## JENNY POMEROY

## a life well lived

As people learned of Jenny Pomeroy's death, an outpouring of love and support was received by the staff and board members of Prevent Blindness Georgia. We greatly appreciate your kind words and actions. Jenny served as the CEO of Prevent Blindness Georgia for nearly 17 years and, in that time, she touched thousands of lives.

Brenda Horne, executive director of Community Health Charities of the Southeast, expressed the thoughts of many others. "Jenny was a gracious, intelligent and skillful nonprofit executive who was responsible for the tremendous growth of Prevent Blindness Georgia. She deserves every

accolade she will be given. Jenny was a perfect example of a dedicated life well-lived."

Jenny Pomeroy passed away on July 15, 2013. Our heartfelt sympathy goes out to her family members and many friends. Please join us as we remember some of Prevent Blindness Georgia's and Jenny's accomplishments.

### 2012

Children's Healthcare of Atlanta commissioned Prevent Blindness Georgia to write the vision section of the Georgia School Health Resource Manual containing core pediatric health information for school nurses.

#### 2011

Georgia Natural Gas presented Prevent Blindness Georgia with the True Blue Award for Outstanding Focus and Commitment to the People of Georgia by a Nonprofit Organization.

#### 2010

The Atlanta Dream presented CEO Jenny Pomeroy with an **Inspiring Woman Award**.



Jenny Pomeroy February 17, 1948 — July 15, 2013

### 2009

Prevent Blindness Georgia was included as one of five states selected by the National Center for Children's Vision and Eye Health to participate in a Maternal and Child Health Bureau project to promote and ensure a continuum of vision care and eye health for young children.

Prevent Blindness America recognized
Prevent Blindness Georgia with
a **Best Practice Award** for its
Pediatric Partner program.

## 2008

A poster highlighting three years of data from the Prevent Blindness

Georgia children's vision screening program was presented at the Amblyopia and Strabismus subgroup of the American Academy of Ophthalmology.

## 2001

Prevent Blindness America presented an **Award of Excellence** to Prevent Blindness Georgia for its Vision Outreach program.

#### 1999

Prevent Blindness Georgia led the advocacy effort which resulted in the creation of the **Georgia Drive for Sight** program in collaboration with the Georgia Department of Driver Services.

## 1997

CEO Jenny Pomeroy was one of the first instructors in the nation trained to teach Prevent Blindness America's certified vision screening courses for children and adults.

Jenny's death is a tremendous loss for the vision community. She will forever be remembered as an innovative thinker and a selfless, dedicated leader in Atlanta and across the state of Georgia. We will miss her deeply.





2013 ANNUAL REPORT



Our Vision Is Vision®

an affiliate of Prevent Blindness America

## MAIN OFFICE

739 West Peachtree Street NW Suite 200 Atlanta, GA 30308-1137

### **PHONE**

404-266-2020

## ONLINE

www.pbga.org







Visit www.pbga.org to see the FY 2013 audited financial statement.

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The Blythewood Group



New board members (L-R) im Bicknell, Kim Musierowicz, Pandora Yeargin-Johnson, ohn Price and Scott Klisures were welcomed this year. Not pictured are Dr. Steven Corwin and Dot Stoller.

# dear friends,

Prevent Blindness Georgia was fortunate to have Jenny Pomeroy at its helm for nearly 17 years. As she demonstrated with so many things she touched, Jenny was a true visionary – able to see the trees, as well as the forest.

Planning for Jenny's retirement, Prevent Blindness Georgia applied for and was awarded a succession grant from the Healthcare Georgia Foundation. The grant enabled the organization to hire Ellen McCarty as Vice President. Ellen is an experienced nonprofit executive who has 20 years in leadership positions in the sector. Ellen began working with Jenny in February 2013 to create a seamless transition.

Jenny passed away unexpectedly in July – leaving the organization she so expertly led much too soon. The board immediately named Ellen as Acting CEO and the able and experienced staff remain dedicated to fulfilling the organization's mission and committed to honoring Jenny's legacy.

We deeply appreciate the support of the community as we go through this transition. And we mourn with Jenny's family and friends the loss of this gracious and visionary woman.

We're pleased to share our good work with you and recognize your contributions on the pages that follow.

Scott Pastor, MD

For the best of eye health,

Amy Hutchinson, MD

Co-Chairs, Prevent Blindness Georgia Board of Directors



**Elllen McCarty** ACTING CEO



Amy Hutchinson, MD CO-CHAIRMAN **BOARD OF DIRECTORS** 



**Scott Pastor, MD** CO-CHAIRMAN **BOARD OF DIRECTORS** 





Julian Ballesteros' eye condition was found by a Prevent Blindness Georgia certified vision screener. With treatment, he hopes to recover full vision.

OUTREACH

PREVENT BLINDNESS GEORGIA

# touching lives

VISION PROGRAMS PRESERVE SIGHT FOR THOUSANDS
OF GEORGIA'S CHILDREN AND ADULTS

A nonprofit organization's reason for being is encompassed in its mission statement — *Our mission is to prevent blindness and preserve sight for all Georgians.* 

Toward that end, Prevent Blindness Georgia's programs provided direct early detection screening and treatment services to more than 38,000 adults and children through our Adult Vision program and Star Pupils™ this program year.

## **Adult Vision Program**

The Adult Vision program consists of Vision Outreach which provides comprehensive eye exams, education, and referrals if needed to indigent, low-income and uninsured adults. Low cost eyeglasses are provided if prescribed. The Georgia Retinal Imaging Project utilizes portable retinal imaging technology to provide a free, community-based screening program for clients at high risk for diabetic retinopathy and glaucoma. The Glaucoma Treatment Program provides free eye care and medication to glaucoma clients who financially qualify.



DeAndria Nichols, Vice President of Adult Vision Programs, measures a patient for eyeglasses.

## Impact: More than 3,300 adults received vision services.

Our adult patients are served either through direct referrals at our scheduled onsite clinics or in cooperation with shelters, federally qualified health centers and other agencies throughout Georgia.

A patient from rural South Georgia said, "I had no insurance and no way of getting glasses. The clinic saved my career and my

eyes. I'm very, very thankful for you and your organization. I want people to know about this — that you don't have to go blind."

## Star Pupils™

Through the services of 16 certified vision screeners, the Star Pupils™ program screened more than 35,000 prekindergarten children in 89 counties, referring approximately 2,000 of these students for further evaluation. This was a record year for vision screening with more children reached by Prevent Blindness Georgia than ever before!

## Impact: 35,679 children were vision screened.

Our goal is to ensure Georgia's children are "vision ready" to learn and this year we found many children with vision problems that put them at risk for vision loss and difficulty in learning. One mother, Sandra Ballesteros, wrote, "I would like to thank you for finding my son Julian's eye problem during his vision screening. The eye doctor's diagnosis was Anisometropia, a condition in which the two eyes have unequal refractive power. Julian is wearing his glasses and patch, and hopefully he will recover his vision in the right eye. If

you hadn't found the problem at school, it would not have been noticed. He had passed the screening at the pediatrician's office in August."

Support from foundations, special events and corporate and individual donors make it possible for Prevent Blindness Georgia to deliver its services across the state and to change lives daily.



The foursome of Rick Etzkorn, Dave Oczypok, Steve Wright and Bruce Steffey enjoyed the 2012 Swing Fore Sight golf tournament which contributed needed funding to Prevent Blindness Georgia's vision programs.

The 17th Annual National Vision Inc. Swing Fore Sight Golf
Tournament, held at Bear's Best Atlanta, netted \$174,000 in 2012,
the largest amount to date! Supported by many leading vision
corporations including Viva International Group, Essilor USA and
Transitions Optical, the tournament raised needed funding for our
sight-saving programs. A special thank you to Des Taylor and Quinn
Tant, who annually lead this effort, as well as board member, Pam
Bisikirski, and NVI executives Reade Fahs and Bruce Steffey.

## TEA TO SEE RAISED FUNDS AND FRIENDS FOR CHILDREN'S SCREENING PROGRAM

About 120 women of all ages gathered at the Piedmont Driving Club on a beautiful



Nancy Lundstrom, Claire Jamison and Linda Jamison attended the Tea to See at the Piedmont Driving Club.

February afternoon to enjoy a selection of teas, sandwiches, scones and sweets and hear about the work of Prevent Blindness Georgia. Tiffany Gough, a Prevent Blindness Georgia board member and the chair of this year's tea, shared the story of her son, Harrison, who was vision screened by Prevent Blindness Georgia and found to have amblyopia or "lazy eye" blindness. The annual "Tea to See," which provides an opportunity to visit with old and new friends and family members, helps raise money to provide free vision screenings for prekindergarten children across the state.

## DRIVE FOR SIGHT FUNDING PROVIDES NEEDED SERVICES

Funded by the Georgia Legislature in 2000, House Bill 812 created the Georgia Drive for Sight program that provides support for vision services in Georgia based on the availability of funds generated from voluntary donations. Georgia drivers are able to donate one dollar at the time of their initial or renewal application for motor vehicle drivers' licenses at any Georgia Department of Driver Services' location.

The donations are administered by the Georgia Department of Public Health and are distributed to the Center for the Visually Impaired, the Georgia Eye Bank, Vision Rehabilitation Services of Georgia and Prevent Blindness Georgia.

For more information, visit dph. georgia.gov/georgia-drive-sight-program.

Please remember to donate!

Monies received from Georgia
Drive for Sight donations allow
Prevent Blindness Georgia to:

Provide adult Vision Outreach clinics for adults without access to eyecare.

Provide diabetic retinopathy clinics for adults at risk for diabetes or glaucoma.

Vision screen prekindergarten children throughout Georgia.

Convene the Georgia Vision Collaborative.



PREVENT BLINDNESS GEORGIA

# teaming up

## PBGA JOINS ESSILOR AND ALCON FOUNDATIONS TO PROVIDE KIDS VISION FOR LIFE

In recognition of World Sight Day, a global initiative that focuses on bringing attention to blindness and vision impairment, the Essilor Vision Foundation and the Alcon Foundation partnered with Prevent Blindness Georgia and Gwinnett's Peachtree Elementary School to bring the Kids Vision for Life program to Atlanta for the first time last fall. The program focuses on helping eliminate poor vision and its lifelong consequences on elementary-aged students across the United States.

First, associates from Alcon, staff members from Prevent Blindness Georgia and local volunteers vision screened the approximately 1,700 Peachtree Elementary School students. Prevent Blindness Georgia trained the 35 volunteers to vision screen.

Then, associates from the Essilor Vision Foundation joined Alcon and volunteer eye care professionals to administer free eye exams on the 299 students who failed the screenings. Qualified students



Mark McCann of Alcon, Dr. Beverly Smith of Peachtree Elementary School, and Jenny Pomeroy of Prevent Blindness Georgia worked together to provide vision screenings and glasses to students through the Kids Vision for Life program.

received one free pair of glasses. Students with more severe refractive errors received two free pairs of eyeglasses, one to take home and one for the school nurse to keep as a backup.

The Kids Vision for Life mobile clinic was on hand to accommodate eye exams, provide students a chance to select frames, and to help make the majority of the free eyeglasses onsite on the same day.

The mission of the Kids Vision for Life program is to focus on providing eye exams and eyeglasses free of charge to at-risk students from low-income families who would not receive them otherwise, as well as educating parents and communities about the importance of children's vision care. With one in four American children having an uncorrected vision issue, this program allows local eye care professionals and volunteers to give back to their community and help ensure that every child has access to eye care.

## THE GLAUCOMA PROJECT BRINGS AWARENESS TO SW ATLANTANS

program funded by Alcon and local foundations, was launched in January 2013. The project consists of a glaucoma awareness campaign which stresses the importance of early detection, along with free retinal photos read by a glaucoma specialist for 1,000 African-Americans in Southwest Atlanta. Prevent Blindness Georgia is working with established community partners and influencers to promote the program. Southwest Atlanta residents found to loss.

The Glaucoma Project: SWAT (Southwest Atlanta), a two-year have glaucoma are referred to an eye care professional or entry into the Prevent Blindness Georgia Glaucoma Treatment Program, if unable to access treatment, for follow-up care and medications. The plan is for this project to serve as a model to be replicated for other communities. The goals for the program are to educate atrisk individuals about the importance of regular eye exams, make referrals based on individual needs, and prevent unnecessary vision

## FIVE ALL STAR AWARDS HONORED NOTEWORTHY ACHIEVEMENTS

Three Georgians, a vision company and a Henry County clinic were honored with "All Star" awards at the Prevent Blindness Georgia annual meeting held in May.

Amy Hutchinson, MD, was recognized as the Volunteer of the Year for her service as board co-chair and as a member of the National Expert Panel of the National Center for Children's Vision and Eye Health. Dr. Hutchinson works as an associate professor of ophthalmology at Emory University School of Medicine

Sandra Metcalf received the Star Pupils Award for Children's Vision in recognition of her dedication to promoting children's vision

screening. Metcalf is a Nurse Consultant in the Maternal and Child Section of the Georgia Department of Public Health.



Prevent Blindness Georgia's Laurie Irby (L) recognized Dr. Amy Hutchinson as the Volunteer of the Year.

**Donna Lowry** of 11 Alive News was presented with the Public Education All Star Award for her coverage of the Kids Vision for Life program and in recognition of WXIA TV's airing of the Prevent Blindness Georgia public service announcement.

The Hands of Hope Clinic in Stockbridge received the Vision Outreach New Partner Award for its leaders' commitment to obtaining vision care for the underserved residents of Henry County.

**Alcon** was recognized as the Star Pupils™ New Partner Award for the Kids Vision for Life program. This program provided children's vision screenings for 1,700 students, eye

exams for 299 students, and eyeglasses for 203 children at Peachtree Elementary School last fall.

## GEORGIA VISION COLLABORATIVE SUMMIT SHEDS LIGHT ON INCREASING RATE OF EYE DISEASE



Scott Pastor, MD, addresses attendees at the Georgia Vision Collaborative's Focus on Eye Health.

State and nonprofit professionals who work with clients at risk for aging eye disease from across Georgia attended the Georgia Vision Collaborative's event – Focus on Eye Health: An Aging **Eye Summit** on June 26. Approximately 85 attendees learned about the dramatic increase in aging eye disease and the costs associated with it. The summit was especially relevant for those who serve people over the age of 60, people with diabetes, and African Americans and Latinos aged 40 and up.

The summit was held at the Center for the Visually Impaired and sponsored by Regeneron, Alcon, America's Best Contacts &

Eyeglasses, the Georgia Society of Ophthalmology and the Georgia Department of Public Health Georgia Drive for Sight Program.

The Georgia Vision Collaborative was formed in 2006 and revitalized in 2012. The mission is to promote eye health for all Georgians through education, early identification, access to care and rehabilitation services. By strengthening relationships between vision agencies in Georgia, the collaborative works to identify and reduce gaps in vision services, educate the public and those at risk on vision health issues, and improve access to locations where vision services are offered.

The Georgia Vision Collaborative is supported by the Georgia Drive for Sight program and is coordinated by Marnie Filstein, MPH, CHES.

Founding partners of the collaborative include the Center for the Visually Impaired, Georgia Diabetes Prevention and Control Program, Georgia Drive for Sight program, Georgia Eye Bank, Prevent Blindness Georgia and Vision Rehabilitation Services of Georgia.



AWARENESS

PREVENT BLINDNESS GEORGIA

# a voice for vision

## SEE THE RISKS CAMPAIGN SWEEPS GEORGIA

As the state's consumer advocate for vision, Prevent Blindness Georgia works hard to spread its eye health and safety messages across Georgia. With limited resources, the nonprofit organization must use creativity and resourcefulness to fulfill this role. That's where our terrific board members step up to the plate.

With the challenge of producing professional public service announcements in both English and Spanish, PM Publicidad, led by Prevent Blindness Georgia board member Eduardo Perez, hit a home run. And then board members Pam Bisikirski, Marketing Director of National Vision, Inc., and Mike Loverde, Director of Advertising and Public Relations for MetroPCS, helped secure air time for the PSAs, while Stephen Kendig ensured that the ad appeared on SoloHealth kiosks in Wal-Marts across Georgia.

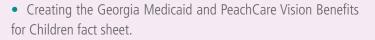
Because of our board member's willingness to help by donating their time and talent, the people of Georgia learned the importance of regular eye exams, to have their children's eyes checked, and to practice eye safety.

Visit YouTube to see the Prevent Blindness Georgia channel and to preview our See the Risks Campaign. Join us in applauding our fabulous board members and in appreciating the media who give voice to our messages. Other notable press coverage this year included an op-ed in the Atlanta Journal-Constitution about children's vision, a story about computer vision syndrome featuring board co-chair Scott Pastor, MD, in the AJC, and a lengthy report about children's vision screening on WXIA's Class Notes program by Donna Lowry.

## CHILDREN'S VISION GEORGIA MARKS ACCOMPLISHMENTS

Thanks in part to Children's Vision Georgia, a revised Form 3300 is in place for the 2013-14 school year. This Georgia Department of Public Health form for certification of eye, ear, dental and nutrition screenings is required for every student, regardless of grade level, entering a Georgia public school for the first time.

Other accomplishments of the coalition, which received funding for the next three years from the Maternal and Child Health Bureau, include:



• Editing the vision section and providing the vision screening



A student smiles following her vision screening.

training portion of Children's Healthcare of Atlanta's 2013 Georgia School Health Resource Manual.

• Developing a plusoptiX training course for Georgia Department of Public Health offices.

In conjunction with the Georgia Department of Public Health and the National Center for Children's Vision and Eye Health, Prevent Blindness Georgia assembled Children's Vision Georgia, a coalition of agencies and leaders in children's

health and education in 2009. The group examines and leads efforts to enhance the continuum of children's vision care across the state. Children's Vision Georgia is comprised of more than 70 members and advisors from over 50 agencies involved in children's eye health.

## MILLER REPRESENTS GEORGIA AT 'EYES ON CAPITOL HILL'



Congressman John Lewis and Advocate Lynn Miller met during the Eyes on Capitol Hill program held in Washington, DC.

Atlanta resident Lynn Miller joined delegates from across the country for the 8th annual "Eyes on Capitol Hill" program held in Washington, DC this past June. The program provided vision advocates with the opportunity to meet with congressional and senate members and their staffs to educate them about the need to fund programs and research that help save sight.

Miller has been employed as the Diabetes Resource Coordinator at the Center for the Visually Impaired in Atlanta since 2000 and knows firsthand how important early detection and monitoring are to protecting eyesight from vision loss. A member of the American Association of Diabetes Educators and the Greater Atlanta Association of Diabetes Educators, she facilitates a weekly support group for persons with diabetes and vision loss at CVI, teaches adaptive skills in diabetes self-management, and assists people with vision loss with finding affordable adaptive devices and services in the metro area.

The Eyes on Capitol Hill meetings were scheduled to specifically ask elected officials to:

- Provide \$508,000 in FY 2014 to maintain vision and eye health efforts of the Centers for Disease Control and Prevention (CDC).
- Support the Maternal and Child Health Bureau's National Center for Children's Vision and Eye Health in developing a public health infrastructure to promote and ensure a continuum of vision and eye health care for children.
- Provide \$730 million in FY2014 funding for the National Eye Institute at the National Institutes of Health.
- Join the Congressional Vision Caucus.

## BILLY "WHITE SHOES" JOHNSON HELPS BROADCAST EYE HEALTH MESSAGES

With a deep interest in educating Georgians about glaucoma, the "sneak thief of sight," Billy "White Shoes" Johnson is serving as Prevent Blindness Georgia's celebrity spokesperson. Johnson, a former Atlanta Falcon wide receiver and punt return specialist, is known for being one of the first players to celebrate by dancing in the end zone!



Former Atlanta Falcon Billy "White Shoes" Johnson serves as Prevent Blindness Georgia's spokesperson and works to educate Georgians about the importance of regular eye exams.

## FESTIVAL OF TREES 2012

The Delta Gammas from the University of Georgia created a beautiful holiday tree which showcased the Prevent Blindness Georgia Star Pupils™ program. Located at the Embassy Suites Galleria, the Festival of Trees included about 30 trees representing nonprofit organizations. Visitors are encouraged to donate money toward their favorite tree(s). Thank you

Delta Gammas for your very creative efforts!

UGA's Delta Gammas decorated Prevent Blindness Georgia's tree at the Festival of Trees. Pictured (L-R) are Katie Penland, Allie Napier, Audrey Coots and Danielle Volante.



PREVENT BLINDNESS GEORGIA

# changing lives

## THANKS TO YOUR SUPPORT AND DEDICATION TO OUR MISSION

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Mr. and Mrs. Robert Yellowlees



(L-R) Penelope Hutchinson, Izzy Wagner, Betsy Wagner, Calle Hutchinson, and DeLancy Hutchinson enjoyed the Tea to See.

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The winning team is pictured with NVI's Bruce Steffey at the Swing Fore Sight golf tournament.

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Lexi Dawson of Ringgold, Georgia, was named the child with Georgia's Most Beautiful Eyes in 2012.

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Ms. Epie Parris

Mr. Orville Parrish

Ms. Diane Parzyhnat Ms. Jaye Peabody

Ms. Danelle Pellebon Ms. Katherine Penland

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Mr. Thayer C. Taylor Ms. Virginia Thacker

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Mr. David Thurman Thuong Khiem Tran

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Board member Tiffany Gough expertly chaired the 2012 Tea to See.

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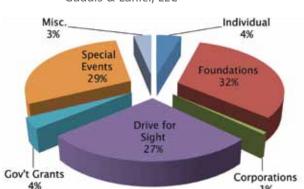
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