



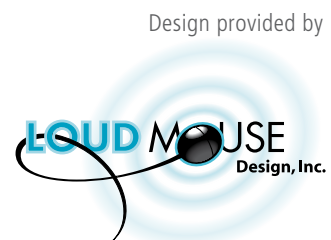
Our Vision Is Vision®

an affiliate of Prevent Blindness America

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Dear Friends,

It is with great pleasure that we share with you this annual report highlighting our exciting year of partnership and collaboration at Prevent Blindness Georgia. Here’s a quick glimpse.

In January, we relocated our state offices to leased space at the Center for the Visually Impaired in midtown Atlanta. This move provides dedicated space for our offices and shared space for conference and training facilities, as well as a much needed on-site vision clinic. This move brings new collaborative opportunities with our vision partner, Center for the Visually Impaired, while reducing our rent by 35 percent.

Foundations and individuals supported our Special Gifts Campaign, led by former board chairman, Charles Doty, by donating more than \$500,000 to support our move and build capacity for our organization.

On the national level, we were honored to receive the Prevent Blindness America (PBA) 2009 Best Practice Award for our Pediatric Partner Program. We were pleased that Bill Burke was elected to the Prevent Blindness America Board of Directors as Chief Volunteer Officer. And PBA chose Georgia as one of five states to participate in the federal Maternal and Child Health Bureau project to develop national systems to support vision screening for young children across the nation.



Bill Burke
CHAIRMAN OF THE BOARD

2009 HIGHLIGHTING AN EXCITING YEAR OF PARTNERSHIP AND COLLABORATION 2010

Abbey Flaum
Tax and Estate Attorney
Ingwersen & Taylor



(L-R) Melody Withrow, DeAndria Nichols, and Amy Hutchinson, MD

Susan Knox
President
Corporate Connections

Darren LaPorte
Business Development Director
GV Financial Advisors

Cherie Lovelace, Pharm D
Sr. Regional Medical Research Director
Pfizer Global Pharmaceuticals



(L-R) Darren LaPorte and Abbey Flaum

Carl Sukenik
Senior Manager, Pricing Strategy
The Home Depot

Anisa Threlkeld, MD
Ophthalmologist
Cataract and Glaucoma Specialist
Marietta Eye Clinic

Colleen Ware
Associate Director of University US Relations
Golden Key International Honour Society

Melody Withrow, CPA
Consultant
(Retired BellSouth)

Martha Woodham
Senior Writer
AGL Resources

With a federal grant from Healthy People 2010, Children’s Healthcare of Atlanta and Prevent Blindness Georgia trained more than 240 school nurses in seven locations across the state.

At our annual meeting this year, we recognized eight STAR partners who have collaborated with us in our good work. These stories can be found on our website, www.pbga.org, and in the pages of this annual report.

Our adult and children’s programs continue to provide much needed vision services for those most vulnerable throughout the state. This year, we served 1,746 adults with eye exams and glasses. In its first four months, the Georgia Retinal Imaging Project has tested more than 400 at-risk adults with digital photos of their retinas which are interpreted by Dr. Scott Pastor. Our PBA-certified children’s vision screeners checked a record-breaking 33,143 four-year-olds during the past school year.

Our eyes are our windows to the world. With your continued support, we are saving sight for children and adults, giving them magnificent views!

To the best of eye health, **Bill Burke**
Chairman of the Board **Jenny Pomeroy**
President and CEO



Jenny Pomeroy
PRESIDENT AND CEO

Children’s Vision Screening Program Achieves New Record and Honors Invaluable Partners

It took a multitude of partners to vision screen more than 33,000 four-year-olds in Georgia this year through our Star Pupils™ children’s vision screening program. Our certified children’s screeners, including staff, nursing students, and volunteers, set a new record of reaching more children than ever this year thanks in large part to the efforts of our partners at the schools where we vision screen.

Khrista Keys of Little House Academy in Murrayville, GA, was honored with our Star Preschool Director Award this year. Vision Screener Megan Ward nominated Khrista for the award. Here’s what Megan had to say:

“Expanding our program into a new area has had its difficulties, but Khrista has been one of the preschool directors who has made it a joy. She embraced our program with interest, excitement and a positive attitude. The day of the screening, she was completely prepared. I have never seen a more thought out game plan for the screening area and students. I look forward to visiting Little House Academy next year!”

Resource Coordinator Tamvan Nguyen received the Star Resource Coordinator Award this year. According to Laurie Irby, Director of Children’s Programs, Prevent Blindness Georgia has worked with Tamvan in the DeKalb County Schools for ten years and she always makes sure that screenings go smoothly: all her children have permission, a suitable screening room is available and parent volunteers come to assist. Tamvan’s job is complicated by the fact that, for most of the families she serves, English is a second language.



School Screening Detects Vision Problem and Saves Four-Year-Old’s Eyesight

Last spring, Rollin McLennan pulled a letter from her four-year-old’s book bag which has changed her daughter’s life. “I received a letter telling me that Myers had failed her vision screening at school. I almost didn’t read it as I expected her vision to be normal,” Rollin said, noting that “a few months before, Myers had passed her vision screening at the pediatrician’s office without a problem.” But the certified vision screener from Prevent Blindness Georgia, Laurie Irby, found that one of Myers’ eyes was 20/30 while the other was 20/50.

Rollin rationalized the discrepancy. “I knew that the rest of our family didn’t have glasses and I thought that it was either a mistake or Myers was just being obstinate that day. She’s my caboose and has a mind of her own,” Rollin said. After Laurie called to follow up, Rollin took Myers back to her pediatrician’s office.

The nurse said that they don’t expect children to have 20/20 vision.

Rollin began to notice that Myers was struggling with differentiating letters. She pulled a vision chart up on her computer, placed Myers on her lap, and covered one eye. “When I covered her left eye, she did well, but when I covered her right eye, she started pulling my hand away and told me she couldn’t see the letters. My pediatrician then referred me to an eye doctor”.

The eye doctor reported that Myers was far-sighted and that her right eye was doing everything for the left eye. He noted that if the problem went untreated, she could lose all vision in her weaker eye and that the vision loss could not be reversed.

Four-year-old Myers McLennan responds well to treatment following Prevent Blindness Georgia vision screening.

“Myers is now pushing 20/20 with her glasses on,” Rollin said. “She’s been a rock star about wearing glasses and has no apprehension...we didn’t want to make a big deal about it. We explained that it was like exercise for her eyes and would make them stronger. She has them on unless she’s swimming or sleeping – that’s why she’s responded so well,” Rollin said.

“Getting Myers the help she needs prior to starting kindergarten and possibly before suffering permanent damage is awesome. I’m so thankful for Prevent Blindness Georgia and that Myers has responded so well to treatment.”



Partnering TO GIVE CHILDREN GOOD VISION FOR BRIGHT FUTURES

Nonetheless, Tamvan ensures that her children receive follow-up care if they fail their vision screenings. This year, eleven out of twelve children who failed screenings at her schools saw an eye doctor and got glasses.

The Delta Gamma fraternity at the University of Georgia was honored as the Star Pupils Partner. Chapter members volunteered to help with children’s vision screening and public education. To date, 29 members have provided 179 Service for Sight hours to help Prevent Blindness Georgia achieve its mission of preserving sight throughout Georgia.



About six percent of the 33,143 children screened by Prevent Blindness Georgia failed and were referred to eye care professionals for further evaluation. At a cost of about \$6.50 a child, funding for this service comes from grants, fundraising events, and individual donors. Help us make sure that Georgia’s children are vision ready to learn by visiting www.pbga.org and donating to our work.

PBGA STARS



Volunteer of the Year
Scott Pastor, M.D.

PBGA Trains Georgia’s School, Public Health,

An important role of Prevent Blindness Georgia is to train school and public health nurses as well as pediatric staff members to vision screen children using the best evidence based methodology. This approach is based on a manual jointly published by the American Academy of Pediatrics and Prevent Blindness America.

This past year, Prevent Blindness Georgia trained school nurses in seven statewide locations with funding from a Healthy

People 2010 federal grant. Joyce Allers of Children’s Healthcare of Atlanta managed the project while Prevent Blindness Georgia provided the training and screening kits. Due to this tremendous effort, Children’s Healthcare of Atlanta was honored as this year’s Star Training Partner.

In addition, The Children’s Health Network and Kids Health First Pediatric Alliance were recognized for their support of group trainings conducted by Prevent Blindness

and Pediatric Nurses

Georgia to teach pediatric practices this method of vision screening.

The Georgia Chapter of the American Academy of Pediatrics invited Prevent Blindness Georgia to showcase this vision screening methodology at their Fall and Summer meetings. Laurie Irby, Director of Children’s Vision Programs, presented at the Summer meeting held at Amelia Island, in conjunction with Stephanie Goei, M.D., pediatric ophthalmologist at the Medical

College of Georgia in Augusta.

Due to our efforts in reaching out to pediatricians across the state, Prevent Blindness Georgia was awarded the Prevent Blindness America Best Practice Award for the Pediatric Partner Program at the Prevent Blindness America annual meeting. This award was presented for the marketing of the AAP/PBA training procedures to pediatric offices.

“I just want to express my appreciation for the free eye exam program offered to diabetes patients in my county. My exam was a surprisingly pleasant experience. The doctor was thorough and put me at ease. Also the staff members were so very friendly,

Collaborating WITH STAR PARTNERS TO BOOST VISION PROGRAMS FOR GEORGIA

Public Education Partner
American Diabetes Association

Star Partner
Center for the Visually Impaired

Vision Outreach™ Partner
Central Presbyterian Church

Star Pupils Partner
Delta Gamma Fraternity
University of Georgia

Star Preschool Director
Khrista Keys
Little House Academy

Star Resource Coordinator
Tamvan Nguyen
DeKalb County Schools

**Star Vision Outreach
Eye Care Professional**
Vonda Perkins-Ray, O.D.

Star Training Partner
Children’s Healthcare of Atlanta

Adult Vision Program Saves Sight, Jobs and Thanks Partners

Throughout the state, Prevent Blindness Georgia relies on partner agencies, like this year’s Star Vision Outreach Partner, Central Presbyterian Church, to deliver adult vision services. Partners such as the Farm Worker Health Clinics, East Georgia Healthcare Center, and Saint Joseph’s Mercy Care Services provide their facilities to help us reach their clients who are unable to access vision care.

This year, our impact was felt by the 1,746 needy adults who received eye exams. Close to 200 people were referred for treatment for eye diseases and other vision issues while 1,446 patients were provided with eyeglasses. This was made possible by the donations of the individuals, corporations, and foundations that support this program.

Optometrist Dr. Vonda Perkins-Ray, OD was honored this year as our Star Vision Outreach Eye Care Professional for her dedicated service to the patients at our Vision Outreach clinics. “She is very dependable, flexible, and eager to help us,” said DeAndria Nichols, Director of Prevent Blindness Georgia’s Adult Vision Program. “Our clients love her thoroughness and compassion,” DeAndria added.

People like Tammy Watts from Alapha, Georgia, 60 miles outside of Valdosta, have received help this year. Tammy said, “I was at wit’s end with no insurance and no way of getting glasses. The clinic saved my career and my eyes. I’m very, very thankful for you and



Prevent Blindness Georgia’s Tekelia Powe measures a client’s pupillary distance before ordering new glasses.

your organization ... There are still angels walking among us. I want people to know about this – that you don’t have to go blind.”

A new service for adults was launched this year. The Georgia Retinal Imaging Project (GRIP) helps to combat aging eye diseases. GRIP uses retinal imaging technology to detect glaucoma and diabetic retinopathy. Close to 450 adults were served in the first four months through the program which was designed by Scott Pastor, M.D., a Prevent Blindness Georgia board member and our Volunteer of the Year.



Kimberly Parker of Central Presbyterian Church and Carol Helms of the American Diabetes Association accepted “Star Awards” at PBGA’s Annual Meeting.

helpful, and knowledgeable. The north Georgia area is in great need of this type of program. I hope to see this assistance stay and also to see it spawn more programs like it.”

– Janice Craig, Dade County

“I so appreciate the service you offer at Central Presbyterian Church...I am thankful for the partnership we have together.”

Kimberly Parker
Central Presbyterian Outreach and Advocacy Center



The Younger Optics team with NVI's Tournament Chairman Des Taylor.



Presenting Sponsor Viva International foursome poses prior to the start at NVI's tournament.

Corporate Partners National Vision Inc.

National Vision, Inc.

Giving back to a worthy cause is something that National Vision, Inc. (NVI) does with excellence. Last year, NVI's 14th annual Swing Fore Sight Golf Tournament held at Bear's Best Atlanta had a record-breaking year, the most profitable in PBGA history. Spearheaded by NVI Senior Vice President, Des Taylor, the tournament attracted vendors from throughout the country. In addition, NVI conducted a payroll deduction campaign that contributed \$23,701 to Prevent Blindness programs. We are fortunate that NVI's Pam Bisikirski serves on PBGA's Board of Directors and lends her talents to the Marketing Committee.

CIBA VISION

CIBA VISION also broke records with their third annual Drive Fore Sight Golf Tournament held at The Standard Club in Duluth. Led by Gregory Brown with support from PBGA board member, Todd Podell, the tournament raised much needed funds which support Prevent Blindness Georgia's sight-saving

and CIBA VISION Provide Exceptional Support

programs. In addition, CIBA VISION employees volunteer at Vision Outreach clinics sharing their time and talent with those less fortunate.

\$230,000

Thank you so much NVI and CIBA VISION for believing in your mission and raising \$230,000 to provide vision services for adults and children in need.



The UPS team won first place at CIBA VISION's Drive Fore Sight Golf Tournament.

(L – R) Tournament Chairman Gregory Brown and Board member Todd Podell of CIBA VISION.

Partnering TO ENHANCE THE QUALITY OF LIFE FOR ALL GEORGIANS

Prevent Blindness Georgia Educates Georgians

Educating the public about issues like aging eye diseases, "lazy eye" blindness, eye safety and the importance of regular exams is a task that Prevent Blindness Georgia takes seriously.



Phil Streetman of WSST-TV in Cordele interviews PBGA CEO Jenny Pomeroy and advocate Deanna Middleton

Print newsletters, a media tour through south and central Georgia, in addition to blogging, Facebook posts and Twitter updates help to keep these topics on the forefront.

PBGA's DeAndria Nichols checks a patient at the American Diabetes Association Expo.



Deanna Middleton, Jenny Pomeroy, and Dawn Hobby on the set of WALB-TV in Albany.



Marianne Horsman shared her story about living with eye disease in "Georgia's Voice for Vision," an educational publication about eye health and safety.



Harlem Globetrotter, "Moo Moo" Evans and a Park Street Elementary School student who was given an eye exam and glasses at America's Best.



Visit us at pbga.org and connect with us online.

