



**Prevent  
Blindness**  
Our Vision Is Vision.

# 2021 Annual Report



## MESSAGE FROM THE CEO AND BOARD CHAIR



In a study published this past year in *JAMA Ophthalmology*, researchers found that more than 7 million people are living with uncorrectable vision loss in the U.S., including more than 1 million Americans who are living with blindness. Yet vision loss and blindness are often preventable. And so Prevent Blindness continued its sight-saving mission in 2021 by expanding its work to identify and remove barriers to eye care for people of all ages, to provide access to quality, preventive eye care that can correct poor vision or help detect sight-threatening eye disease and thus give everyone an opportunity to live their best possible life with the best vision possible.

When patients living with thyroid eye disease (TED) faced pandemic-related shortages of Teprotumumab (TEPEZZA), the only approved therapeutic treatment for the condition, Prevent Blindness successfully advocated for resumed production of the vital medicine under the “Coronavirus Aid, Relief, and Economic Security Act” (CARES Act). We also joined with 117 organizations to urge Congress to increase funding for the Centers for Disease Control and Prevention (CDC) Vision and Eye Health Initiative. As a result of Prevent Blindness advocacy efforts, the Senate appropriations legislation provided \$6 million for the CDC program.

Empowering individuals and families to take care of their sight

also involves raising awareness for eye and vision health and the steps we all should take to protect our eyes. Through media releases, social media campaigns, awareness weeks and months and the publication of new content on our website, preventblindness.org, Prevent Blindness helped improve understanding of familiar conditions such as dry eye, age-related macular degeneration (AMD), diabetes-related eye disease and cataracts, as well as less familiar diseases such as inherited retinal diseases, inflammatory eye disease, thyroid eye disease, and geographic atrophy (GA), an advanced form of dry AMD.

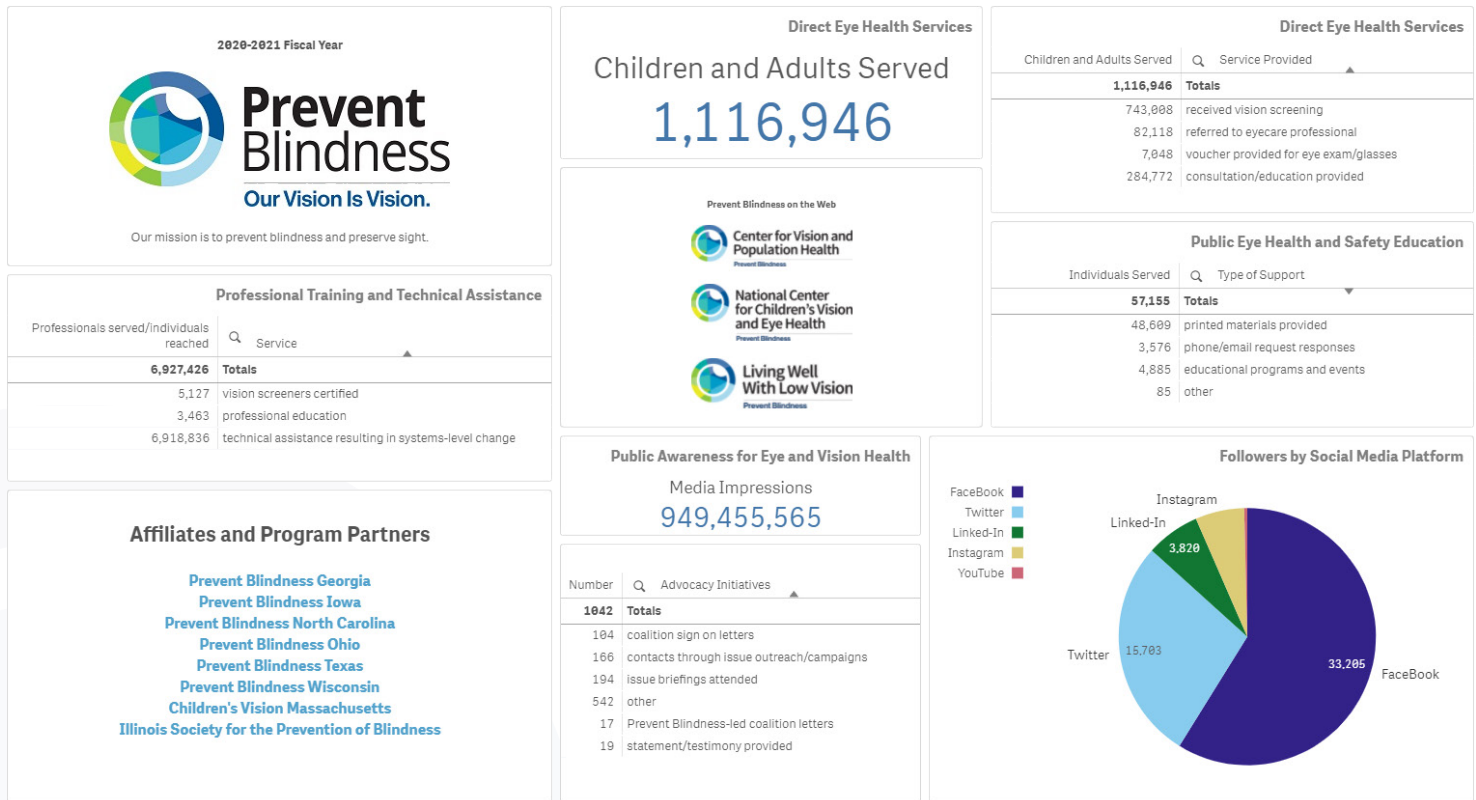
We trained patients and professionals as eye health advocates for themselves and others through our **A.S.P.E.C.T. Patient Engagement Program** (A.S.P.E.C.T. stands for Advocacy, Support, Perspective, Empowerment, Communication, and Training.) You can learn more on our YouTube channel about A.S.P.E.C.T. members as they tell their powerful and moving stories of help and hope.

In addition to its effort to expand and improve access to eyecare and vision health through its ongoing work with the **Vision Equity Task Force, The Center for Vision and Population Health at Prevent Blindness** launched a new **Vision Integration Library: Vision & Eye Health Resource Center**. This growing directory of resources is available to public



Larry Woodward, Vice President of the Wake County Council of the Blind in North Carolina; Patient Advocate and Prevent Blindness A.S.P.E.C.T. Program Alumnus discusses his journey as a glaucoma patient at a Prevent Blindness-hosted Congressional Briefing on November 2, 2021.

# MESSAGE FROM THE CEO AND BOARD CHAIR



health, healthcare, and community service providers with the goal of improving vision outcomes for people of all ages.

The Prevent Blindness **Focus on Eye Health National Summit** celebrated its 10<sup>th</sup> anniversary. Under the theme “Our Changing Vision,” the summit convened more experts and stakeholders than ever before around pressing vision and population health issues of national and international significance. Michael F. Chiang, M.D., Director of the National Eye Institute, and paralympic athlete Amy Dixon provided keynote addresses for the two-day virtual event.

The **National Center for Children’s Vision and Eye Health** at Prevent Blindness continued to elevate understanding and adoption of evidence-based children’s vision programs around the country. The National Center also guided the formation of a new **Children’s Vision Equity Alliance** to create initiatives that target underserved populations and communities, aligning the care they receive with that of children with already strong access.

As schools reopened to in-person learning last year, the National Center updated its **Considerations for Conducting Children’s Vision Screening Safely in Schools, Head Start and Early Care and Education Programs During the Covid-19 Pandemic**. Prevent Blindness and state affiliates accelerated the longstanding national children’s vision screening and certification program that trains school nurses, Head Start staff, pediatric office staff and volunteers to conduct effective, evidence-based vision screenings and provide appropriate follow-up to help make sure children screened receive professional eyecare as needed.

In recognition of all we have done, and must continue to do, to promote and support healthy vision for our youngest and most vulnerable, Prevent Blindness has declared 2022 as **The Year of Children’s Vision**. This yearlong campaign will address the various and specific vision and eye health needs of children and seek to improve outcomes through advocacy, public health, education, and awareness.



## MESSAGE FROM THE CEO AND BOARD CHAIR

Our achievements this past year have relied on our many partners, including leaders in the vision industry like Marc Ferrara of Jobson Medical Information who received our 2021 **Person of Vision Award** in Las Vegas in conjunction with Vision Expo West. They include corporate sponsors who funded educational events and awareness campaigns, provided vouchers to low-income families for eye exams and glasses, and who supported the development of new eye health and safety information for the public. They include individual donors who gave so generously and have continued to give year after year. They include our board members and volunteers who lend their expertise, labor, and boundless energy. And of course, we applaud the Prevent Blindness state affiliates that provide so many people in their communities the gift of sight.

This year we're particularly grateful to our longtime partner, Sherrill K. Williams, who is retiring after a 35-year tenure as the CEO of the Prevent Blindness Ohio affiliate. She leaves behind countless enduring contributions to our mission to prevent blindness and preserve sight. Prevent Blindness has no stronger friend and ally than Sherry Williams. Her passion for our mission, and love for the legacy of the organization will be missed.

Thanks to all of you for advancing this vital cause.



Jeff Todd  
President & CEO



M. Kathleen Murphy  
Board Chair



**Vision and Eye Health Surveillance System: Using National, State, and County-level Prevalence Data**

**Session Moderator:**  
Elizabeth Lundeen, PhD, MPH  
Vision Health Initiative, U.S. Centers for Disease Control and Prevention

**John Wittenborn**  
HORC at the University of Chicago

**Dean VanNasdale, OD, PhD, FAAO**  
The Ohio State University College of Optometry

**MODERATED SESSION**

**Prevent Blindness**  
Focus on Eye Health National Network



# Prevent Blindness congratulates Sherill K. Williams for 35 years of dedication to preventing blindness and saving sight in Ohio and around the country.



On November 4, 2021, Jeff Todd, president and CEO of Prevent Blindness, presented Sherry Williams with the F. Park Lewis Lifetime Achievement Professional Service Award for her decades of leadership.

Sherill K. Williams has served as president and CEO of Prevent Blindness Ohio since 1986 and is retiring at the end of 2021. Working in concert with a 30-member board of directors, Sherry coordinated 20 paid staff/subcontractors and 3600 volunteers across Ohio to implement sight-saving programming by providing direct services to more than 1,000,000 Ohioans annually and educating millions of consumers about what they can do to protect and preserve their gift of sight.

Prior to joining the staff of PBO, Sherry served as national director of youth volunteers for the March of Dimes Birth Defects Foundation from 1978–85, and as executive director of the Fairfield County, Connecticut chapter of the March of Dimes in 1986.

Sherry serves as a member of the Ohio Association of Nonprofit Organization's Standards of Excellence Advisory Committee which evaluates charitable nonprofit effectiveness and awards certifications; as an advisor for the Ann Ellis Fund of The Columbus Foundation which provides grant funding for glaucoma research studies in Central Ohio; and as a member of the Ohio Public Health

Association Vision Section.

Sherry is a registered lobbyist and a founding member of several eye health collaborations including the SOS (Save Our Sight) Coalition, Ohio Eye Care Coalition, Ohio Fireworks Safety Coalition and Ohio Aging Eye Public Private Partnership.

Sherry has co-authored two books published by BoardSource dealing with charitable nonprofit governance – "Getting the Best from Your Board" and "Building the Governance Partnership: The Chief Executive's Guide to Getting the Best from the Board".

Sherry is also a published co-author of the following peer-reviewed journal articles: "Outcomes of a Vision Screening Program for Underserved Populations in the U.S." - Ophthalmic Epidemiology 2013 and "Barriers to Attending an Eye Examination after Vision Screening Referral within a Vulnerable Population" - Journal of Health Care for the Poor and Underserved 2013.

Sherry received her bachelor of arts in speech/communication from the University of Minnesota and a master's in public administration/health care administration from Pace University in New York.

In addition to her 35 years as CEO of the Prevent Blindness Ohio affiliate, Sherry Williams has served tirelessly to further the sight-saving mission of our national organization and all state affiliates, by co-chairing the Prevent Blindness Affiliate Association and chairing its Nominating Committee, and by serving on the Finance & Administration, Marketing & Development, Public Health & Policy committees among others. She joined our **Eyes on Capitol Hill** advocacy event annually to advance the cause of eye and vision health at our nation's capital. She has mentored new staff and generously shared her wisdom, collegiality, and energy throughout the organization.

# OUR DONORS

(Fiscal Year April 1, 2020 – March 31, 2021)

## \$250,000+

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## \$100,000 – \$249,999

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Vision Service Plan (VSP)

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Dr. Sandra Gay & Mr. Tom Gay

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## \$1,000 – \$4,999 (cont.)

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## OUR DONORS

(Continued)

### **\$1,000 – \$4,999 (cont.)**

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The Eye Stuff Group

Gainesville Eye Associates

Georgia Eye Partners

Dr. Tom Hardin

National Vision

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OneSight

School Health

Thomas Eye Group

Verizon

Vision Service Plan (VSP)

# Nina Pulliam Legacy Society

## OUR DONORS

(Continued)

The Nina Pulliam Legacy Society recognizes all those who have included Prevent Blindness in their estate plans within the past ten years. It is named after longtime supporter Nina Mason Pulliam whose estate gift founded the Society. Through gifts in wills, trusts, insurance policies, retirement plans, or other forms of planned gifts, Pulliam Society members create a lasting legacy to help ensure eye care for future generations to help Prevent Blindness and Preserve Sight.

Ms. Nancy H. Balcer*	Gregorich*	Ms. Martina E. O'Neil*
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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 2020-21

## PUBLIC SUPPORT AND OTHER REVENUE

Contributions	\$ 4,250,024	25.8%
Legacies and Income from Trusts	\$ 1,190,676	7.2%
Special Events, net	\$ 994,973	6.0%
Fees and Grants from Governmental Agencies	\$ 2,435,645	14.8%
Net Investment Income	\$ 265,389	1.6%
Other Revenue	\$ 306,579	1.9%
<b>Total Public Support &amp; Operating Revenue</b>	<b>\$ 9,443,286</b>	<b>57.3%</b>
Total Nonoperating Revenue, Gains & Losses	\$ 7,040,643	42.7%
<b>Total Income</b>	<b>\$ 16,483,929</b>	<b>100.0%</b>



## EXPENSES

Research	\$ 299,048	3.4%
Public Education/Awareness	\$ 2,533,949	28.6%
Professional Education and Training	\$ 1,506,132	17.0%
Community Services/Patient Support	\$ 2,569,629	29.0%
General and Administrative	\$ 1,015,169	11.5%
Fundraising	\$ 925,200	10.5%
<b>Total Expenses</b>	<b>\$ 8,849,127</b>	<b>100.0%</b>



## STATEMENT OF FINANCIAL POSITION

### ASSETS

Cash and Cash Equivalents	\$ 5,587,667
Contributions Receivable	\$ 1,344,357
Investments	\$ 16,564,621
Beneficial Interest in Trusts	\$ 7,207,920
Land, Building and Equipment, Net	\$ 295,553
Other Assets	\$ 502,092
<b>Total Assets</b>	<b>\$ 31,502,210</b>

### LIABILITIES

Accounts Payable and Accrued Expenses	\$ 526,693
Short-term and Mortgage Loans	\$ 403,289
Deferred Revenue and Other Liabilities	\$ 1,164,503
<b>Total Liabilities</b>	<b>\$ 2,094,485</b>

### NET ASSETS

Without Donor Restriction	\$ 16,343,584
With Donor Restriction	\$ 13,064,141
<b>Total Net Assets</b>	<b>\$ 29,407,725</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 31,502,210</b>

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 13.7%.

# BOARD OF DIRECTORS

## **Chair:**

**M. Kathleen Murphy, DNP**

Professor, School of Nursing  
University of Texas Medical Branch

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Chairman & CEO  
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University of Rochester  
Medical Center

**James Shyer**

Co-CEO/COO  
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**Michelle Skinner**

Chief Network Officer  
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**Tracy Williams, OD**

Executive Director  
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## **Emeritus Member**

**Torrey Van Antwerp DeKeyser**

**Richard Sanchez**

President & CEO  
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## **Staff**

**Jeff Todd**

President & CEO  
Prevent Blindness

## **Affiliate Association Co-Chair**

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President & CEO  
Prevent Blindness North Carolina

# NATIONAL OFFICE, REGIONS, AFFILIATES AND PARTNERS

## **NATIONAL OFFICE:**

**Prevent Blindness**  
800.331.2020

**Prevent Blindness Illinois Program**  
312.363.6029

**National Center for Children's  
Vision and Eye Health**  
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**Center for Vision and  
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## **PROGRAM PARTNER:**

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