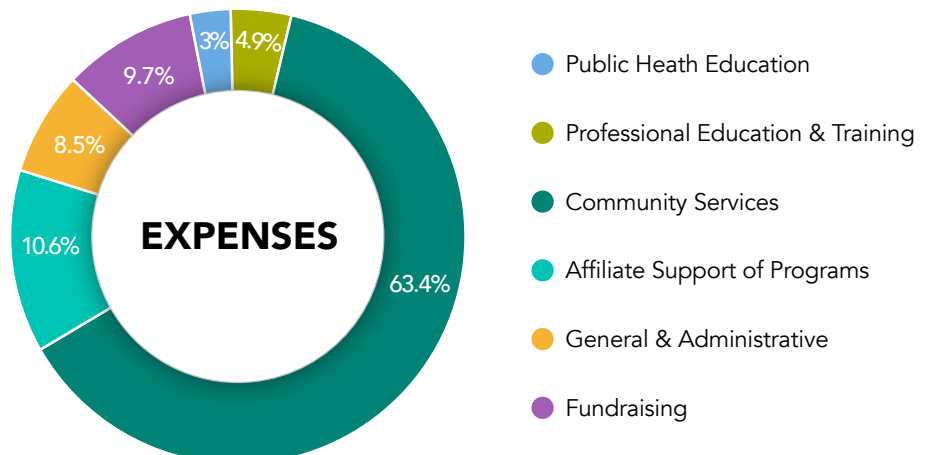
EXPENSES - PROGRAM SERVICES

Public Health Education	48,951
Professional Education & Training	20,468
Community Services	513,692
Affiliate Support of Programs	89,551
Total Program Services	672,662

SUPPORTING SERVICES

General and Administrative	45,372
Fundraising	95,768
Total Supporting Services	141,140
Total Expenses	813,802

Net Assets	978,563
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A complete set of audited financial statements is available upon request



The Franklin Poms Team held a fundraiser to support healthy vision and 2017 Preschool Vision Screening Ambassador Addisyn.

Thank You for Supporting Sight!

Thank you to all of our friends and partners who supported Prevent Blindness Wisconsin at events this year including the Celebrity Waiters Dinner, the Swing for Sight, BluTending, Point After Pub and Grill's Meat Raffle, Delta Gamma Miles for Sight 5K, MOD Pizza, Franklin Poms, and Central Standard Craft Distillery! Stay up-to-date with future fundraising events by liking and following Prevent Blindness Wisconsin's Facebook page. We can't wait to see you!

4-year-old Piper and her family start off the UW-Madison Delta Gamma-Omega Chapter Miles for Sight 5K. Piper has healthy vision to learn and play thanks to a certified vision screening at her Madison preschool from the Dane County volunteer group.



Wipfli accountants Tony Revolinski and Wesley Wahlberg learn how to craft cocktails at Prevent Blindness Wisconsin's BluTending event at the Pfister.



Swing for Sight

With your support, the 22nd Annual Swing for Sight Golf Outing raised more than \$53,000 to fund our Children's Vision Screening program. Thank you to all of our sponsors, golfers, and our Preschool Vision Screening Ambassador, Addisyn for sharing her story. Be sure to save the date for next year's Swing for Sight on June 3, 2019.



Celebrity Waiters Dinner

Thank you to our friends, donors, and sponsors who made Prevent Blindness Wisconsin's 37th Annual Celebrity Waiters Dinner a huge success, raising more than \$140,000 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 were honored along with team owner, Harris Turer, with the 2017 Community Partner Award for their dedication to children's vision health. To celebrate the 30th Anniversary of the Preschool Vision Screening Ambassador program, the paddle raise was kicked off with a generous gift of \$30,000 in loving



memory of Gae Lach, a preschool vision screener whose selfless service continues to inspire Prevent Blindness Wisconsin volunteers today. Our wonderful donors and friends like you enable us to carry out our mission, ensuring the children of Wisconsin will have healthy vision for school and beyond.



2017-2018 Board of Directors

AS OF 3.31.18

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Trent Graham
Mary Gross
Dennis P. Han, MD
Logan Kiekhafer, OD
Ellen Laubusch
John Michael "Mickey" Maier
Jeff McClellan
Amy Mihelich
Monica Parchia Price
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Ned Purtell
Rebecca Romano
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Sue Stroupe, R.N., MSN
Thomas N. Tuttle, Jr., JD

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F. R. Dengel III - Co Chairman
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Kristin Severson - Secretary

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Linda Burns

UW-MADISON DELTA GAMMA LIASION

Haley Matchette



From left, Andrew O'Brien,
Harry Zolnierczyk, & Harris Turer

COMMUNITY PARTNER AWARD

Congratulations to the Milwaukee Admirals and Team Owner Harris Turer, recipients of the 2017 Community Partner Award! For more than 19 years, the Milwaukee Admirals and Prevent Blindness Wisconsin have teamed up to save sight. Turer has been involved with Prevent Blindness Wisconsin since 2005 when he bought the Milwaukee Admirals and made a personal commitment to continue this sight-saving partnership. Because of their support, countless children now have the healthy vision they need for success in school and life. Thank you!



Long-Time Volunteer Suzy Frazier Honored

At the 58th Annual Meeting of the Board, Prevent Blindness Wisconsin was honored to present Suzy Frazier with the 2017 Gae Lach Sight Saver Award in recognition of more than four decades of dedicated service and commitment to saving children's sight.

Frazier began her work protecting the sight of Wisconsin children in 1973 as a member of the Delta Gamma Fraternity, an organization that shares Prevent Blindness Wisconsin's passion for vision. Through 44 years of dedicated service as a children's vision screener, Frazier has saved the sight of countless children. Frazier's commitment to children's healthy vision extended past her service as a vision screener and in 1974 she joined the Prevent Blindness Wisconsin Board of Directors. Using her passion for children's vision health and first-hand experience as a vision screener, Frazier has guided the work of Prevent Blindness Wisconsin through 34 years of service on the Board of Directors-including serving as board president from 1986-1987 and 2001-2003. Frazier continues to serve Prevent Blindness Wisconsin both as a volunteer vision screener and as a Board Member. On behalf of the many children who owe their healthy vision to Suzy Frazier, we thank you!





The Anthologie, Inc. Team with Pastor Monica (right).

Anthologie, Inc. Saves Sight During World Sight Week!

Prevent Blindness Wisconsin was proud to partner with Anthologie, Inc. to celebrate World Sight Week 2017 in true Prevent Blindness Wisconsin fashion – with vision screenings! Through the Corporate Vision Screening Sponsorship Program, Anthologie employees gave back to their Milwaukee community by providing vision screenings for 152 students at the Early View Academy of Excellence. Of those students screened, 57 did not pass their screening and were referred for further vision care. That is a 37.5% referral rate which is more than triple the national average referral rate of 10%! Thank you Anthologie for helping us ensure students who otherwise would not have access to vision screenings now have the healthy vision they need to learn, play, and grow!



To learn more about opportunities for your company to give back through vision screening, contact Hannah Offermann, Foundation and Corporate Giving Coordinator at (414) 765-0505 ex. 106 or Hannah@pbwi.org.



A Head Start on Healthy Vision

A Head Start Vision Health Focus Group in Green Bay led to improved vision health education and parent engagement to better meet the needs of our Head Start partners. After learning from partners that text messaging is often the most effective form of parent communication, a series of text message scripts were developed to encourage follow-up care after a failed vision screening. These text message scripts were translated into Hmong and Spanish to further improve communication with parents and families and help ensure children receive needed vision care.

Head Start children like three-year-old Brayden depend on Prevent Blindness Wisconsin's sight-saving services to ensure they have the healthy vision they need to begin their educational careers with success. Brayden's parents had no idea he was struggling to see until his certified vision screening at his Head Start in Superior. Thanks to his new glasses, Brayden is focusing more in class and is vision-ready to learn!



2017 Annual Meeting of the Board of Directors

Prevent Blindness Wisconsin was honored to recognize five award winners and celebrate their achievements and dedication to providing a lifetime of healthy vision for Wisconsin residents.



F.R. Dengel, III (left) accepts the SEER Award for his visionary leadership on Prevent Blindness Wisconsin's Board of Directors and instrumental role in directing Prevent Blindness Wisconsin toward the future.



Suzy Frazier (center) accepts The Gae Lach Sight Saver Award for her dedication to children's vision health through 44 years of selfless volunteer service and 34 years of serving on the Prevent Blindness Wisconsin Board of Directors.



Meghan Postelnik (right) accepts the 20/20 Vision Award for seeing clearly that healthy vision is only possible through collaborative partnership and for her work supporting Wisconsin Lions vision screenings.



Julia Means (right) accepts the Adult Healthy Vision Award for her work making vision health for at-risk adults a priority through a partnership between Prevent Blindness Wisconsin and the Ebenezer Church of God in Christ Resource Center.



Martin Salas (right) accepts The Children's Healthy Vision Award for his dedication to making children's vision health a reality through his work with Prevent Blindness Wisconsin's Early Childhood Vision Health programs.



TAKE YOUR CHILD TO THE EYE DOCTOR
TO GIVE THEM A CLEARER CHANCE IN SCHOOL



THEY
CAN'T
LEARN IF
THEY CAN'T
SEE THE BOARD

Celebrating Thirty Years of Preschool Vision Screening Ambassadors

Thirty years ago, Prevent Blindness Wisconsin's first Preschool Vision Screening Ambassador, three-year-old Laura Brauer, was diagnosed with amblyopia after a referral from a volunteer vision screening. As Ambassador, Laura showed how a simple vision screening can impact a child's life and represented the thousands of children who benefit from Prevent Blindness Wisconsin's Preschool Vision Screenings each year. Now, thirty years later, the Preschool Vision Screening Ambassador program continues to share the stories of lives touched by vision screening and lawyer Laura Brauer J.D. continues to use her experiences to advocate for children's vision health. It is because of your support for our sight-saving programs that we have such wonderful stories of success to share! Here's to thirty more years of sight-saving success!

Visit wisconsin.preventblindness.org/preschool-vision-screening-ambassadors to meet Laura and other past Preschool Vision Screening Ambassadors.



Classroom Curriculums Get Children to Care



Meet Patch in our new book
Patch's Healthy Eyes!

Thanks to funding from the Medical College of Wisconsin's Advancing a Healthier Wisconsin Endowment, Prevent Blindness Wisconsin developed enhanced children's vision screening follow-up resources to ensure children with vision problems are able to get the vision care they need and deserve. New 3K/4K, 5K, and 5th grade Vision and Eye Health Classroom Curriculums teach children about sight, vision health, the importance of vision care, and how to self-advocate for their vision health. These curriculums encourage children to share what they've learned with their parents, extending the influence of the curriculum beyond the classroom and into the community. We are excited to see the impact these curriculums have on the number of children receiving follow-up vision care in the coming year!

To download a free copy of the Vision and Eye Health Curriculum, visit:
wisconsin.preventblindness.org/educational-materials-teachers

It's the Great Vision Screening Day, Seemore Mouse

Vision problems can be haunting, but thanks to a new partnership between Prevent Blindness Wisconsin, the United Way of Greater Milwaukee and Waukesha County, and Milwaukee Area Technical College, students at eight Milwaukee Public Schools have nothing to fear! In one spook-tacular day of vision screening on October 31, approximately 4,500 students received free vision screenings thanks to the work of more than 100 volunteers. Together we worked our magic and gave children the best treat of them all – healthy vision!



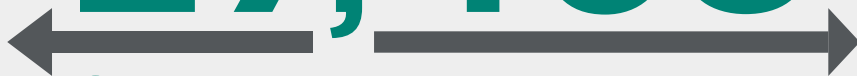
2017-2018 COMMUNITY SERVICE STATISTICS

261,251



CERTIFIED VISION SCREENINGS
GIVEN TO CHILDREN

27,468



CHILDREN REFERRED
TO AN EYE DOCTOR



1,437

PARTNERS &
VOLUNTEERS
TRAINED
AS CHILDREN'S
VISION SCREENERS

322



CERTIFIED VISION SCREENINGS
GIVEN TO ADULTS

255

ADULTS
REFERRED TO AN
EYE DOCTOR



136

PARTNERS &
VOLUNTEERS
TRAINED
AS ADULT
VISION SCREENERS

N D C

V K C N

K C R H N

Z K D V C

H V O R K

R H S O N



Brown County has Healthy Eyes! Healthcare professionals at the Aging and Disability Resource Center of Brown County took their first steps to becoming adult vision health advocates through the Healthy Eyes program!

A Lifetime of Healthy Vision...

Prevent Blindness Wisconsin's Adult Vision Program was invigorated this year and has shown tremendous growth! To help Wisconsin adults protect their vision against sight-stealing vision problems, Prevent Blindness Wisconsin provides public health education programs, vision screenings and risk-assessments, and trains community health workers to advocate for adult vision health.



Healthy Eyes

The Healthy Eyes Program, funded through a grant from Regeneron, is creating a sustainable system of delivering vision health education to Wisconsin adults by educating healthcare professionals and equipping them to provide vision health education and resources to their patients. This year, 36 health care professionals from Chippewa County and Brown County participated in the Healthy Eyes Program and are now ready to protect the vision of the estimated 75,000 adults they serve each year. Thank you to those who attended our Healthy Eyes talks and for being an active advocate for adult vision health!

The Future of Vision Health

19 medical students at the Medical College of Wisconsin received adult vision health education to prepare them to advocate for the vision health of their future patients. It was an honor to have this opportunity to reach future healthcare providers with essential vision health education and to prepare them to join Prevent Blindness Wisconsin's work providing a lifetime of healthy vision!



Diabetes and Your Eyes

48 people attended Prevent Blindness Wisconsin's two-part Diabetes and Your Eyes educational talks and took their first steps towards having healthy vision with diabetes. The talks were held at the Ebenezer Church of God in Christ Diabetic Food Pantry in recognition of Diabetic Eye Disease Awareness Month and Glaucoma Awareness Month. Through public health education, people with diabetes have the knowledge and resources they need to protect and preserve their sight.

Adult Vision Screenings

Prevent Blindness Wisconsin supported adult vision screenings at the Ebenezer Church of God in Christ Diabetic Food Pantry, MJ Battle/CR Parrish Senior Living, Milwaukee Christian Center, and Milwaukee Veteran Stand-Downs. 322 adults and older adults received certified vision screenings and of those screened, 255 were referred for further vision care. Thank you to our adult vision screening volunteers and partners, including UW-Milwaukee and UW-Parkside students, for making healthy vision possible for at-risk adults!



Future Faces of Health Care Bring Students' Futures into Focus

Prevent Blindness Wisconsin found a creative way to help high school students prepare for their futures while bringing younger students' futures into focus with certified vision screenings. Through collaboration with high school student groups, such as Health Youth Apprentices or Health Occupation Student Associations, Prevent Blindness Wisconsin trains and certifies high school students as Children's Vision Screeners. This year 121 high school students were trained and certified as children's vision screeners at 5 high schools! After training, students utilize their new skills to gain hands-on public health experience and give back to their school community by helping their school nurse provide vision screenings at elementary schools.



Satisloh Vision Screens 1,000th Student!

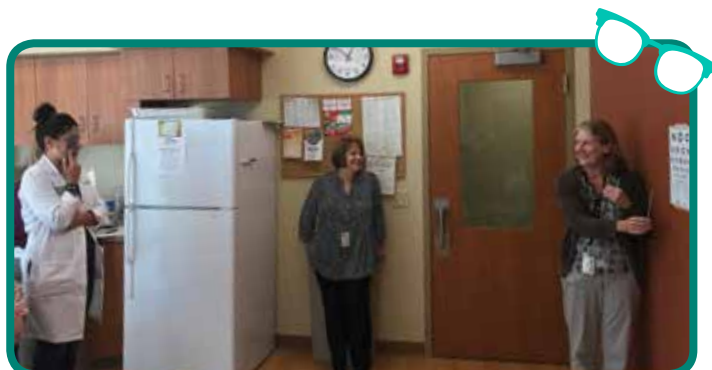
On February 22, 2018, Satisloh North America Inc. employee volunteers provided their 1,000th vision screening! Through the Corporate Screening Sponsorship program, Satisloh has been giving back to children in their local Menomonee Falls and Germantown community since 2016, providing free vision screenings to 1,038 children. Thanks to the dedicated service of Satisloh employee volunteers, together we are able to reach children who otherwise would go without vision screening.

Daryl Weber, Principal of Bethlehem Lutheran School which is served through the partnership, says it best, "Thank you so much for providing vision screening at Bethlehem Lutheran. It's a great service and I know that our parents really appreciate it. This screening helps us take care of our students!"



Healthy Kids with Healthy Vision

Vision screening is a common component of a child's check-up with their pediatrician, yet the majority of healthcare professionals receive little to no vision health education or training to prepare them to provide vision screenings. Thanks to funding from Medical College of Wisconsin's Advancing a Healthier Wisconsin Endowment, Prevent Blindness Wisconsin worked with pediatric primary care providers to ensure children receive a quality vision screening and follow-up support. This year, 32 healthcare professionals at three pediatric primary care offices were trained and certified as children's vision screeners using the most up-to-date evidence-based vision screening protocols. With help from the primary care office, we can ensure children are vision ready for school success!





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

Meet Miabella!

Miabella is able to see the chalkboard, focus on her school work, and recently got a new library card. While these moments may not seem particularly notable, for a child with a vision problem they are groundbreaking. After not passing a Prevent Blindness Wisconsin volunteer vision screening at her school, Miabella's parents faced a challenge that is all too common for families across the state – they couldn't afford an eye exam and glasses. Through the Sight for Students program, Prevent Blindness Wisconsin provided Miabella with a voucher for a free eye exam and glasses. With her new glasses, Miabella now has the healthy vision she needs to learn and her grades have already improved! The letter Miabella sent Prevent Blindness Wisconsin says it all:



THANK YOU to our 2017-2018 Donors!

Our generous donors and friends made healthy vision possible for a record-breaking 261,251 children in 2017-2018. 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



Prevent Blindness Wisconsin
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wisconsin.preventblindness.org