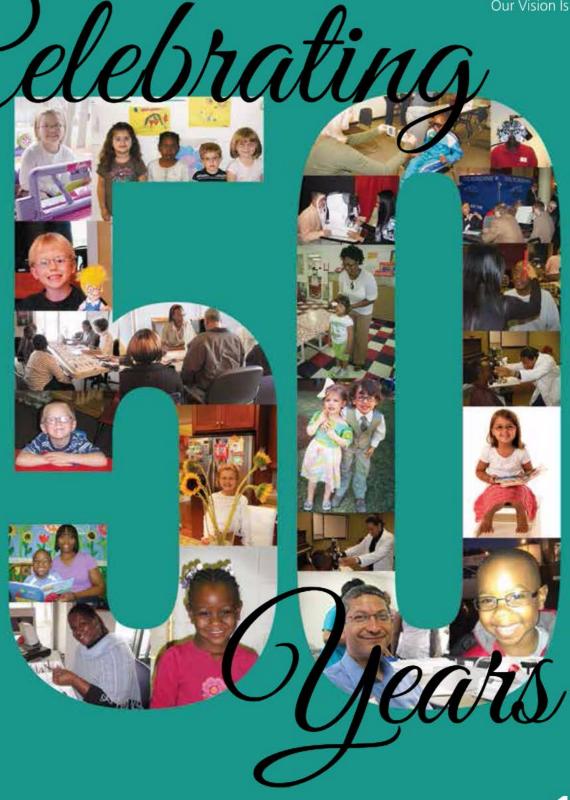


Our Vision Is Vision®



**Annual Report** 

1965 2015



an affiliate of Prevent Blindness

# MAIN OFFICE

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

# PHONE

404-266-2020

# ONLINE

www.pbga.org









- Foundations
- Government Grants
- Special Events
- Other Contributions

Visit www.pbga.org to see the FY 2015 audited financial statement.

# BOARD OF DIRECTORS

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Pediatric Ophthalmologist, **Emory Eye Center** Professor of Ophthalmology, **Emory University School of Medicine** 

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Glaucoma Specialist, Eye Consultants of Atlanta Clinical Professor of Ophthalmology, **Emory University School of Medicine** 

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Partner Warren Averett + GH&I

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#### Steven Greenfield

CEO/Founder Automotive Ventures, LLC

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# Pandora Yeargin-Johnson

National Sales Manager Reach Media, Inc.

PBGA was incorporated in 1965 as a state affiliate of Prevent Blindness, the nation's leading non-profit eye health and safety organization. For fifty years, we have been consistently recognized for our pioneering, innovative services that help save and preserve the eyesight of Georgians.

# dear friends,

It is with great pleasure that we celebrate our 50th anniversary of delivering sight saving services across Georgia. At this time, I am especially mindful of the many people who have contributed to our success over the years. I am reminded of my predecessors—Annette Sage, Elizabeth Talmadge and Jenny Pomeroy—and the employees, who created the strong foundation on which we are now building. As we prepare to move into the next 50 years, we do so with gratitude to each of them for having created an organization with a solid reputation for delivering excellent programs. We also cherish the memories of those we have lost—dear friends and supporters who helped to make PBGA the remarkable organization that it is today.

All of us at Prevent Blindness Georgia are grateful for the support of our generous donors, dedicated Board of Directors and staff, and our community partners across the state. We greatly appreciate our wonderful long-term individual donors as well as the foundations and corporations who have contributed to our mission of preserving sight. This invaluable support enables us to provide vision services that improve the lives of thousands of Georgians each year. Thank you.

We have recently completed another successful program year providing much needed vision screenings to children and vision services to vulnerable adults in 116 of Georgia's 159 counties. Thanks to your support, we were able to screen 34,813 prekindergarten children for amblyopia and other vision problems statewide. In addition, we provided eye exams for 1,471 adults, including people with diabetes, seniors, the homeless, and those without access to eye care.

Our goal is to help children enter school "vision ready" to learn and for adults to have regular eye exams to prevent vision loss. Beyond our direct services, we have continued our public education efforts to improve vision health by providing targeted education and advocacy, promoting resources, and disseminating best practices.

We are grateful to you for your involvement and generosity. As we move into the next era, we hope you will continue to share our enthusiasm for our mission to preserve sight. We will continue to do all we can to ensure that people in need across Georgia have the opportunity to experience healthy vision for life.

To the best in eye health,





William Burke
PRESIDENT & CEO

# **OUR TEAM**

William Burke
President & CEO

**Laurie Irby** VP, Children's Programs

**DeAndria Nichols**VP, Adult Programs

**Tekelia Powe** Program/Data Systems Associate

Raquel Hemby
Program Coordinator, Adult
and Children's Programs

Marnie Filstein
Director of Public Health

Director of Public Health Education and Advocacy

Anne Berry Pomeroy Butler
Special Events and
Donor Relations

**Deb VanDover** Office Manager

# Celebrating 50 years while planning for our future...

# **PBGA Pays Tribute to Outgoing Board Co-Chairs**





Prevent Blindness Georgia is grateful to Drs. Scott Pastor and Amy Hutchinson for their four years as Co-Chairs of the PBGA Board of Directors. Scott and Amy have supported our efforts for a combined 16 years during which they provided invaluable leadership, expertise, and insight that has helped us to expand and improve our programs. Their years of service and friendship will remain deeply important to our organization. In May, Amy and Scott rotated off the Board and Seth Abrams, CPA, was elected as the new Chair.

# **Our Focus**

Prevent Blindness Georgia (PBGA) is the state's leading non-profit eye health and safety organization. For half a century, our mission has been to prevent blindness and preserve sight for all Georgians. We offer services for children and adults with a focus on promoting a continuum of vision care through education, certified vision screening and training, client service programs, advocacy, and community outreach. As leaders in the vision field, we partner with over 60 community agencies and organizations to achieve our vision.

# James Bicknell, 1943-2015



This past year, Prevent Blindness Georgia lost one of our great supporters and a dear friend. On May 9, 2015, James "Jimbo" Bicknell passed away surrounded by family and friends. Jimbo was there for us with his heart and his hands. Working through partnering agencies, he volunteered his time to make sure clients could attend our Vision Outreach clinics by driving them in his car, providing many in need with access to essential vision health services. He was a very important part of our organization and will be missed greatly. Jim was a beloved husband, father, grandfather, and friend to so many who were blessed to have him in their lives. His legacy will live on through the many lives he touched. We are so grateful for his service.

A LOOK at our History 1965

Prevent Blindness Georgia was chartered as the Georgia Society for the Prevention of Blindness with instrumental support from Atlanta ophthalmologist Dr. Phinizy Calhoun.

Annette Sage began her 26 year career as Executive Director of PBGA.



Spearheaded by PBGA, vision screening was added to Georgia's health screening forms required for public school entry.

# In Memoriam

# Scott Pastor, MD, 1960-2015

Scott A. Pastor, M.D. passed away unexpectedly in November of 2015. A Board certified ophthalmologist who practiced with Eye Consultants of Atlanta, The Piedmont Eye Group, since 1997, Dr. Pastor served on the board of Prevent Blindness Georgia (PBGA) for the past ten years, four of those years as board Co-Chair.

As Chair of the Programs Committee, Dr. Pastor designed and helped implement the **Georgia Retinal Imaging Project** (GRIP), a free community-based screening program for adults at risk for aging eye diseases such as glaucoma and diabetic

retinopathy. Through the GRIP program, screenings are conducted using digital high definition photographs of clients' retinas. The images, taken by screeners in the field, were then interpreted by Dr. Pastor in order to provide early detection of eye diseases. Through this innovative program, an initial diagnosis could be made without dilation or a visit to the doctor's office. Those who show any signs of disease are referred to an eye doctor for confirmation of diagnosis and sight-saving treatment. Between 2010 and 2015 Dr. Pastor examined the retinal photos of over 5,200 Georgians. And through GRIP, he and the vision screeners have helped hundreds of adults and seniors in need who

may have otherwise suffered from potentially blinding eye diseases.

Dr. Pastor was also a leader in the creation of PBGA's **Glaucoma Treatment Project** which provides free eye care to previously

diagnosed clients with glaucoma who financially qualify. All participants are evaluated by an ophthalmologist, receive prescription medication to manage their glaucoma, and are regularly monitored.

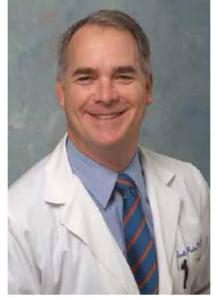
In 2010 Dr. Pastor was named "The PBGA Volunteer of the Year" and received a Star Award for his service. The programs Dr. Pastor helped build and expand for PBGA have become models for replication across the country. And in 2012 PBGA was awarded with the inaugural Georgia Natural Gas True Blue

Award, in support of GRIP.

For the past four years, Dr. Pastor was Co-Chair of the board with Amy Hutchinson, M.D., pediatric ophthalmologist. Drs. Pastor and Hutchinson provided invaluable leadership up until this past spring when Seth Abrams, CPA, became Chair.

Dr. Pastor will be remembered as a talented eye doctor who gave selflessly of his time and knowledge. Dr. Pastor's good work will continue through the many people whose vision health he improved and through the innovative programs he created, which will continue to help Georgians in need of eye care for years to come.

Dr. Scott Pastor will be greatly missed in the vision community and especially by those who had the pleasure of knowing and working with him. Our thoughts and prayers are with his family and friends.



# Adult Programs

Vision disorders are the fifth most prevalent condition among adults 65 and older. By 2030, it is anticipated that the rate of vision loss due to aging eye disease will have doubled in Georgia. These disorders frequently have no symptoms in early stages; consequently, many lose their vision gradually over time without even realizing it. We provide eye exams to vulnerable adults including seniors and those with diabetes who would not otherwise have access to early detection and timely treatment.

DeAndria Nichols leads **Vision Outreach™**, our adult vision services program. Vision Outreach™ includes community screenings, outreach clinics and glaucoma treatment for qualifying adults. This year, DeAndria and her team served 1,992 individuals.

Our monthly onsite clinics provide indigent, low income and uninsured adults with quality eye exams by an eye doctor. All clients are fitted for frames and may purchase low cost eyeglasses. We make referrals for follow-up care for all individuals suspected of having glaucoma, cataract, diabetic retinopathy, macular degeneration, and other vision-limiting conditions.

The **Georgia Retinal Imaging Project**, our community-based screening program, serves adults at risk for glaucoma and/or diabetic retinopathy. We screen participants using a portable retinal camera and make referrals for follow-up care as needed. We are grateful to outgoing PBGA Board Co-Chair Dr. Scott Pastor, who volunteered his time to interpret the results.

Through our **Glaucoma Treatment Project** we provide eye care to clients previously diagnosed with glaucoma. All participants are evaluated by an ophthalmologist, receive prescription medication to manage their glaucoma, and are regularly monitored.







# Bessie's Story

Bessie Brewer, 64, has been taking reading, math, and computer classes at Literacy Action with the goal of entering a GED program. Last year, PBGA provided an eye clinic for students at Literacy Action's Decatur location — a day that changed Bessie's life. During her eye exam, the optometrist discovered signs of age-related macular degeneration and advised Bessie to visit an eye specialist immediately. After following these instructions, she was rushed into emergency eye surgery. Bessie was shocked and surprised because her previous eye doctor had never referred her to a specialist. Bessie is so grateful for the eye clinic that she proclaims "saved her sight"!

1987

PBGA is presented with Prevent Blindness' Affiliate Achievement Award for New Programs.



STAR (Sight Testing and Referral), now referred to as Star Pupils™, was created.

Elizabeth Talmadge became Executive Director of PBGA. 1995

PBGA updated its name with the d.b.a."Prevent Blindness Georgia."

# Children's Program

Good eyesight is essential for learning. Unfortunately, many children are not aware that they do not see as well as they could. In fact, school children may be diagnosed with learning disabilities or behavioral problems when they are actually suffering from poor vision. If not treated early, permanent vision loss may occur. PBGA's children's program aims to ensure that Georgia's children are "vision ready" to learn.

Laurie Irby directs the *Star Pupils*<sup>™</sup> program, through which we perform vision screenings for children ages three to five in lottery-funded, Head Start and private preschools statewide. This year Laurie and her team screened 34,813 children in 93 counties across Georgia. 2,633 of those children (7.6%) failed the vision screening and were referred to an eye doctor for further evaluation.

Beyond screenings, Laurie trains nursing students, school nurses, pediatric office staff, school staff members, and volunteers to conduct vision screenings. This year she trained 257 people including volunteers from the Junior League of Columbus, Dalton State College, and the College of Coastal Georgia to perform vision screenings in their communities.



# Wyatt's Story

Keshawn Riase-Bledsoe suspected that her son Wyatt, age 4, had a vision problem after noticing that he would sit too close to the television. A PBGA vision screening confirmed her suspicion that Wyatt was not seeing clearly. After failing the screening, Wyatt visited an eye doctor who diagnosed his astigmatism and prescribed glasses for him. He has fully embraced the glasses. "Wyatt loves his glasses," noted Riase-Bledsoe. "He's very careful of how he places them in the eyeglass case and makes sure that [we] do not forget to clean them before school each day." He enjoys reading books and makes sure to wear his glasses when reading or watching television.

1996

Jenny Pomeroy began her nearly 17 years of service as President and CEO of PBGA.

1998

Prevent Blindness developed its first certified children's vision screening program, which became the standardized vision screening program taught and implemented across the country by affiliates, including PBGA. The program was based on medically accepted and scientifically tested screening techniques and technologies recommended by Prevent Blindness' pediatric advisory committee.

# Celebrating 50 years of protecting and preserving eyesight

Clients were:

65% black, 22% white, 9% Hispanic, 4% Other

PBGA strives to touch every part of Georgia. In Program Year 2015 (July 1, 2014 - June 30, 2015), we served over 1,900 adults and vision screened nearly 35,000 children in 116 counties combined.





# ADULT VISION PROGRAMS



304: 724: 956: 18-39 40 to 54 55+

YEARS OLD YEARS OLD YEARS OLD

> of clients have NOT ad an eve exam in two year

40% men 60% women

All clients are of the Federal Poverty Line

Total Adults Served: 1,992

Types of services provided:



1,471 exams 532 retinal photos 1,396 glasses 219 referrals for eye disease





7 69 were for glaucoma 33 were for

diabetic retinopathy 55 were for cataract

25% of clients have diabetes, increasing their risk for eye disease

# CHILDREN'S VISION PROGRAMS



Screened children in counties

Children were:



46% black, 32% white, 12% Hispanic





Trained 257 individuals to provide quality children's vision screenings

Advocacy by PBGA CEO Jenny Pomeroy led to the passage of the Drive for Sight Program effective January 1, 2000. Drivers can donate \$1 when applying for or renewing their driver's license; funds are dedicated to preventing blindness and expanding vision screening programs. This program is still in existence today and continues to support PBGA's sight-saving efforts.



PBGA began its Vision Outreach™ program, a mobile clinic that offers free eye exams and low cost glasses to indigent, uninsured and underserved adults across the state.

# Spotlight on Partnerships

Prevent Blindness Georgia partners with a wide range of organizations across the state. These partnerships help us achieve our mission by meeting community needs and avoiding the duplication of services. This year, we partnered with 819 schools to provide vision screenings for three to five year old children. Additionally, we worked with over 60 agencies, organizations, and churches to provide sight-saving services for adults in need. We value the vital role our partners play in our organization and in the lives of those we serve.

# GEORGIA VISION COLLABORATIVE

Convened by PBGA, the Georgia Vision Collaborative aims to reduce the burden of aging eye disease and enhance the lives of adults with permanent vision loss statewide. Over 30 organizations with a stake in vision health participate in the Collaborative. In FY 2014, over 100 attendees took part in the Collaborative's second annual *Focus on Eye Health: An Aging Eye Summit.* This

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event educated those at risk on aging eye disease, with topics covering methods to help preserve eyesight and accessing community resources. Additionally, the Collaborative created a brand new website that houses a searchable electronic database of the *Georgia Vision Resource Guide*. To learn more about the Georgia Vision Collaborative and view the resource guide, visit www.gavision.org.

# CHILDREN'S VISION GEORGIA

Children's Vision Georgia is a pilot site of the National Center for Children's Vision and Eye Health at Prevent Blindness. Led by PBGA, this coalition aims to promote children's vision health statewide. In FY 2014, the group began numerous projects that will have a lasting impact on children's vision in Georgia. These include: promoting new national recommendations for children's vision screening; collecting and analyzing data on children's vision screening and outcomes across the state;



distributing educational materials to both professionals and families; and training public health staff, school nurses and other school staff to provide quality children's vision screenings. To learn more about Children's Vision Georgia, visit www. gakids2020.org.

# KIDS VISION FOR LIFE

For the third year in a row, PBGA partnered with Alcon and the Essilor Foundation to bring Kids Vision for Life (KVFL) to Gwinnett's Peachtree Elementary School. This program provides free eye exams and glasses to atrisk students from low income families. In 2014, PBGA and volunteers screened over 1,700 children at the two-day KVFL event.

# WOODHAMS EYE CLINIC

This year we developed a partnership with Woodhams Eye Clinic through which we will refer qualified patients statewide in need of cataract surgery. Surgeries will be provided free or at cost to qualifying patients. We are so grateful to Woodhams for their generosity.



003

PBGA hosted its first beer tasting event, now known as Cheers! for Children's Vision, to support its sight-saving programs.

2006

PBGA was instrumental in forming the Georgia Vision Collaborative, which convenes stakeholders in eye health in an effort to impact vision health statewide.

# Our special events were a sight to see...

# **BREWS & CHEWS FOR VISION**

# September 5, 2014 Monday Night Brewing

Brews & Chews, chaired by board member Heather Howdeshell, was a fun summer evening for friends and donors. This event generated both awareness and support for our mission. Our message was well received by 115 guests, many of whom were new to PBGA. More than \$3,000 was raised to support our sight-saving programs.



















# SWING FORE SIGHT

# October 14, 2014 Chateau Elan

In its 19th year, the Swing Fore Sight annual golf tournament in partnership with National Vision, Inc. (NVI) exceeded expectations, netting more

than \$200,000 to support our statewide programs. Over the past 6 years, more than \$650,000 has been raised for PBGA through Swing Fore Sight. We are so grateful for our partnership with NVI and for the generous support of its employees!

2008

A poster highlighting three years of PBGA data was presented to the Amblyopia and Strabismus subgroup of the American Academy of Ophthalmology.



PBGA relocated to its current home at the Center for the Visually Impaired in Midtown Atlanta.

Prevent Blindness recognized PBGA with a Best Practice Award for its pediatric partner program.

# ...and rewarding

# **TEA TO SEE**

# February 22, 2015 Piedmont Driving Club

The 2015 Tea to See was co-chaired by board members Tiffany Gough and Kim Musierowicz. 165 old and new friends gathered at the Tea to support the Star Pupils™ program and raised close to \$7,000 to fund our sight saving work.



















2009

PBGA was 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 that aimed to establish national standards for children's vision. This partnership led to the creation of PBGA's Children's Vision Georgia coalition.



Georgia Natural Gas presented PBGA with its True Blue Award for Outstanding Focus and Commitment to the People of Georgia by a Non-Profit Organization.

# Changing Lives

Donations given during FY Ending on 3.31.15

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# VISIONARIES: \$1000 - \$6000

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> Please accept our apology if your name has been omitted or misspelled and call (404) 266-2020 so that we may correct our records.

Younger Optics

# Celebrating PBGA's 50th Anniversary









































PBGA wrote the vision section of Children's Healthcare of Atlanta's Georgia School Health Resource Manual, which contains core pediatric health information for school nurses. PBGA hosted its first annual Tea to See fundraiser.

The Pomeroy Public Health Award was presented by Prevent Blindness to PBGA for excellence in providing services through public health initiatives serving children and adults. William Burke became President and CEO of PBGA.





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