

Annual Report



**Prevent
Blindness**
Georgia

2020



75%
*of the world's
blindness is
preventable*

*Source: World Health Organization

SIGHT Club

Through careful fiscal management, Prevent Blindness Georgia has managed to hold the cost of vision screening a preschooler or school age child to just \$10. For that reason, anyone who commits to making a gift each month of \$10 or more, becomes a member of our SIGHT Club (Supporters of Interventions for Good Health Trails).

There are strong correlations between good vision and academic success. Put children on a path to academic and social success by giving them an early childhood vision screening! Email Rebecca Davis (rdavis@pbga.org) for more information.





2020 a Year of Vision Despite COVID

Prevent Blindness Georgia began our 2020 fiscal and program year which started on April 1, 2019 and ended on March 31, 2020, with a great deal of excitement. After all, the year number 20/20 has special meaning in the world of vision and the organization has made tremendous strides in the last few years, expanding our programs' reach and increasing our funding support. At the

outset, we felt poised for FY2020 to be a banner year.

And FY2020 was, in fact, a good year. The premature closure of schools and community health clinics in March resulted in a disappointing year end, but up until that point, things were fantastic. We held a fun golf tournament in April followed by an exceptional 2019 gala in November. Our Sipping for Sight event scheduled for March 15th was postponed and ultimately refashioned to be a series of FY21 virtual tastings held over the course of 2020. With our children's programs, despite the school closures, we served the second-largest number of children the organization has ever helped, vision screening 38,387 children in 686 schools across the state. Similarly, our Vision Outreach Services program which provides a range of different vision services for adults who are uninsured or under insured, reached more than 4,100 people. In the end, 2020 did not end up being the record-setting year for service and resource development that we had hoped. However, the amazing thing is, that, despite considerable set-backs, the organization still managed to provide strong levels of outreach and service, furthering our mission *to prevent blindness and preserve sight*.

We're grateful to our corporate, foundation, and community partners as well as our individual donors who made this work possible. We could not have done the work we did without our supporters who we are very pleased to recognize on the pages that follow.

We appreciate all that each of you has done to help us further our vision as we work to safeguard yours.

Looking forward to a great 2021!

Sincerely,

Dave Smith
Kearny Street Management
Board Chairman

Board of Directors

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Office

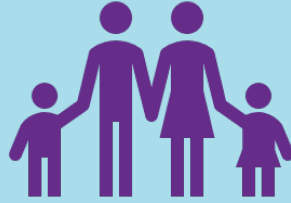
270 Carpenter Drive—Ste 606
Sandy Springs, GA 30328
404.266.2020
www.pbga.org

Our Program Impact



14,206

Over the last 10 years, Prevent Blindness Georgia has provided 14,206 pairs of new prescription glasses free of charge to people in need.



42,419

In the 2019 - 2020 program year, Prevent Blindness Georgia vision screened or provided complete eye exams to 42,419 people across 143 (90%) of Georgia's counties.



686

Last year, Prevent Blindness Georgia's 15 trained vision screeners visited 686 Head Starts, preschools, and Kindergartens to vision screen more than 38,000 children.



122

Our programs served people from 122 of Georgia's 159 counties.



1.8M

Prevent Blindness Georgia provided an estimated \$1.8 million in free eyecare services to the people of Georgia.



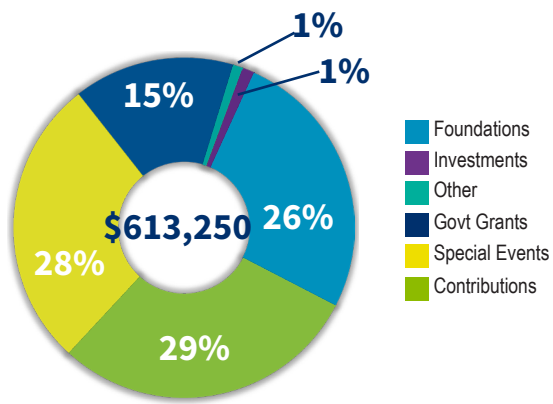
38,387

We helped 38,387 young child learn to read and succeed academically by providing free vision screening finding 12% had parents and teachers who had not yet realized they needed eyeglasses.

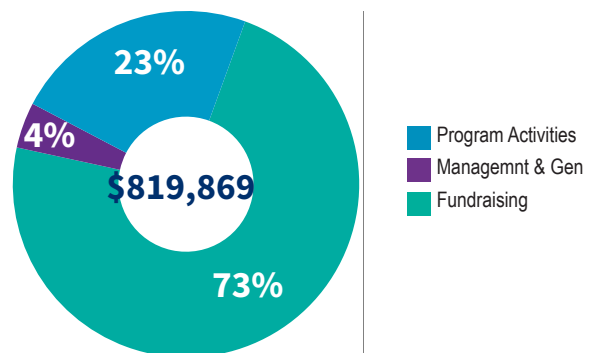
Because of an aging population and a near epidemic of diabetes, the number of Americans who are blind will double by the year 2050 without intervention.

**Source: National Institutes of Health*

Funding



Expenditures



Special Events

Swing Fore Sight

Prevent Blindness Georgia's 2nd Annual Swing Fore Sight tournament was held on April 16, 2019 at the Piedmont Driving Club.

The event honored two esteemed members of the Georgia vision community: Dr. Barry Lee and Dr. Jonathan Woolfson. Past President of the Georgia Society of Ophthalmology and Vice President of the Cornea Society, Dr. Lee is affiliated with Piedmont Healthcare, Children's Healthcare of Atlanta, and Navicent Healthcare in Macon. He has also been the Medical Director of the Georgia Eye Bank since 2009 and has been named both an *Atlanta Top Doctor* and a *Best Doctor in America*. His co-honoree, Dr. Woolfson, is the founder and Medical Director of Woolfson Eye Institute. He has performed more than 100,000 LASIK eye procedures.

The Prevent Blindness Georgia golf tournament offered golfers a unique spin on the traditional closest to the pin contest, assigning all golfers a vision challenge such as cataracts, glaucoma, or macular degeneration. Each golfer had to swing while wearing special eyeglasses designed to simulate the eye condition.

The tournament raised more than \$99,000 for the programs of Prevent Blindness Georgia.



2019 Golfers Dan Kelly, Jim Kulbeda, Rich Strand, and Kasey Mitchell were the winning foursome.

Event Sponsors

Presenting Sponsor (\$15,000)
Salesforce

\$5,000 Sponsors:

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Barry Lee, MD
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Georgia Eye Partners
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Iberia Bank
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- Fraser Gough
- Georgia Eye Partners
- Kavanaugh
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\$1,000 Contest Sponsor

- Visionary Eye Partners
- Hire Dynamics

**SAVE THE
DATE**

.....

Cast & Swing
April 27, 2021





Prevent Blindness Georgia's 3rd Annual Night for Sight was held November 9th, 2019 at the Lowes Atlanta Hotel. The event was hosted by Emmy-Winning Univision Writer, Anchor, and Honorary Gala Chair, Mariella Romero.

With the support of our incredible sponsors, the event raised more than \$190,000 for the sight-saving programs of Prevent Blindness.



**2019 Person of Vision:
Dr. Rusty Rodts**

Board member Gavin Cohen presented Dr. Rusty Rodts with the 2019 Person of Vision Award. Dr. Rodts is Chief of the Division of Spine Surgery in the Emory Department of Neurosurgery, Emory School of Medicine, and the Chief of Neurosurgery Service at Emory University Hospital Midtown. He is renowned for his patient-centered care.

Event Sponsors

Reception Sponsors (\$7,500)

- Alcon

Insightful Sponsors (\$5,000)

- Emory Eye Center
- Gavin Cohen
- Georgia Eye Partners
- Moran Family Foundation
- Thomas Eye Group



Eye-Catching Sponsors (\$2,500)

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- Christy Ziglar
- EyePoint Pharmaceuticals
- Gainesville Eye Associates
- Georgia Eye Associates
- Georgia Lions Lighthouse
- Georgia Retina
- Greater Atlanta Oral Facial Surgery
- Jeanne Perrine, OD & Terry Neal
- Jerry & Cheryl Nix
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- Kearny Street Consulting
- Pinnacle Health
- Sun Pharmaceuticals
- Univision

Patron Host Sponsors (\$1,000)

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- Envolve Benefit Options
- Georgia Society of Ophthalmology
- Sandra & Tom Gay
- The Orlando Group

Duo Host Sponsors (\$600)

- Dr. Marc & Susan Green
- Wellcare



In 2020, a planned refresh of our beloved Tea to See was scheduled for March 15, 2020. Out of an abundance of caution and concern for the health and safety of our guests, the Board of Directors made the decision to cancel the in-person event. Instead, PBGA offered a series of "Sipping for Sight" with sommeliers and certified experts on spirits like whiskey, tequila, and tea, guests were able to enjoy interactive virtual tasting experiences while supporting Prevent Blindness. Many thanks to Sipping for Sight Sponsor: Alimera!

Donors

\$100,000 and above

GA Baptist Health Care

\$50,000–\$99,999

National Vision

Robert W. Woodruff Foundation

\$25,000–\$49,999

Alcon Foundation

The Imlay Foundation Inc.

\$10,000–\$24,999

Gavin Cohen

Frances Wood Wilson Foundation

Georgia Eye Associates

Prevent Blindness

Salesforce

Scott Hudgens Family Foundation

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Thomas Eye Group

\$5,000–\$9,999

Alimera

Emory Eye Center

Georgia Power

Georgia Retina PC

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Global Payment

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SunTrust

The Moran Family Foundation

UBS Financial Services Inc.

Woolfson Eye Institute

Christy & Jonathan Ziglar

\$2,500 - \$4,999

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Carl Zeiss Meditec, Inc.

Community Foundation of South
Georgia

EyePoint Pharmaceuticals

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Georgia Lions Lighthouse

Greater Atlanta Oral Facial Surgery

Will Humphries, MD

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Kiwanis Foundation of Atlanta, Inc.

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Tim Dunn

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Dr. Sandra Gay & Mr. Tom Gay

Joe Gebbia

Georgia Society of Ophthalmology

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Frank Winski

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\$250-\$499

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\$100-\$249

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InKind Support

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Alton & Byrd LLP
Anonymous
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Botanical Gardens
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Delta Gamma
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High Museum
Kim Musierowicz
Macy's Branded Entertainment

Medieval Times
MODA
Opal Aesthetics
Optique-Paces Ferry
Jeanne Perrine, MD
Residence Inn
Jerry Rosenberg
Sharp Seating Company
Sky Dive Atlanta
South GA School of Nurses
Thomas Eye Group

Honorariums

In Honor of Arshia Payman

Gail & Lyons Heyman

Memorials

In Memory of Sarah Elizabeth Frank

Sheila & Jim Frank

In Memory of Diane Longnecker Anonymous

In Memory of Dr. Gideon Mincey

Roslynn Deloney
Joanne Bowie
DeAndria Nichols
Jill Thornton

In Memory of Scott Pastor

Grace & David Power

In Memory of Jenny Pomeroy

Dr. & Mrs. Gilles Cloutier
Julia & James Combs

In Memory of Dede Shapiro

Jill Thornton

In Memory of Martha Woodham's mother

Jill Thornton

Prevent Blindness Georgia (PBGA) is a nonprofit organization under 501(c)(3) of the I.R.S. tax code. Gifts to PBGA are fully tax-deductible to the extent permitted by law. Our EIN # is 58-6050305.

Our Community Partners

Prevent Blindness Georgia serves all 159 counties of Georgia from its office in Sandy Springs by partnering with community clinics, senior centers, homeless shelters, daycares, Head Starts, schools, preschools, and other community agencies located throughout the state. These valuable partnerships allow us to deliver services where people live in an incredibly cost-efficient manner. With our collaborating partners, we share best practices and sometimes resources. We are grateful for our community partners who share our commitment to vision care. We're grateful for our community partners!

Collaborative Partners

American Diabetes Association
Atlanta Lions Club
Center for the Visually Impaired
Drive for Sight, State of Georgia
Emory University Eye Center
GA Charitable Care Network
GA Department of Early Care & Learning
GA Department of Public Health
GA Diabetes Coalition of Fulton County
GA Eye Bank
GA Lions Lighthouse Foundation
GA Optometric Association
GA Society of Ophthalmology
GA Vision Collaborative Members
GA Vision 2020
National Association of Chronic Disease Directors
Savannah Center for Blind & Low Vision
Smoke Free Coalition of Fulton County
United Us
Vision Rehabilitation Services of Georgia

my of Pediatrics
Junior League of Columbus, Georgia, Inc.
Kids Health First Alliance
Tanner Health System Community Outreach
Children's Vision Georgia
South Central GLRS
The Children's Health Network
Georgia Department of Public Health

Vision Outreach™ Partners

AID Atlanta
Central Outreach & Advocacy Center
CSRA-AAA Area Agency on Aging
Chatham Care Center
Chris180
Coweta Samaritan Clinic
Curtis V. Cooper Primary Healthcare
East Georgia Healthcare Center, Inc.
Farm Worker Health Clinics
Floyd Medical Center
Gateway Center

Genesis Shelter
Georgia Highlands Medical Services
Good Samaritan Clinic at St. Joseph/Candler
Good Samaritan Health Center of Cobb
Good Samaritan Health & Wellness Center
Good Shephard Clinic
Grady Health System
Hands of Hope Medical Clinic
Hearts and Hands Clinic
JC Lewis Health Center of Union Mission
Literacy Action
McKinney Community Health Center
Primary Healthcare Center of Dade, Inc
Social Apostolate
South Central Primary Care Center
The Atlanta Salvation Army
The Friendship Center at Holy Comforter
Tri-County Health System, Inc.
VSNS, Inc. (Visions)
Walton Options for Independent Living
Whiteford Inc. Health Centers

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Alcon Laboratories
Alimera Sciences
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Eye South Partners
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Regeneron
SoloHealth
Thomas Eye Group
Vision Source Insight Eyecare

Star Pupils™ Partners

College of Coastal Georgia
Dalton State College
Delta Gamma Fraternity
Georgia Association of School Nurses
Georgia Chapter of the American Acade-



Georgia's Story

Vision problems in young children are often mistaken for academic or behavioral problems. Children who have never seen well, don't know that they don't see well. The world looks the same to them as it always has.

Four-year-old Georgia was one such young child whose vision problems were not immediately detected. Because she was barely speaking, her parents enrolled her in speech therapy. She wasn't paying attention well in school and kept to herself somewhat on the playground.

Both her parents and teachers were surprised when Prevent Blindness visited her school and she couldn't pass a vision screening. She was referred to an eye doctor for evaluation. The doctor reported that she had one of the worst cases of near-sightedness he had ever seen in a child.



Immediately after receiving her new glasses, Georgia exclaimed, "Now I can see you, Mommy!" Her words came much more frequently as the world around her began to make more sense. She was able to make friends more easily and interact with her peers now that she could see their faces clearly. She became more attentive in school and started loving art and drawing.

There is a strong correlation between children's vision and academic performance. An estimated 80% of what young children learn is learned visually.

Some vision problems in children can become permanent and can even lead to blindness without early detection and intervention.

Sadly, 49% of the children in our state do not have a vision screening before beginning school.

In a typical year, our children's vision program, Star Pupils, reaches about 40,000 three, four, and five year-old children in our state. Last year, despite the early school closures, our dedicated team of professionally trained and certified vision screeners were able to reach 38,387 children.

Your support of Prevent Blindness Georgia makes this possible! Your gifts help us reach almost half of all of the children enrolled in our state's preschools and Head Starts. With your continued help, we can not only reduce the incidence of preventable blindness in children, but can also help children succeed academically, socially, and developmentally by allowing us to screen and detect vision problems that might otherwise fall through the cracks.

Thank you for making the work we do possible!



If you or someone you know needs help paying for eyeglasses
or vision care, call us 404.537.4988



Renewing your driver's license?

Say "Yes!" when asked if you would like to donate \$1 to the *Drive for Sight* program. Your voluntary contribution benefits Prevent Blindness Georgia!



—DRIVE FOR SIGHT—

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