

Year In Review

2015-2016



MEET CLARA

Before her Prevent Blindness Wisconsin Children's Vision Screening, 4-year-old Clara's parents had no idea she had a vision problem. Clara was a normal preschooler and showed no signs or symptoms of a vision problem. After not passing her vision screening, Clara's parents sought further care. The eye doctor diagnosed Clara with a high astigmatism, prescribed glasses for life, and said that it was very lucky that her problem was detected at such a young age before permanent vision loss occurred.

"We feel very fortunate that it was found early. We never would have realized this if you wouldn't have come to her school."

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

Dear Friends,

"What is more important than helping a child to see?"

This year, we asked this question over and over, to stay motivated and continue to improve and do our work better. I hope you share with me my excitement for all of the programs and projects highlighted in this report which help to show: ***what IS more important?***

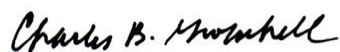
Prevent Blindness Wisconsin is extremely fortunate to have you in our vast network of volunteers and partners throughout the state dedicated to one mission, ***to prevent blindness and preserve sight.***

And because of your support, we were able to expand our services and educational offerings to children and their families throughout Wisconsin. In this, our 58th year, we can celebrate that more than 6,500,000 children have received a free vision screening from Prevent Blindness Wisconsin!

Together, with you, we were able to provide 215,377 children statewide with a free vision screening. Of these, 19,982 children were referred for follow up care with an eye care professional. These children represent 68 counties from Kenosha to Douglas, Grant to Door and everywhere in between!

We have continued to gain new friends, partners, volunteers, donors and more to meet our goal to ensure that every child in Wisconsin can see clearly. Thank you for being a part of this important work. We are so grateful for your dedication, support and friendship. Together, we are saving sight!

Sincerely,



Charlie Groeschell
Chairman

Baird Gives Back

During the 2015 Baird Gives Back Week, 15 Baird Associates volunteered with Prevent Blindness Wisconsin to provide free Children's Vision Screenings for at-risk children at two Milwaukee locations. With the help of Baird Associates, 111 children were screened with 26 referred for professional eye care. Two of the children screened by Baird Associates had trouble reading the top line of the screening chart, one even asked, "Will I be getting glasses today?" Baird Associates also led children in *Your Amazing Eyes* program activities which teach children about their vision and how they see. Thanks to Baird Associates, many children are now receiving the care they need to be successful in school.

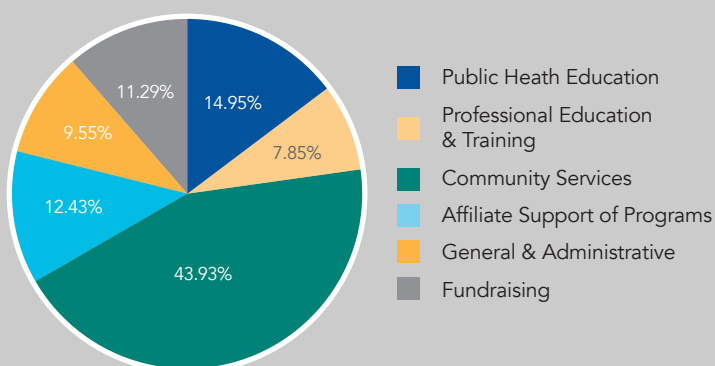


Prevent Blindness Wisconsin Honored with Fiscal Integrity Award

"Giving a child clear vision is incredibly important, and at Prevent Blindness Wisconsin we do that effectively and economically," says Charlie Groeschell, Board Chair. After struggling through the 2008 recession, Prevent Blindness Wisconsin worked hard to regain financial stability. Many changes were made to make the organization run more efficiently: fundraising efforts were increased, expenses were more closely monitored, board members with financial backgrounds were brought on and an independent CPA was hired to manage the finances.

These changes helped Prevent Blindness Wisconsin serve more children more efficiently, and this strong financial recovery was recognized with the Nonprofit Center of Milwaukee's 2015 Nonprofit Excellence Award for Fiscal Integrity. This award recognizes a nonprofit that has exemplified excellence in financial management and stewardship of organizational resources in the areas of financial and managerial accounting, finance, and fiscal reporting over a five year period.

Prevent Blindness Wisconsin Condensed Financial Statement YEAR ENDING MARCH 31, 2015

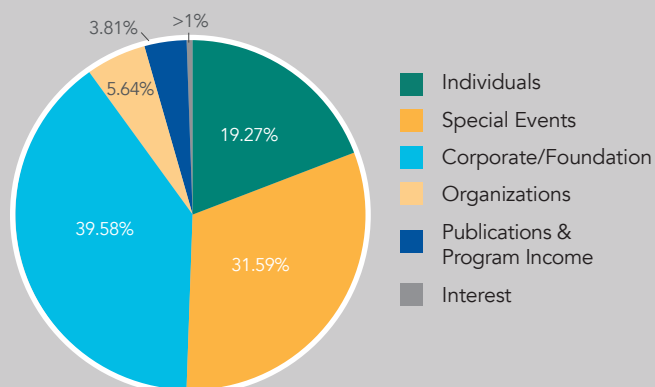


EXPENSES - PROGRAM SERVICES

Public Health Education	81,646
Professional Education & Training	42,820
Community Services	240,026
Affiliate Support of Programs	67,932
Total Program Services	432,424

SUPPORTING SERVICES

General and Administrative	52,179
Fundraising	61,704
Total Supporting Services	113,883
Total Expenses	546,307



REVENUE

Individuals	106,788
Special Events	175,028
Corporate/Foundation	219,269
Organizations	31,279
Publications & Program Income	21,087
Interest	564
Gain/Loss on Investment	(2,114)
Total Revenue	551,901

A complete set of audited financial statements is available upon request

Sandupama Has Healthy Eyes

My name is Sandupama and I am seven years old and I study at Story School. Very recently I got new glasses.

It feels good to have new glasses. They are comfortable to wear. I can see well through the glasses and it is clearer. I have fun wearing them. The new glasses are better than the old ones. I would like to thank the eye clinic for helping my eyes, my eye doctor, and especially Prevent Blindness Wisconsin.

Sandupama is one of 118 children to benefit from a Healthy Eyes Voucher distributed by Prevent Blindness Wisconsin, ensuring that qualifying uninsured children can get the eye care they deserve.



Racine Area Children and Parents Learn About “Their Amazing Eyes”

With special thanks to the SC Johnson Foundation, Prevent Blindness Wisconsin expanded the Star Pupils - Racine program. Parent and Child Oriented Classrooms (P-COC) in the Racine Unified School District received a special presentation on Eye Health and Safety, which educated parents on children's vision disorders, healthy vision development, the importance of vision screening and eye exams, and first aid for children's eyes. With 120 parent participants, we were able to help parents realize that their child may have a vision problem that could be impacting their learning! Children also participated in “Your Amazing Eyes” story time and activities to promote early literacy while learning about vision.



THANK YOU TO THE SCHOOL NURSES, HEAD START, AND PUBLIC HEALTH NURSES FROM 68 COUNTIES ACROSS THE STATE WHO REPORTED SCREENINGS AND FOLLOW UP FOR 180,258 CHILDREN.

Germantown Company Supports Local School

In a first-time partnership with Satisloh, a global leader in ophthalmic manufacturing equipment which is used to create custom lenses for eyeglasses, fourteen Satisloh employees were trained as Children's Vision Screeners. Based in Germantown, the North American Headquarters chose to support vision screening at Rockfield Elementary School. The associates, including the CFO, provided Children's Vision Screenings for 220 first, third, and fifth graders; of these, 32 children were referred to an eye care professional for follow up care. “Giving back to our community is important,” said Pete Lothes, President of Satisloh North America, “given our industry, equipment that produces prescription lenses for eyeglasses, it's a natural fit to work with Prevent Blindness Wisconsin.”



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AS OF 3.31.16

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Steve Booth, Baird President & C.E.O. accepts the Community Partner Award from F.R. Dengel III at the Annual Celebrity Waiters Dinner on October 14, 2015

COMMUNITY PARTNER AWARD

Congratulations to Robert W. Baird & Co., the 2015 recipient of the Prevent Blindness Wisconsin Community Partner Award! Baird associates and the Baird Foundation have individually and collectively supported children's healthy vision for more than 20 years. Through volunteer efforts as Children's Vision Screeners and board membership, event attendance and more, Baird Associates have made Prevent Blindness Wisconsin a priority. Together, Baird has made a difference for thousands of children, helping to ensure those children have healthy vision for a lifetime. Thank you!

Improving Vision Health in Milwaukee Public Schools with Healthy Eyes Healthy Futures

The Medical College of Wisconsin's Advancing a Healthier Wisconsin Endowment awarded funding for the *Healthy Eyes, Healthy Futures* program for two years to improve vision health access for children. Through an integrated system of screening, referral, and education across schools and communities, the project allows project partners to serve at-risk children in the ten Milwaukee Public Schools served by Children's Hospital of Wisconsin Nurses. These children have higher rates of undetected, undiagnosed and untreated vision problems because of disparities in access or appropriate referral policies.

Last year, only 9% of the Milwaukee Public School children who did not pass their vision screening reported getting to care. *Healthy Eyes, Healthy Futures* provides special training to school nurses, social workers, parent coordinators, primary care providers, HMO Advocates, eye care providers, and health navigators to increase rates for children receiving follow-up care.

2015-2016 COMMUNITY SERVICE STATISTICS

 **215,377**
CHILDREN
RECEIVED
CERTIFIED VISION
SCREENINGS

704
CHILDREN
DIAGNOSED WITH
AMBLYOPIA

19,982
CHILDREN
REFERRED
FOR CARE


1,973
PARTNERS &
VOLUNTEERS TRAINED

 **2,233**
VOLUNTEER
HOURS

New Vision Screening Protocol Improves Quality of Preschool Vision Screenings

In a push to train volunteers and partners on newly released vision screening protocols for children ages three to five, 1,819 preschool vision screening volunteers and partners have been certified to use the Vision In Preschoolers Visual Acuity Chart, Eye Check, or a vision screening device.

The new protocol instituted several changes to help increase the number of vision problems detected during preschool vision screenings. Calling for a closer testing distance, use of occluder glasses to ensure children do not peek, and charts which show the child just one symbol at a time, the protocol increases not only the chances that a child at risk



for amblyopia or other serious vision problems will be caught during screening, but also a child's ability to participate in the screening. Prevent Blindness Wisconsin volunteers certified in this protocol can see the difference: "There's a lack of subjectivity," said Rebecca Romano, a Certified Children's Vision Screener, "as a volunteer, you know that the child's eye is completely occluded. You know they aren't getting a referral just because they don't understand what's going on. The new protocol has given us the confidence to know that we are doing it right and referring only children who need some help to see."

259 VOLUNTEERS FROM 12 GROUPS DONATED 2,233 HOURS
TOWARDS CHILDREN'S VISION SCREENING PROGRAMS

Wisconsin Lions Provide Thousands of Vision Screenings Across the State

Thanks to a grant from Lions Clubs International Foundation, the Wisconsin Lions Foundation purchased vision screening devices throughout the state and conducted children's vision screenings in all ten Wisconsin Lions Districts. The Wisconsin Lions/Lioness reported screening 22,090 children, referring 1,899 children for further care. 619 Lions and Lioness were trained by Prevent Blindness Wisconsin in 22 children's vision screening trainings across the ten Wisconsin Lions Districts. The Wisconsin Lions Foundation created a Vision Screening Task Force with Prevent Blindness Wisconsin serving as a key collaborator. Prevent Blindness Wisconsin looks forward to a continued partnership with the Wisconsin Lions Foundation in our effort to save sight in Wisconsin!



Prevent Blindness Wisconsin Helps Parents Prepare for Back-to-School

As children and parents prepared for the 2015-2016 school year, Prevent Blindness Wisconsin helped ensure Milwaukee parents remembered one thing often left off of back to school supply lists: healthy vision. Because up to 80% of children's learning happens visually, healthy eyesight is essential for a child's education. Prevent Blindness Wisconsin educated parents on the importance of healthy vision by conducting free vision screenings at three back-to-school health fairs. Parents received information about eye health and safety, signs of vision problems in children, and the importance of a vision screening for all children.



MSOE Nursing Students provided free vision screenings at the North Division Health Fair as part of their Practicum Course



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Milwaukee, WI 53202

Thank You To Our 2015 Preschool Ambassador: Axel

Axel was referred to an ophthalmologist after his Prevent Blindness Wisconsin vision screening showed poor vision in his right eye. Axel was diagnosed with amblyopia, or a "lazy eye" and began treatment right away. Luckily, Axel's amblyopia was caught early enough to be treated and he is showing great improvement. Thanks to a Prevent Blindness Wisconsin vision screening Axel is well on his way to healthy vision for a lifetime! Good luck, Axel!



With healthy vision, Axel is learning to read and looking forward to the 2016 school year!

THANK YOU to our 2015-2016 Donors!

You, our generous donors, friends, and supporters who made healthy vision possible for so many children and adults in 2015-2016. Thank you for joining us in our mission to prevent blindness and preserve sight in Wisconsin.

To learn more about what we do and how you can help, please visit us online at:

wisconsin.preventblindness.org

Our Mission:

TO PREVENT BLINDNESS AND PRESERVE SIGHT

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