

Be A Visionary.

2020 Annual Report



**Prevent
Blindness**
Our Vision Is Vision.

MESSAGE FROM THE CEO AND BOARD CHAIR



This year has delivered unprecedented challenges to individuals living in the United States and around the world, to businesses and non-profits of all sizes, to educators, health care workers, and social services providers, to first-responders, to parents, college students and school children, engendering threats to life, health, and economic well-being unseen in our nation since the Great Depression and Second World War.


Yet the work of Prevent Blindness continues, as it must. As the pandemic spread, Prevent Blindness continued its core programs safely and efficiently. We moved children and adult vision screening training programs online to continue our task of certifying screeners with the only national program of its kind until a time when widespread critical vision screenings can again be conducted safely nationwide. Toward that end, the National Center for Children's Vision and Eye Health at Prevent

Blindness published *Vision Screening Considerations During the Coronavirus Disease Pandemic* to help schools and Head Start programs safely modify vision and eye health screening procedures.

As healthcare providers across the country were compelled to cancel elective procedures or even close practices entirely for a time, Prevent Blindness worked to share important [vision health news](#) as it related to the unfolding pandemic. Along with its ongoing advocacy work to support funding for eye and vision programs and policies, Prevent Blindness partnered with a wide range of organizations throughout the year to provide guidance on COVID-19 resource allocation, to outline priorities for pandemic relief, to safeguard patient access to medications, and to address the needs of older adult patients during the crisis. This important work goes on as the pandemic continues.

MESSAGE FROM THE CEO AND BOARD CHAIR

2019-2020 Fiscal Year



Prevent Blindness

Our Vision Is Vision.

Our mission is to prevent blindness and preserve sight.

Direct Eye Health Services

Children and Adults Served

1,300,038

Direct Eye Health Services

Children and Adults Served	Service Provided
1,300,038	Totals
870,936	received vision screening
118,858	referred to eyecare professional
15,149	voucher provided for eye exam/glasses
295,095	consultation/education provided

Professional Training and Technical Assistance

Professionals served/Individuals reached	Service
2,117,466	Totals
6,879	vision screeners certified
4,359	professional education
2,106,228	Technical Assistance Resulting in Systems-Level Change

Prevent Blindness on the Web

- Center for Vision and Population Health
- National Center for Children's Vision and Eye Health
- Living Well With Low Vision

Public Eye Health and Safety Education

Individuals Served	Type of Support
898,666	Totals
20,649	printed materials provided
9,340	phone/email request responses
858,674	educational programs and events
10,003	other

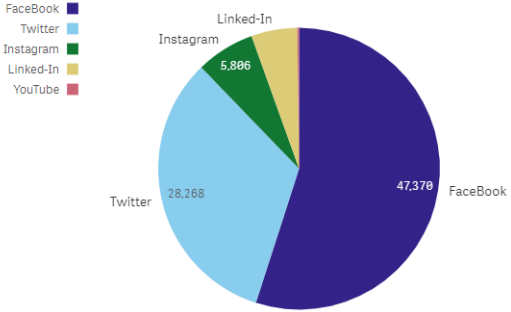
Public Awareness for Eye and Vision Health

Media Impressions

2,039,697,700

Number	Advocacy Initiatives
742	Totals
72	Coalition sign on letters
456	Emails to legislators
122	Issue Briefings Attended
45	Other
14	Prevent Blindness-led coalition letters
33	Statement/Testimony provided

Followers by Social Media Platform



Affiliates and Program Partners

- Prevent Blindness Georgia
- Prevent Blindness Iowa
- Prevent Blindness North Carolina
- Prevent Blindness Ohio
- Prevent Blindness Texas
- Prevent Blindness Wisconsin
- Children's Vision Massachusetts
- Illinois Society for the Prevention of Blindness

Even while faced with the many challenges presented by the pandemic, Prevent Blindness continues to evolve as an organization to better serve the needs of our constituents. Our *2020 Focus on Eye Health National Summit, An Eye to the Future*, conducted virtually for the first time with live-streaming presentations, drew more than 1,000 registrants. Presentations from leaders in science, public health, and vision research and the committed support of a record number of sponsors helped make the event our most successful summit to-date.

Prevent Blindness also launched a new brand identity and [website](#). This effort has enhanced our ability to expand outreach to patients and consumers, to provide eye and vision news and education, to connect with our donors and volunteers, and to support and promote the essential eye and vision programs of the national organization and all our affiliates and partners.



In partnership with Responsum Health, Prevent Blindness launched *The Glaucoma Community* as an online knowledge platform for patients with glaucoma. Available via web browser or mobile app, the Glaucoma Community provides users with a comprehensive toolkit of useful,

MESSAGE FROM THE CEO AND BOARD CHAIR

community-oriented features such as news, community chat, and customizable patient data sheets.

The National Center for Children's Vision and Eye Health at Prevent Blindness published [Children's Vision and Eye Health: A Snapshot of Current National Issues 2nd Edition](#), to provide updated surveillance data on children's vision problems, share best practices from eye health programs and to detail current vision screening and eye health recommendations from its Advisory Committee. In addition, the National Center launched [Small Steps for Big Vision: An Eye Health information Tool Kit for Parents and Caregivers](#) in partnership with the National Head Start Association to provide parents and caregivers with the information, suggested actions, and assistance they need to be empowered partners in their children's vision and eye health.

The Center for Vision and Population Health at Prevent

Blindness expanded its national presence with the launch of the new [A.S.P.E.C.T. Patient Engagement Program](#). Focused on Advocacy, Support, Perspective, Empowerment, Communications & Training, the growing program will empower patients in vision health and train and then support them as vision and eye health advocates.

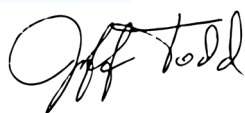
[Eyes on Capitol Hill](#) brought patient advocates from around the country in February to meet with legislators and discuss the importance of vision and eye health and continued program funding for the Centers for Disease Control and Prevention (CDC) Vision Health Initiative and glaucoma prevention and awareness program and for the National Eye Institute. [The Prevent Blindness Policy Roadmap for 2019-2020](#) guided this effort to promote cost-effective solutions for government programs and policies.

[Our Persons of Vision](#) event was also held virtually for the

first time. This year we honored long-time partner VSP Global for their years of generous work supporting the programs of Prevent Blindness and our affiliates and for their positive impact on improving vision and keeping eyes healthy.

We could not be more grateful for the continued support of our corporate sponsors and many funders during this time of worldwide health and economic crisis. You have stood by us as our major fundraising events went virtual or were cancelled outright when large in-person gatherings became impossible. Some have taken steps beyond any expectations to provide additional financial resources. And, of course, our heartfelt thanks go out to the individual donors who gave generously to fund our programs and services despite this period of immense economic uncertainty for families and households. Because of you, our sight-saving work continues. We are humbled every day by your generosity of spirit.

Jeff Todd
President & CEO



M. Kathleen Murphy
Board Chair



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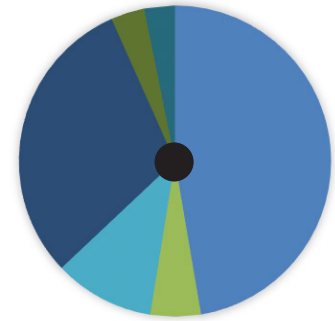
Elizabeth Elser Doolittle
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FINANCIAL HIGHLIGHTS

The figures on this page depict the financial activities of the National Office and Affiliates of Prevent Blindness for Fiscal Year 2019-20

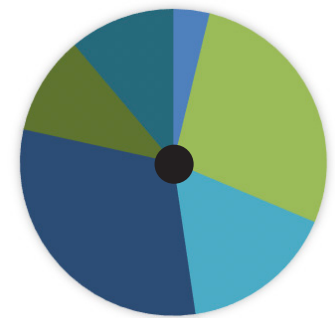
PUBLIC SUPPORT AND OTHER REVENUE

Contributions	\$ 4,417,619	56.6%
Legacies and Income from Trusts	\$ 488,275	6.3%
Special Events, Net	\$ 971,404	12.4%
Fees and Grants from Governmental Agencies	\$ 2,837,080	36.3%
Net Investment Income	\$ 325,490	4.2%
Other Revenue	\$ 296,178	3.8%
Total Public Support & Operating Revenue	\$ 9,336,046	119.6%
Total Nonoperating Revenue, Gains & Losses	\$ (1,528,468)	-19.6%
Total Income	\$ 7,807,578	100.00%



EXPENSES

Research	\$ 371,129	3.8%
Public Health Education	\$ 2,691,612	27.6%
Professional Education and Training	\$ 1,594,969	16.3%
Community Services	\$ 3,004,666	30.8%
General and Administrative	\$ 1,016,607	10.4%
Fundraising	\$ 1,088,620	11.1%
Total Expenses	\$ 9,767,603	100.0%



STATEMENT OF FINANCIAL POSITION

ASSETS

Cash and Cash Equivalents	\$ 2,349,130
Contributions Receivable	\$ 1,484,767
Investments	\$ 12,296,402
Beneficial Interest in Trusts	\$ 5,501,882
Land, Building and Equipment, Net	\$ 828,545
Other Assets	\$ 598,146
Total Assets	\$ 23,058,872

LIABILITIES

Accounts Payable and Accrued Expenses	\$ 576,215
Short-term and Mortgage Loans	\$ 75,000
Deferred Revenue and Other Liabilities	\$ 634,734
Total Liabilities	\$ 1,285,949

NET ASSETS

Without Donor Restriction	\$ 10,867,532
With Donor Restriction	\$ 10,905,391
Total Net Assets	\$ 21,772,923
Total Liabilities and Net Assets	\$ 23,058,872

The total amount of corporate support from pharmaceutical, biotechnology, and medical device companies as a percentage of total organizational operating revenue (Affiliate system-wide) is approximately 10%.

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312.363.6029

**National Center for Children's
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312.363.6036

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312.363.6038

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