



**KIDS,
TAKE IT
OUTSIDE**



Dear Friends,

The past year has challenged families around the globe, and, in our own little corner of the world, the Prevent Blindness Wisconsin family met these challenges head on by focusing on the bigger picture of vision health.

At the core of any family is the care members bestow upon one another; therefore, this past year the continued cycle to vision care became central to PBW's work. When a vision screening leads to a referral to further care, PBW staff works diligently to ensure each client receives appropriate treatment by advocating and navigating wherever and whenever needed. Despite the ongoing pandemic, **Prevent Blindness Wisconsin provided direct preventative vision health services to over 131,000 residents over the past year.**

Beyond direct preventative services, PBW held 80 vision screening training certification courses, certified 1,330 partners and volunteers as Children and Adult Vision Screeners and Vision Health Advocates, and provided vision health awareness programming, emphasizing the impact and effect this digital world has on the vision health of all ages through our newest screen time awareness campaign,

Kids, Take it Outside. **In all, the big picture of Prevent Blindness Wisconsin includes 593,722 children and adults served!**

Last, but certainly not least, Prevent Blindness Wisconsin has a rich history of staunch supporters who are at the root of our family's ability to continue to flourish. During 2021-2022, PBW received over \$301,000 from foundations to assist us with fulfilling our statewide mission and vision. And, of course, the unwavering support and generosity of our steadfast donors completes the family circle.

This report will further highlight the many successes of 2021-2022. **As you read, take pride in the fact that, as a family, we can ensure all Wisconsin residents have healthy vision at every stage of life!**

Sincerely,



Charles B. Groeschell
Co-Chairman



F.R. Dengel III
Co-Chairman



Thanks, Charles!

We are so thankful to Charles and his family for sharing his story and showing us all how important early detection is in the fight against amblyopia. Because Charles' eye condition was detected and treated so early, his vision problems can be corrected and maintained with glasses and vision loss was prevented! He now has the healthy vision he needs to be an awesome student, baseball player, reader, painter, and big brother.



It's a house! A preschool vision screening takes place in Racine County

SUCCESS STORIES

“I didn’t even realize that my child had a vision problem. Sometimes he had headaches, but he never really complained about them. He also never complained about not being able to see. After the vision screening, I was able to take Ariel to the eye doctor and found out that he has astigmatism. I was shocked and surprised! Having the vision screening done was so helpful to us.”

– Ariel’s mom

“This program has helped me A LOT with both my vision and economically. The clinic I went to (Wauwatosa Vision Center) was wonderful. I have noticed such an improvement in my daily life; I don’t have to force my vision anymore. My glasses allow me to read, drive and help me so much at my job!”

– Martha

“Neither the student nor his parents has insurance, and they are unable to get it. This voucher was a huge help for the student who would otherwise go without vision care.”

**– Racine Unified School
District Teacher**

Public Education & Awareness



LUNCH & LEARNS

To offer statewide vision health education during a largely virtual world, PBW has piloted vision health education. An amazing 102 people throughout Wisconsin have tuned in to PBW's monthly virtual Lunch & Learns. Our team plans to continue offering these interactive public awareness opportunities.



TAKE IT OUTSIDE CAMPAIGN

'Kids, Take It Outside,' a collaborative campaign between PBW and Hear Wisconsin, is focused on educating the public about the negative impact digital devices can have on vision and hearing. Thank you to Jeff McClellan and the team at Branigan!



COFFEE CHATS

PBW continued our virtual work to expand partner relations and encourage on-going discussion with programming through our monthly Q&A Coffee Chats. Eight coffee chats were held and allowed for collaboration with our partners.



"This is valuable information to share with our students and parents."

– Staff Members from the
West Allis Health Department



A participant at a Diabetes + the Eyes workshop steps into the shoes of someone with glaucoma

“You provide such a unique training opportunity that allows our students to give back to their community!”

– DEBBIE, UW-OSHKOSH,
COLLEGE OF NURSING
CLINICAL INSTRUCTOR

Community Partnerships Provide Sight-Saving Screening Support

Providing vision screenings for school-aged children has proven difficult over the last few years. School nurses and public health nurses have been so busy with COVID mitigation protocol that priorities necessarily shifted away from providing vision screenings. To rectify this matter, a collaborative effort in Brown County has been launched.

Prevent Blindness Wisconsin, Brown County Public Health, Bellin College, Northeastern Wisconsin Technical College, and Brown County elementary schools have joined forces and this partnership has proven to be a mutually beneficial way to ensure school-aged children receive vision screenings.



University students give back to their community through local school vision screenings

“With invaluable support from Prevent Blindness Wisconsin, Brown County Public Health has successfully created sustainable partnerships with Bellin College and Northeast Wisconsin Technical College (NWTTC) to conduct vision screenings in Brown County schools. Our strategic partnership with key stakeholders is an excellent example of systems building which provide equitable vision screenings for school-aged children as well as opportunities for college students to provide valuable health screening services within our community.”

**– Brown County Public Health,
Vision Program Staff**

“I found the experience for the students to be very rewarding. As stated in past conferences, they felt they really made a difference. They identified many students who needed further follow up as well as saw and experienced physical, cognitive, and behavioral pediatric conditions. They felt this much needed service should continue because some of the most at-risk students may not see a primary care provider. They also were happy to provide this service since Covid didn’t allow for many of these students to be screened recently.”

– Kathy, Bellin College

Mexican Consulate

Through cyclic programming, PBW continues to ensure those in need not only receive a dilated eye exam and vision care, but also feel confident about accessing services as the need arises. A partnership that perfectly displays this comprehensive approach to vision care is PBW's collaboration with the Mexican Consulate.

The Mexican Consulate is an official branch of the Mexican government that operates a main hub in Milwaukee, Wisconsin, and has multiple satellite clinic sites throughout Wisconsin. While the Mexican Consulate is responsible for offering and tracking citizenship status and visas, they also offer services to aid in the overall health and well-being of their clients. In 2020, PBW and the Mexican Consulate began collaboration efforts by offering preventive adult vision screenings and vision care consultation and navigation for Mexican Consulate clients. **Since the formation of the partnership, 238 adults received a vision screening and 237 were referred for further vision care.** Approximately 85% of the clients that are vision screened are uninsured, and 25% have never received a dilated eye exam in their lifetime.

PBW has offered multiple workshops at the Consulate via their Facebook Live, an outlet that reaches over 12,000 clients statewide and over 800 people were reached via PBW's educational workshops.

Preventive adult vision screenings and education are now being incorporated into and offered by Celia's Foundation (a local breast cancer support group) and Aurora Walker's Point Community Clinic. Thank you, Mexican Consulate, for an outstanding partnership and for your dedication towards vision health in your community!



SUCCESS STORIES

“We want to offer this service to all our mobile clinic sites for Wisconsin’s Mexican Consulate. It’s incredible how they come in for one thing and can walk out with the opportunity in their hand to see this world a little more clearly.”

– Mexican Consulate

“This program is wonderful; we will be able to help many members of the community with vision care. People are calling and asking when the next vision screenings will be held. This is a service our community of young children and adults need. Vision is not commonly discussed in our community. We will be able to make a big difference together.”

– Gigi, Community Outreach Coordinator

Thank you to our donors for helping us bring every Wisconsin resident's 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.



SWING FOR SIGHT

The 26th Annual Swing for Sight Golf Outing had an awesome group of golfers. We had 29 foursomes join us for a day of golf and support of our mission at the Ozaukee Country Club in Mequon.



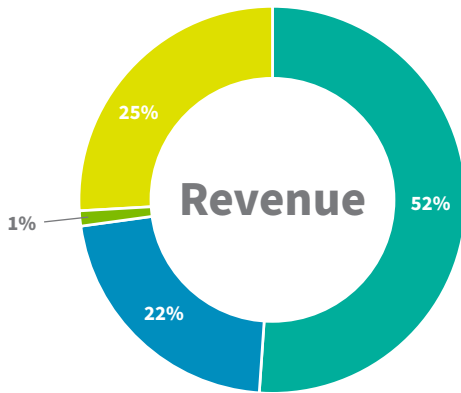
RIDE FOR SIGHT

For an inaugural day of riding to save sight, an incredible turnout of 66 motorcyclists rode through the beautiful countryside starting in Hubertus, WI, and ending at Okauchee Lake. We had a raffle, entertainment, and a day full of vision education for a new group of wonderful friends.



CELEBRITY WAITERS DINNER

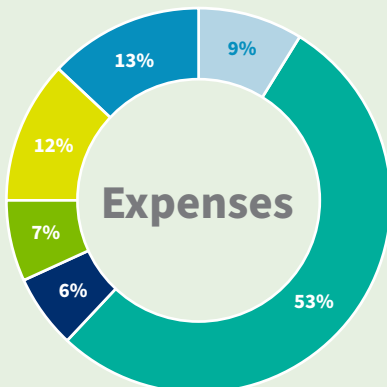
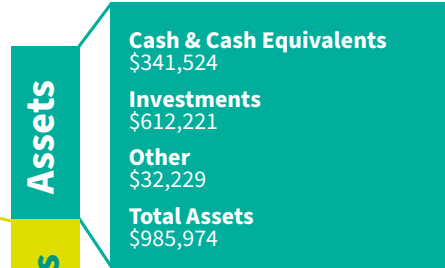
The 41st Annual Celebrity Waiters Dinner made its way back to the lovely Grain Exchange. We celebrated the Delta Gamma Milwaukee Alumni Chapter as our Community Partner Award winner and learned about the barriers that many Wisconsinites go through to receive vision care. 135 PBW supporters joined us for an evening of wine, fine dining, and philanthropy for preventing blindness.



- Contributions | \$481,470
- Special Events (Net) | \$199,922
- Investment Income | \$5,838
- Other Revenue | \$237,009

Total Revenue: \$924,239

Statement of Financial Position



Program Services

- Public Health | \$89,901
- Community Services | \$511,637
- Professional Education and Training | \$57,905
- Affiliate Support of National Programs | \$62,718

Supporting Services

- General and administrative | \$115,685
- Fund-raising | \$126,084

Total Expenses: \$963,930



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



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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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