



**Prevent
Blindness**
Wisconsin

2025-2026 Annual Report

Preserving Sight. Empowering Lives.



170,000+
Vision Screenings
Statewide



Serving Children &
Adults across the
Lifespan



Working with
650+ Community
Volunteers

For nearly 70 years, Prevent Blindness Wisconsin has stood beside families across our state to prevent blindness and preserve sight. Because of supporters like you, volunteers, corporate partners, foundations, school nurses, and staff continue this work every day—making sure children and adults receive the vision care they need to learn, work, and live fully.

I recently spoke with Gwen, who was screened by a volunteer more than 20 years ago at just 4 years old. That screening revealed amblyopia that had gone undetected. A simple moment of care helped protect her sight and shape her future. Today, Gwen is a graphic designer. She often says, "Prevent Blindness Wisconsin saved my eyesight."

JJ is a joyful 5-year-old who loves crafts, swimming, and superheroes. No one realized he was struggling to see until a Prevent Blindness Wisconsin vision screening identified a concern and connected him to follow-up care. A simple screening changed everything.

When vision needs are identified early, children do not just see more clearly—they gain confidence, independence, and the ability to fully engage in the world around them.

You are at the center of all of this. Your support ensures that more than 250,000 children and adults were screened this past year alone by school nurses, volunteers, and partners across the state. Because you show up, children like JJ can step into classrooms ready to learn, and adults like Gwen can pursue careers and futures they once only hoped for.

Sincerely,

Jeff M. Allen

Chairman of the Board

Program Spotlight. **Expanding Vision Screening in Wisconsin's Private Choice Schools**

Private choice schools are a critical and often overlooked setting where PBW is expanding its vision screening work. Unlike many public-school settings, most private choice schools do not have a full-time school nurse or dedicated health infrastructure to coordinate vision screenings and follow-up vision care. At the same time, Wisconsin does not have a statewide vision screening mandate, leaving many children without a consistent pathway to identify vision issues early.

Through partnerships with school leaders, educators, corporate vision screening partners, community volunteers, and university programs, PBW delivers vision screenings directly to private choice schools that would otherwise lack access to these services. This work ensures that children, particularly those in under-resourced communities, receive timely vision screenings and referrals for follow-up care. Our approach is both cost-effective and scalable, enabling us to reach more students each year while building sustainable capacity within the communities we serve.

In these settings, approximately 37% of children do not pass their vision screening, compared to the statewide average of 14.8% across public schools, underscoring the importance of early detection and follow-up vision care. Vision plays a foundational role in kindergarten readiness and reading proficiency, yet only 31% of Wisconsin fourth graders are reading at grade level, according to the National Assessment of Educational Progress (NAEP). Many children also begin school with unaddressed vision challenges, which can impact learning from the very start.

School leaders consistently see the impact of these vision screenings in their classrooms and student engagement.

This experience reflects the broader impact of early vision screening in supporting kindergarten readiness and building strong foundations for reading success. Vision health is more than a pair of glasses; it is central to how children learn, develop, and engage in the classroom. Ensuring every child can see clearly is essential to both educational success and equity across our state.

"When we heard about Prevent Blindness Wisconsin, it was really helpful to have something at our fingertips that would allow our students to have access to vision screening right here at our school. Prevent Blindness Wisconsin caught one of our fifth graders who was struggling to see the board, falling asleep in class, and not able to focus. Once he received glasses, he began focusing and reading better and felt more confident in his learning. Their work aligns deeply with our mission to educate youth for a life of leadership and service because they are providing a service our community might not otherwise have access to."

**Vanessa Solis, President of Nativity Jesuit
Academy**



Children's Vision Health Programs

Prevent Blindness Wisconsin's Children's Vision Health Programs, in partnership with dedicated vision screening partners, deliver vision screenings, education, and follow-up support to families. This work advances healthy vision, strengthens kindergarten readiness, and supports children in advancing reading levels.

Private Choice School Program



Many private choice schools do not have a school nurse to conduct vision screenings. PBW community and corporate volunteers help fill this gap, with referral rates more than twice the statewide average.

Wisconsin Head Start Vision Screenings



We bring vision screenings into Head Start classrooms, combining early identification with education for families on children's vision health and connecting children to needed vision care before kindergarten.

Statewide School Impact



PBW's largest program partners with school districts across Wisconsin to train school nurses to conduct statewide vision screenings. These vision screenings identify vision concerns early and connect students to needed care that supports learning and school success.

Your Amazing Eyes (YAE) Story Time Program



Implemented in community libraries, school libraries, and childcare centers, this program engages preschool-aged children in vision-themed stories and activities that build early literacy and support kindergarten readiness.

High School & University Partnerships



We train high school and university students as vision screeners, introducing them to vision health and healthcare careers while they serve their communities and help children receive needed vision screenings.

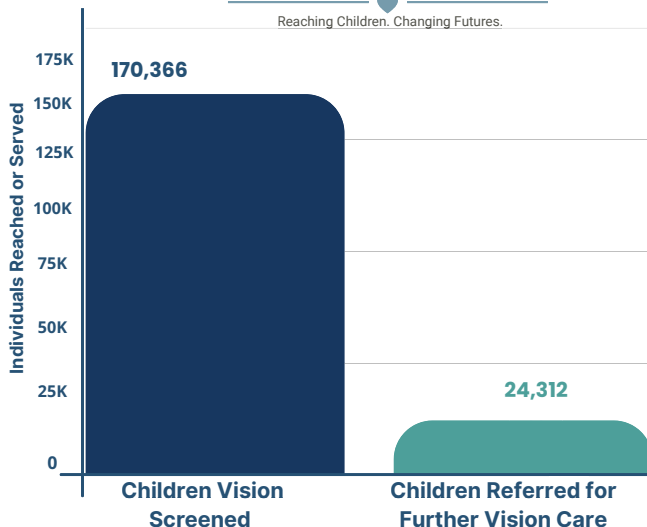
Volunteers Make Vision Possible



Volunteers support vision screenings in childcare centers across the state, helping ensure preschool-aged children receive vision screenings during a critical time for vision and learning development.

Vision Screening Impact

Reaching Children. Changing Futures.



Every vision screening brings us one step closer to a brighter, healthier future for every child.



Adult Vision Health Program

PBW's Adult Vision Health Program (AVHP), in partnership with community-based partners, provides free preventative vision screenings, vision health education, and care management to connect referred adults to further vision care. These services meet adults where they are, support ongoing vision health, and help to improve quality of life and long-term vision health outcomes.

Adult Vision Health

Providing free vision screenings, education, and referrals for adults at increased risk for vision concerns through community partnerships, free and reduced-cost clinics, and organizations serving adults with limited access to vision care.

Understanding Barriers to Vision Care

Through focus groups and interviews, PBW gathers community feedback to better understand barriers to vision care and develop resources that improve access and cultural responsiveness.

Growing Access to Vision Care

PBW trains and certifies community partners, volunteers, and healthcare professionals to provide vision screenings and vision health education in local communities.

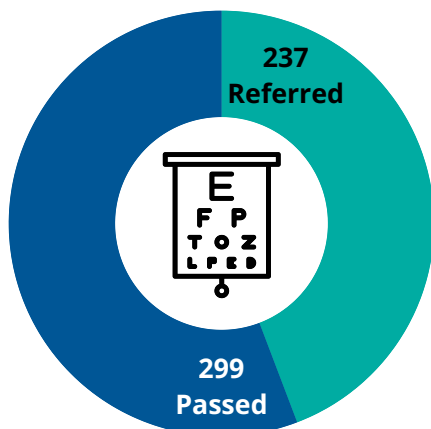
Vision Health Education

Providing education, resources, and workshops on the importance of regular vision care, common vision concerns, and how to access vision care. PBW meets adults where they are in their vision health journey and connects them to resources to help protect their sight.

Charity Care Program

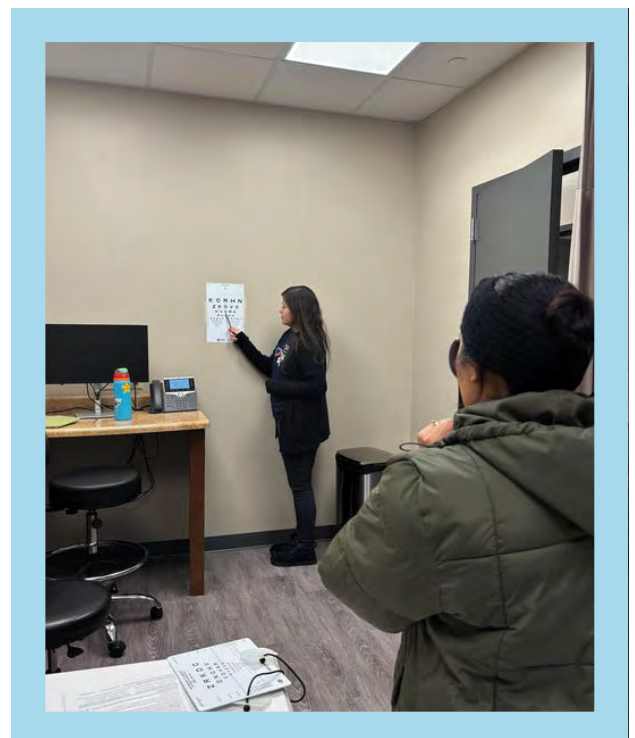
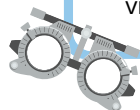
Helping individuals and families access needed eye exams and glasses by connecting them with resources and support programs that reduce barriers to vision care.

536 Adults Vision Screened:



PBW assisted **210** adults in accessing vision care support through available voucher programs.

195 were approved and received needed vision care



Saving Sight, Together

This year, our signature events once again united a passionate community of supporters dedicated to protecting and preserving vision across Wisconsin. Through their generosity, time, and advocacy, we were able to expand our reach and continue delivering critical vision screening and education programs to children and families who need them most. These moments of coming together—whether walking, golfing, or giving—remind us that preventing blindness is truly a shared effort. With your support, we continue to move closer to a future where every Wisconsin resident has the opportunity for a lifetime of healthy vision.

Swing for Sight Golf Outing

The 30th Annual Swing for Sight event in June brought together 24 foursomes for a fantastic day on the green at Ozaukee Country Club. Golfers enjoyed a fun and engaging outing while supporting our work to prevent blindness and preserve sight. The event provided an opportunity for community members and partners to connect, compete, and give back. Thanks to their participation, Swing for Sight continues to play a significant role in advancing our vision programs across Wisconsin.



EyeWalk for Sight

The 2025 EyeWalk for Sight, held at the Milwaukee County Zoo, brought together more than 300 participants for a memorable day of community and advocacy. With beautiful weather and a strong turnout, the event created an uplifting atmosphere for families, supporters, and volunteers alike. Attendees heard a powerful story from our Vision Screening Ambassador family, highlighting the real impact of early detection.



Celebrity Waiters Dinner

In October 2025, we celebrated our 45th Annual Celebrity Waiters Dinner at the historic Grain Exchange. The evening featured an inspiring presentation from our current Vision Screening Ambassador and highlighted the life-changing impact of early detection and access to vision care. We were also honored to recognize our longstanding partnership with the Milwaukee Admirals, whose players once again served as Celebrity Waiters, helping make the event both memorable and meaningful. The evening brought together supporters, volunteers, and community partners in a celebration of sight, service, and our shared commitment to ensuring healthy vision for all Wisconsin residents.



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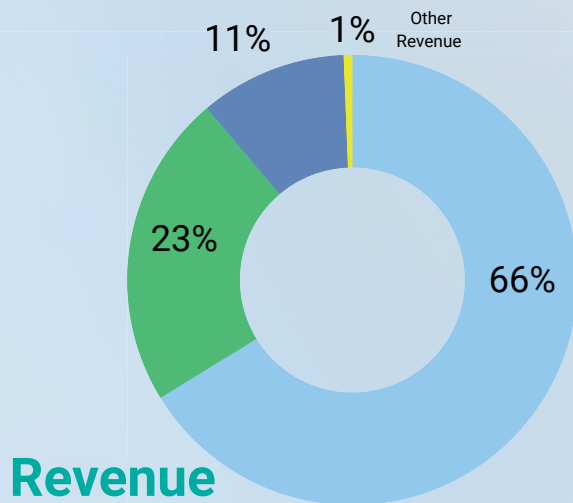
Robert L. Hanley

Thomas J. Hauske Jr.

Harry Herslof

Barbara D. Struck

Carl K. Trimble



- Contributions | \$642,486
- Special Events (Net) | \$219,117
- Investment Income | \$102,344
- Other Revenue | \$6,000

Total Revenue: \$969, 947

Statement of Financial Position

Accounts Payable & Accrued Expenses
\$24,400

Other Liabilities
\$92,403

Total Liabilities
\$116,803

Assets

Cash
\$296,624

Investments
\$884,269

Other
\$276,389

Total Assets
\$1,457,282

Liabilities

Without Donor Restrictions
\$1,045,840

With Donor Restrictions
\$294,639

Total Net Assets
\$1,340,479

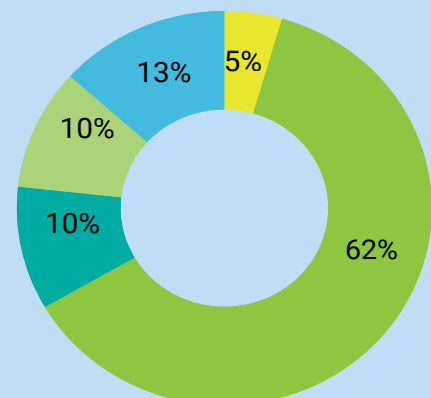
Total Liabilities & Net Assets \$1,457,282

Net Assets

Expenses

- Public Health | \$41,613
- Community Services | \$576,201
- Professional Education | \$93,715
- General & Administrative | \$92,034
- Fundraising | \$123,676
- Affiliate Support of National Programs | \$88,423

Total Expenses: \$1,015,662





Prevent Blindness Wisconsin

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Milwaukee, WI 53202

JJ's journey began with a routine vision screening in his 4K classroom. Although his family had no concerns about his vision, follow-up care revealed farsightedness and astigmatism in both eyes. Today, JJ proudly wears his glasses and sees the world more clearly—a reminder that early detection can change a child's future.

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.

JJ
2025 Vision
Screening
Ambassador



Contact Us
414.765.0505



Visit Our Website
[Wisconsin.Preventblindness.org](https://www.Wisconsin.Preventblindness.org)

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



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