

2020 - 2021 ANNUAL REPORT



“Wow! That’s what it’s supposed to look like? It is so much easier to see!” said Noelle, Prevent Blindness Wisconsin’s 2020 Preschool Vision Screening Ambassador, as soon as she put on her new glasses.

Noelle is a happy and fun-loving 5-year-old who always thinks of others. She enjoys playing with her American Girl Doll (who wears a pair of matching glasses), taking dance classes, and spending time with her two older brothers and Lucy, the family dog. Thanks to Prevent Blindness Wisconsin’s certified community volunteers who provided a vision screening at Noelle’s preschool in Lake Country, Noelle is now able to see the world around her much more clearly.

Noelle had never exhibited any signs of a vision problem or said she was struggling to see until her mom mentioned Noelle’s upcoming preschool vision screening. That is when Noelle first told her mom that she “couldn’t see.” Indeed, Noelle did not pass her certified vision screening, and she was referred for a complete eye exam. Noelle’s mom, Holly, took her to the eye doctor

where she was diagnosed with amblyopia (lazy eye) and hyperopia (farsightedness) and was prescribed glasses.

Noelle loves wearing her pink glasses and takes special care of them by making sure they are put away each night. According to Holly, **“Noelle is so excited about how clearly she sees now and loves her hot pink glasses because they help her see!”**



A certified vision screening from Prevent Blindness Wisconsin community volunteers changed Noelle’s life. If not for her preschool vision screening, her vision problems may have gone undetected and resulted in permanent vision loss. Noelle’s parents are grateful for the work done by community volunteers from Prevent Blindness Wisconsin and say, **“Noelle’s vision screening was the best thing to happen. We were**

so fortunate that Noelle’s vision challenges were detected early on and especially before they could cause delays in reading and learning.”

Dear Friends,

As we write this, our hearts are lighter and our spirits soar; Prevent Blindness Wisconsin not only survived Covid-19 but also prospered in many important ways! Our continued success in spite of the pandemic directly correlates to your generosity and loyal support, and we're delighted to share with you the many strides PBW made this past year.

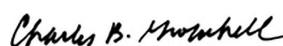
While we anticipated 2020 being the year of 20/20 vision, it ultimately proved to be the year of groundbreaking enhancements in fulfilling our mission. Unable to provide our signature services due to Covid restrictions, our staff was tasked with implementing new strategies to stay connected to our volunteers, partners, and, most importantly, those we help with potential vision problems. We are very proud to say the PBW staff was more than up to the task. By adopting such things as virtual check-ins and trainings and creating innovative health educational tools, PBW was able to provide critical sight-saving care to over 433,000 Wisconsin residents.

Supported by funding from foundations and the generosity of our steadfast donors, PBW was able to continue its critical work of transforming lives one pair of eyes at a time!

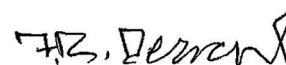
As you will read in this report, PBW successfully navigated the many obstacles of Covid-19. Of course, it was only possible with your unwavering support. While "thank you" seems inadequate, know that these words are heartfelt.

Here's to the future. Together, we can ensure all Wisconsin residents enjoy healthy vision at every stage of life!

Sincerely,



Charles B. Groeschell
Co-Chairman



F.R. Dengel III
Co-Chairman

2020-2021 Board of Directors — As of 3.31.2021

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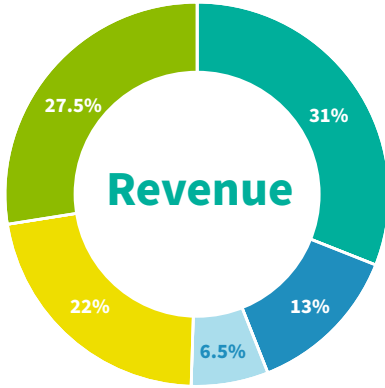
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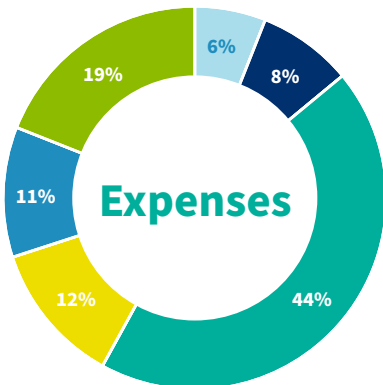
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- Contributions | \$384,284
- Special Events (Net) | \$162,030
- Investment Income | \$81,475
- Legacies | \$268,829
- Other Revenue | \$341,089

Total Revenue: \$1,237,707

Statement of Financial Position



Program Services

- Public Health | \$60,422
- Community Services | \$447,252
- Professional Education and Training | \$81,249

Supporting Services

- General and administrative | \$123,011
- Fund-raising | \$115,854
- **Affiliate Support of National Programs | \$190,684**

Total Expenses: \$1,018,472

Getting All Ages Access to Vision Care Through University Partnerships

This past year, many of our partners showed their commitment to our mission for each Wisconsin resident to have healthy vision at every stage of life.

One great partnership in particular is the one we have with universities. Although the Covid-19 pandemic created challenges, during the 2020-2021 fiscal year, **PBW efficiently trained and certified 315 university students across the state as both Children and Adult Vision Screener Vision Health Advocates.**



Students gained first-hand experience by **vision screening children in schools, childcare centers, and adults experiencing disadvantages** in their communities. Through these partnerships, students became aware of the Medicaid system, private insurance, and other community resources to help individuals access vision care.

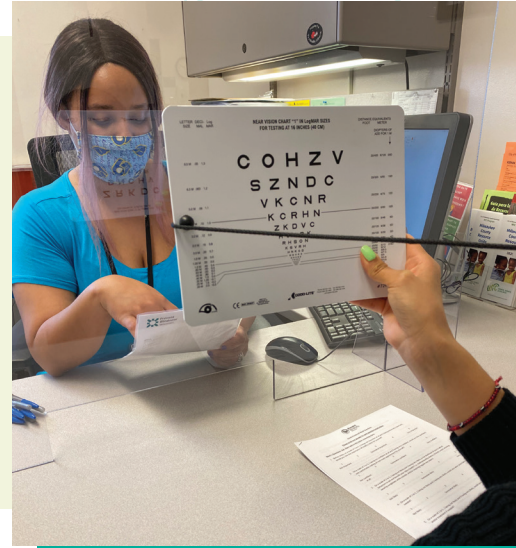
UW Oshkosh's certified nursing students put their new vision screening skills to work by performing community vision screenings in schools and shelters throughout the Fox Valley. The students anticipate incorporating their own follow-up program after each of their future vision screening events.

This university partnership is the start to shaping positive mindsets, attitudes, and actions towards preventive vision care for future public servants and social service professionals.

The Journey to Continued Vision Care

In 2020, the staff at PBW harnessed their efforts and expanded the **Adult Vision Health Program (AVHP)**. While in-person screenings ceased for most programs, the Adult Vision Health Program was able to alter procedures and offer completely virtual options.

PBW staff, partners, and volunteers **placed over 450 phone calls to referred adults, assisted over 350 adults to further vision care** and our **follow-up care rate through our Adult Vision Health Programs is approximately 46%**.



Thank you to the **National Association of Chronic Disease Directors (NACDD)** for the funding that allowed us to do this work. The **City of Milwaukee Public Health Department's Well Woman Programming**, the **Milwaukee Consortium for Hmong Health**, and **ProHealth Care's Hispanic Health Resource Center** screened **619 adults** and **moved 298 adults** to a dilated eye exam and needed prescription lenses.

Our work does not end with a vision screening referral or a prescription resulting from a dilated eye exam; it establishes self-advocacy, confidence, client-driven habits, and forms vision health advocates throughout our state. Together, we can ensure generations of Wisconsinites have access to and understanding of preventive vision care. **Together, we can provide a lifetime of healthy vision!**

Success Stories



Cassie

Cassie was diagnosed with amblyopia and hyperopia after she did not pass her certified vision screening.

Her mom said she loves her glasses!

I just kept hearing ‘no.’ I was really close to just wanting to sit down and let it all go down the drain. But I had to tell myself to keep going with you guys. You were there for me. I didn’t know how to get from point A to point B, and you helped me. I wouldn’t have been able to make this journey on my own. My eyes have worsened, and I am just excited to be able to see again. Things are going to start looking up for me now. There is a pot of gold at the end of this rainbow for me.

- Shelly



Sarah (Shelly’s mom)

“Never in all my life have I seen someone and an organization work so hard for the well-being of my daughter. I’ve told so many people the impact you have had on my daughter’s life. Never in my life has she been treated this well regarding her care. I thank God for you and this agency.”

Rusty

“I was very nervous in the beginning. With my situation and circumstances, I knew I would never be able to seek out care on my own. I would never have been able to do this without your help. I’d just keep going without glasses and keep squinting and not being able to see. For myself, I cannot function through the health care system without help. I can’t wait to walk around and show everyone my new lenses”

“You helped me—thank you.”

Saving Sight, Together

Thank you to our donors

for helping us bring our vision for each Wisconsin resident to have healthy vision into focus!

For a full listing of our funders and donors, or to learn more about how you can help, please visit our website at: [wisconsin.preventblindness.org](https://www.wisconsin.preventblindness.org)

Ellie's Day

New this year! Ellie's day was celebrated to honor our 2019-2020 Preschool Vision Screening Ambassador, Ellie McGinty. Ellie's Walk and Day raised **\$5,841.85** to support our sight-saving children's vision health programs.



Swing for Sight Golf Outing

The 25th Annual Swing for Sight Golf Outing had a great turn-out and was our first event held in-person during 2020, safely hosting 24 foursomes. Our golfers and donors raised **\$61,657.50!**

Celebrity Waiters Dinner

Prevent Blindness Wisconsin moved the 40th Annual Celebrity Waiters Dinner off the ice and transitioned it into a successful virtual event; 358 people virtually attended it live! An incredible **\$75,895.15** was raised to support our mission.





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

Ana Berta Lopez Jacinto

This program [NACDD] has helped me and my husband a lot. I really liked how it was run, from the vision screening/questionnaire and application process to help finding an eye doctor and making an appointment. Last week, both my husband and I received a new pair of glasses, and now I see perfectly. This has helped me so much, and I didn't know how badly I needed them. My eyes used to tear all day long, and now they don't. My life really is better. Before it was difficult for me to read, use my cell phone, watch TV, and now I can do all of that without a second thought. My life has really improved very much. Thank you!

*– Ana Berta Lopez Jacinto,
VSP Voucher Program Recipient*



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.

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