



**Prevent
Blindness**
Wisconsin

2024-2025 Annual Report

Preserving Sight. Empowering Lives.



173,000+

Vision Screenings
Statewide



Serving Children &
Adults across the
Lifespan



Working with 630+
Community
Volunteers

Dear Friends,



As I write this it is right after volunteering along with my wife, Terry, to do a vision screening of three and four-year old's at a preschool. Fortunately, none of the youngsters were referred from the vision screening. That is often not the case. The percentage of preschool and school-age children that are referred from their vision screenings has been creeping up above 17 percent. Many times, even higher.

Did you know that **1 in 3 children** now struggle with myopia, or nearsightedness, often due to overexposure to electronic devices and screens? At the same time, we are encountering more adults suffering from glaucoma and diabetes-related retinopathy.

This means the work of Prevent Blindness Wisconsin has taken on even greater importance in this 67th year. Even more challenging is the difficulties we face in getting patients to vision care. As we pursue our goals to ensure that children are 'vision ready' for school success and that adults have healthy vision for a lifetime, Prevent Blindness Wisconsin is undertaking an ambitious three-year Strategic Plan to:

- Assist Wisconsinites to Vision Care
- Enhance Public Education on Vision Health
- Enhance Volunteer Recruitment
- Diversify Revenue Streams
- Build Statewide Recognition

We are off to an exciting start. On these pages you will read the story of Evelyn, our 2024 Vision Screening Ambassador, along with a recap of our key fundraising events.

I want to thank the very committed staff of Prevent Blindness Wisconsin. I am continuously amazed and inspired by their dedication to the mission and all that they accomplish day-in and day-out. Also, thank you to the hundreds of school nurses across the state and the many volunteers who conduct vision screenings. Without them, we would not reach the 350,000 or so lives Prevent Blindness Wisconsin touches each year.

I am privileged to work with an outstanding Board of Directors. Thank you for all you do to help fulfill the mission.

Finally, do you want to see how your support can impact a life? Volunteer for a vision screening. A small act that will change how you see the world.

Sincerely,

Jeff McClellan
Chairman of the Board

Program Spotlight: YAE

PBW's **Your Amazing Eyes (YAE)** Story Time Program continues to grow, captivating young minds with the wonders of vision. This engaging, developmentally rich program combines vision themed storybooks with interactive, hands-on activities to spark curiosity and reinforce the Six Skills for Early Literacy. The program pairs seamlessly with vision screenings, making it a valuable resource for promoting both early education and vision health.

PBW has successfully launched the YAE Story Time Program and distributed vision-themed backpacks to local libraries across **nine counties**—Lincoln, Marathon, Milwaukee, Pierce, Polk, Portage, Racine, Rock, and St. Croix. Each backpack includes engaging storybooks centered on vision, along with resources to help parents support their children's vision health.

Additionally, PBW had the opportunity to pilot the YAE Story Time Program in partnership with Nativity Jesuit Academy and Notre Dame School of Milwaukee, bringing enriching storytelling experiences to their preschool classrooms.

"Prevent Blindness Wisconsin's Your Amazing Eyes Story Time Program is a thoughtful, well-rounded story time."

— Tara H., Marathon County Public Library

"This program is wonderful. I can see the kids really getting involved in this. It is also wonderful to be able to have a complete activity for story time set to go. The activities are interactive and that really keeps the kids engaged. Vision is extremely important; I remember being vision screened and not passing. Glasses made a world of difference for me growing up."

— Sara G., Union Grove librarian

Seeing the Impact

Connie's Story

Connie, living with diabetes and vision loss in one eye, relies on glasses to protect her remaining sight. The Vision Care Voucher Program helped her afford the care she needs.

— Connie, voucher client

Mary's Journey

After cataract surgery, Mary lost her job, insurance, and access to glasses. A Vision Care Voucher helped her see clearly again.

— Mary, voucher client



Meet Aria!

A vision screening at school revealed Aria was having trouble seeing — after receiving an eye exam, she was diagnosed with hyperopia. Thanks to early detection, Aria now wears glasses that help her see clearly and confidently.

— Tierney, Aria's mom

CHILDREN'S VISION HEALTH PROGRAMS

PBW's Children's Vision Health Programs, in collaboration with dedicated vision screening partners, provide vision screenings and education while supporting families in accessing needed vision care to ensure Wisconsin children see clearly and succeed in school and beyond.



School Nurses

PBW partners with Wisconsin School Nurses and the Department of Public Instruction (DPI) to provide vision screenings and case management for referred children, serving over 100,000 students annually across 400 school districts and many private schools statewide. As one of PBW's largest partners, this collaboration is integral to children's learning and success—especially in a state without mandatory vision screenings.



High School and University Vision Screening Partnership

PBW's High School and University Vision Screening Program is our fastest-growing initiative, reaching over 25,000 children with vision screenings. This year, 758 students were certified as Children's Vision Screeners, helping to expand access to vision screenings in schools and childcare centers. This program provides students with valuable insight into public health and early detection efforts.



Early Childhood 0-3

PBW's 0-3 Program raises awareness about the importance of early vision health and emphasizes key developmental milestones from birth to 12 months. Through Vision Milestone workshops, PBW equips Head Start and Birth to 3 staff with tools to help families monitor and support healthy vision development.



Head Start

PBW works in partnership with Head Start programs across Wisconsin to ensure every child receives a vision screening within 45 days of enrollment. This year, 59 Head Start staff members were certified as Children's Vision Screeners. Together, our Head Start partners conducted 16,197 vision screenings for enrolled children, resulting in 2,753 referrals for further vision care.

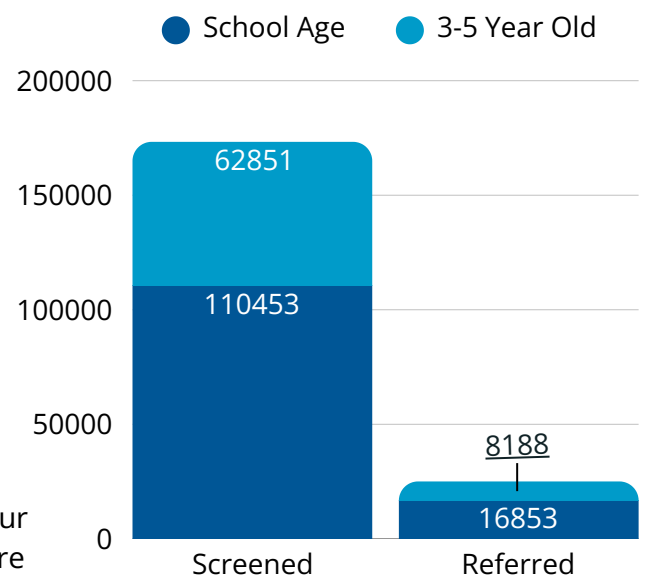


Volunteers

Our volunteer vision screeners play a significant role in our ability to ensure Wisconsinites receive essential vision care services. Their commitment to our mission enables us to reach children statewide.



Children's Vision Screenings by Age Group and Referral Status (FY 2024-2025)



ADULT VISION HEALTH PROGRAMS

PBW's Adult Vision Health Programs, in collaboration with dedicated vision screening partners, provide vision screenings, case management to connect adults to further vision care, and education through workshops and focus groups. These services meet adults where they are and support their ongoing vision health, helping improve quality of life and long-term outcomes.

PBW continued to expand the Adult Vision Health Program across Wisconsin. This year, PBW trained and certified 221 partners as Adult Vision Screeners. 527 at-risk adults received vision screenings with 336 referred to further vision care

Adult Focus Groups



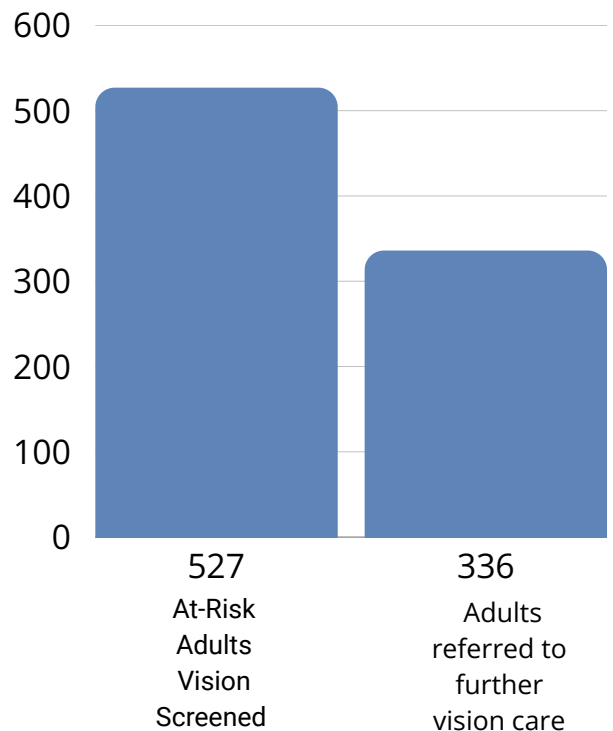
PBW hosted two focus groups with ProHealth Care's Hispanic Health Resource Center, engaging 20 participants to support program evaluation focused on cultural humility and accessibility of our adult vision screening program. Insights on learning preferences, vision care barriers, and desired education will guide the development of a toolkit to help providers better serve the Hispanic/Latino population.

"Our partnership with Prevent Blindness Wisconsin has been instrumental in helping us provide vouchers for free eyeglasses to community members who might otherwise go without. Together, we are breaking down barriers to vision care and making a lasting impact on the lives of those we serve."
-Loandra Y., HealthNet of Rock County



Voucher Program

The Vision Care Voucher Program provides free eye exams and glasses to individuals who cannot afford vision care, helping over 170 people access vision care services this year alone. When a major partner paused support, we swiftly secured added resources—thanks to National Vision, Inc. and America's Best, 81 more individuals received the vision care they needed. Now reaching 32+ counties, our program is making a lasting impact across Wisconsin by removing financial barriers to vision health.



SAVING SIGHT, TOGETHER

Each year, our signature fundraising events bring together hundreds of passionate supporters who share our commitment to healthy vision for all. These gatherings not only raise essential funds—they strengthen community connections, inspire generosity, and fuel our goal to prevent blindness and preserve sight across Wisconsin. Together, we are changing lives.

Swing for Sight Golf Outing

Our 29th Annual Swing for Sight welcomed 23 foursomes to the beautiful Ozaukee Country Club for a memorable day on the green. Golfers enjoyed friendly competition, camaraderie, and a shared commitment to our vision of a lifetime of healthy sight for every Wisconsin resident. The day concluded with dinner, drinks, and an inspiring program in the clubhouse.



EyeWalk for Sight

This family-friendly walk at the Milwaukee County Zoo brings our mission to life in a fun, engaging way. In 2024, more than 270 participants dedicated their day to supporting healthy vision—while enjoying the sights and sounds of the zoo's wildlife. It's a day of community, purpose, and plenty of smiles.



Celebrity Waiters Dinner

A highlight of our fundraising calendar, the 44th Annual Celebrity Waiters Dinner was hosted at The Grain Exchange in partnership with the Milwaukee Admirals—drawing over 200 guests for an unforgettable evening of generosity and good cheer. With exciting auctions, spirited mingling, and a program that inspires, the Celebrity Waiters Dinner unites Admirals fans and PBW supporters in advancing our sight-saving mission.



2024-2025 Board of Directors

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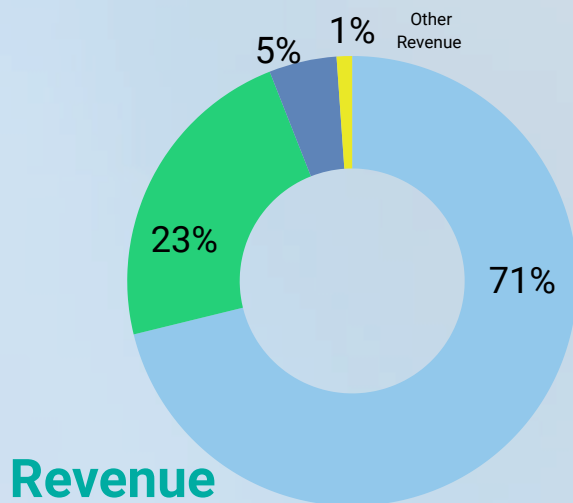
Robert L. Hanley

Thomas J. Hauske Jr.

Harry Herslof

Barbara D. Struck

Carl K. Trimble



- Contributions I | \$700,662
- Special Events (Net) | \$224,879
- Investment Income | \$47,895
- Other Revenue | \$10,935

Total Revenue: \$984,371

Statement of Financial Position

Accounts Payable & Accrued Expenses

\$19,715

Other Liabilities

\$121,703

Total Liabilities

\$141,418

Assets

Cash

\$338,687

Investments

\$784,864

Other

\$404,061

Total Assets

\$1,527,612

Liabilities

Net Assets

Without Donor Restrictions

\$904,050

With Donor Restrictions

\$482,144

Total Net Assets

\$1,386,194

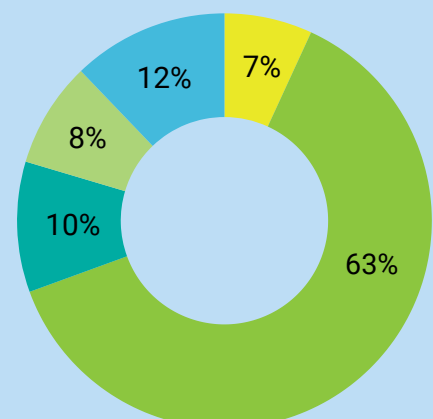
Total Liabilities & Net Assets

\$1,527,612

Expenses

- Public Health | \$66,171
- Community Services | \$603,095
- Professional Education | \$98,034
- General & Administrative | \$79,392
- Fundraising | \$117,230
- Affiliate Support of National Programs | \$103,311

Total Expenses: \$1,067,233





Prevent Blindness Wisconsin

731 North Jackson
Street Suite 405
Milwaukee, WI 53202

"PBW and the Vision Screening Ambassador Program have given my daughter a level of confidence I have never seen before. You have made her feel truly valued and helped her recognize her own potential. We cannot thank you enough. Evelyn said she will support PBW's mission for as long as she can, no matter her age. That is the kind of impact you have had on her."

-Sara, Evelyn's Mom

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.



Contact Us
414.765.0505



Visit Our Website
Wisconsin.Preventblindness.org

OUR VISION IS FOR EACH WISCONSIN
RESIDENT TO HAVE HEALTHY VISION AT
EVERY STAGE OF LIFE.



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Preventing Blindness. Preserving Sight. Changing Lives.



Children's Vision Programs

A Clear Start for Every Child

Private & Choice School Program

Bringing critical vision screenings to private schools.
Ensuring students get the vision care services they need to succeed.

Wisconsin Head Start Vision Screenings

Every child deserves the chance to see clearly.

👁️ 16,197 children vision screened

🔍 2,753 referred for follow-up vision care

Statewide School Impact

📖 400+ school districts and many more private schools reached

🌟 We help ensure every child has the vision to learn, grow, and thrive

173,304 children vision screened, **25,041** referred on for further vision care

Your Amazing Eyes (YAE) Story Time Program

Engages preschoolers through vision-themed stories and activities that promote early literacy and vision health.

Launched across nine counties.

High School & University Partnerships

These partnerships expand vision care access while offering students hands-on public health experience.

🎓 758 student vision screeners trained
👁️ reached 25,000+ children

Adult Vision Programs

Protecting Sight Across Generations

Adult & Women's Vision Health

- 💬 Free education, vision screenings, and referrals
- ⚠️ Focus on preventable diseases like glaucoma and diabetes-related retinopathy
- 🎯 Reaching those most at risk—especially women

Vision Services for At-Risk Adults

- 🏢 On-site vision screenings at free/reduced clinics
- 💡 Restoring independence, dignity, and safety through clear vision

Adult Focus Groups

Focus groups to better understand cultural barriers to vision care.
Findings help shape a new toolkit to improve provider cultural competency.

Vision Care Voucher Program

Provides free exams and glasses to those in need.

🌍 336 vouchers distributed statewide, with a strong impact in Milwaukee, Waukesha, Racine, and beyond, helping **170+** individuals access the care they need.

Volunteers Make Vision Possible

Our incredible volunteers power our mission—bringing clear vision to thousands across Wisconsin.

👏 1,889 volunteer hours =
\$**\$64,000+ in service**

👁️ 96 vision screenings | 🧑 3,705 kids reached
📋 633 referrals

We believe everyone deserves the chance to see clearly—so children can learn, grow, and dream big, and adults can work, care for their families, and live with dignity and independence.