Giving Voice to Vision
Annual Report 2007
PBF’s Strategic Plan Goals

• Deliver quality eye health and safety programs
• Promote vision health as a statewide priority
• Build and sustain financial stability and operational effectiveness.
Dear Friends of Prevent Blindness Florida

This has been a year of emotional ups and downs while continuing our mission to prevent blindness and preserve sight. Sarah Jordan-Holmes, our President and CEO, valiantly struggled to overcome cancer. She died in mid-July. To honor her fifteen years of leadership, volunteers, partnering with the Community Foundation of Tampa Bay, established an endowment, an agency first. Proceeds from the Count Your Blessings Endowment will benefit disadvantaged children’s vision.

We could not have completed this year without the excellent assistance of our active, caring and engaged Board of Governors. Thanks to all of you for the many hours you have volunteered to fundraise, research, market and advise. Tom Riedhammer, retired senior executive from Bausch & Lomb and former chair of our Board of Governors, stepped in as interim President & CEO and continues as a consultant, assuring a smooth transition to new executive leadership.

Sarah left us with a great team in place to take us forward. Jay Tobin, our former Vice President for Development and Marketing for the past seven years, was approved as our new President & CEO by the Board of Governors in September. Jay has raised nearly 20 million dollars during 24 years of service in nonprofit health agencies. Like Sarah, he is a Certified Fundraising Executive (CFRE) and is a past president of the Tampa Bay Association of Fundraising Professionals.

Our donors, sponsors and program partners have made our financial position strong. Last year we established new strategic initiatives. This year, we are poised to strengthen our presence in key markets throughout the state.

This annual report is also a tribute to the many contributions Sarah made to the organization during her fifteen year tenure. She truly gave voice to vision, an inspiration for all of us. This report uses the color teal, the official color of the sunburst in the Prevent Blindness logo; purple for passion for our mission, and Sarah’s favorite color, amber, in honor of her.

Richard Sanchez

Richard L. Sanchez
Chairman, Board of Governors and President & CEO of Advantica Eyecare
I am very honored and humbled to be selected to succeed Sarah Jordan-Holmes as President & CEO of Prevent Blindness Florida.

Prevent Blindness Florida has a strong team that will carry forward the legacy left by Sarah. Our staff consists of bright and industrious “can do” professionals who enthusiastically work to increase the opportunities for healthy vision for all Floridians.

At the fall meeting of the Board of Governors, Leslie Bailey was promoted to Vice President of Programs and Vision Health Initiatives, and Eric Welch was promoted to Director of Development and Marketing. Photos of our staff are at right.

The numbers of Floridians at risk for vision loss or impairment are enormous. Nearly 3.5% of Floridians over the age of 40 are at risk for vision loss, including blindness. Untold thousands of children experience vision problems such as near-sightedness, “lazy eye” or other correctable vision impairments. Yet, 50% of all blindness is preventable.

Our strategic plan is the roadmap that we will follow as we seek to become Florida’s leader in preserving sight. With your support, we will deliver quality eye health and safety programs for children and adults throughout the state.

Florida’s residents will learn about eye safety and early diagnosis. We will seek financial assistance for those unable to afford eyeglasses or exams by eye care professionals.

With your help, Prevent Blindness Florida will promote vision health as a statewide priority. We will educate government officials about the importance of offering all Floridians access to healthy vision.

We will accomplish these goals while remaining fiscally sound. We rely on your support to bring vision health to all Floridians. Your contributions will make it possible to offer all citizens of Florida education and services to ensure a lifetime of healthy vision! Won’t you join me?

Jay Tobin
President & CEO
2005
An endowment fund honoring Sarah Jordan-Holmes, *Count Your Blessings*, is established with the Community Foundation of Tampa Bay.

1996
The first Person of Vision Dinner is held in Florida.

1998
PBF examines statewide needs and available services, and undertakes a major reorganization, resulting in improved program delivery and increased fiscal soundness.

1999
The first Light the Night for Sight walk is held in Florida.

2000
This year marked the culmination of a multi-year collaboration with the school system for vision screening.

2001
The Shirley Ryals Kids Sight Initiative is introduced; it ultimately funds vision screening and related services for over 200,000 disadvantaged children.

2002
PBF screens more adults for glaucoma than all other Prevent Blindness America chapters combined.

2004
A major bequest in this year, and a subsequent one in 2005, allow the expansion of public health education and symposiums about age-related macular degeneration and other adult conditions. These seminars are enthusiastically received.

2006
Curriculum stressing healthy eating involve the whole family as part of the *Play it Safe With Your Eyes* childrens’ eye safety education program is presented in schools.
Fourteen million Americans, aged 12 and over, are visually impaired, according to the National Institutes of Health, from a study released in May 2006.

Approximately 12 million school-age children, or more than one in 20, suffer from vision problems or eye disease. Two to three percent of all children have amblyopia.

Volunteers with training from Prevent Blindness Florida, and staff, screen disadvantaged children. Screening begins in preschool, working with Head Start Centers and public schools. Collaborations are developed with abuse shelters, community centers, homeless shelters and free clinics in locations where children often have very little access to health care. Screeners check for refractive errors such as near-sightness, astigmatisms, and “lazy eye.” Referrals are made to professionals as appropriate. Children are eligible to receive vouchers for free eye exams and glasses.

Healthy Vision Corners

Family vision screenings for economically challenged adults are offered through county health clinics at convenient locations. Screeners are bilingual and translators are available to serve Hispanic populations. Referrals are then made for assistance.

Here, in a screening at the 17th Street Clinic in Sarasota, a client is screened for possible glaucoma.

Aging Eye Disease Seminars

Today, two million Floridians have degenerative vision conditions. By the year 2025 more than 23 million Americans will suffer from glaucoma, diabetic retinopathy, age-related macular degeneration, or cataracts. With baby boomers turning 60, the need for vision education is increasing.

Public seminars on macular degeneration were enthusiastically attended in 2005 and 2006. Additional educational efforts are planned in 2007. Information is available on the website and in brochures.
Young children learn why they should wear sunglasses and being careful with scissors and other pointy objects. Other lessons stress the risks of BB guns, fireworks, and unguarded eyes in sports. Educational programs targeting older children are designed to engage the whole family in “homework” lessons that relate the importance of healthy eating to eyesight. Approximately 100 group lessons were presented this past year.

Children’s Eye Safety Education

Children love the Play It Safe puppets that teach eye safety in a fun way. The 30-minute program is available to public and private school classrooms statewide, pending sponsors for each series, or in collaboration with partners such as MORE HEALTH.

We teach nurses, clinic managers, and aides—indeed, any medical professional often in contact with disadvantaged children—to screen for strabismus, a serious eye problem often called “lazy eye” found in more than 3% of children. We train these professionals how to use a Dot E kit.

Medical Professional Resources

Diabetic Retinopathy is the leading cause of adult blindness. Diabetes causes damage to the tiny blood vessel inside the retina, the light-sensitive tissue at the back of the eye. Serious eye damage can occur when abnormal new blood vessels grow on the surface of the retina.

Diabetic Eye Education

Diabetes also increases the risk of other eye diseases such as cataracts and glaucoma. This disease impacts children as well as adults.

Because the key to preserving vision is early detection, Prevent Blindness Florida offers free educational events in collaboration with the Diabetes Association and other community organizations around the state.
Prevent Blindness Florida depends on the generosity of individuals, foundations and corporations to make vision accessible to all. In 2005, the Count Your Blessings Endowment was created to honor Sarah Jordan-Holmes. The Community Foundation of Tampa Bay provides a one dollar match for every three dollars contributed to the endowment. The endowment will be restricted to children’s vision health initiatives throughout the state and will be primarily focused on the uninsured. Wal-Mart’s annual campaign to save sight was a phenomenal success as Florida led the nation in overall fundraising, hosting the #1 store, district and region.

**Saving the Sight of Children**

The 5th Annual Tax Collector Campaign was held in March 2006 and raised an amazing $130,000. Thirty counties from across the state competed to win incentives and trophies. Special congratulations go to the Office of Tax Collector staffs of Palm Beach and Suwannee Counties for raising the most funds and raising the most funds per capita, respectively.

The 3rd Annual Division of Driver Licenses Sight Saver campaign was the most successful yet, raising more than $300,000 in January, 2006. More than 100 driver license offices around the state were highlighted with banners, t-shirts, and posters sponsored by AAA. Special thanks to Sandy Lambert, Director of the Division of Driver Licenses and Board of Governor Charles Gowan, who is a Driver License Bureau Chief, for their leadership.

**Bikers Care Motorcycle Tag**

Bikers Care, the motorcycle specialty license plate brought in over $45,000 in 2006. The tag continues to gain popularity, with more bikers buying and renewing their plates every year.

**Light the Night for Sight**

Some 570 participants raised more than $82,000, a record amount, in the 2006 Light the Night for Sight walk at Lowry Park Zoo in April. Walkers enjoyed the sights of zoo animals at dusk while walking for dollars, a win-win for the walkers and Prevent Blindness Florida.
Did you know that.....

- Only 21% of preschool children are screened for vision problems?
- Almost 100% of Prevent Blindness Florida income for these and other services comes from contributions?

**Eyes on Capitol Hill**

Eyes on Capitol Hill is a special program for people with chronic eye conditions to speak out about the importance of vision health care and research, and to share their personal stories with lawmakers in Washington, D.C.

The program is sponsored by Prevent Blindness America, with the generous support of Pfizer. In February 2006, Florida’s Eyes on Capitol Hill delegation joined others in educating Washington government officials about the importance of vision health and urged them to support the Vision Caucus. Florida’s delegation was larger than any other affiliate’s!

**Financial Information**

**EXPENSES**
- Research & National Initiatives
- Public Health Education
- Professional Education and Training
- Community Services
- General and Administration
- Fundraising

**INCOME**
- Contributions
- Legacies
- Special Events
- Combined Services Campaigns
- Foundations and Grants
- Program Services
- Net Investment Income
- Net Assets Released from Restrictions

*Figures are based on audited financial statements for year ending March 31, 2006.*
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Chairman: Richard L. Sanchez
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Vice Chairman: Kevin Bakewell
Vice Chairman: Gary Woodrell
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Senior VP of Public & Government Relations
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Assistant Professor of Clinical Ophthalmology
Bascom Palmer Eye Institute
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Mosaic Fertilizer LLC

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Eye Associates of Pinellas
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