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PREVENT BLINDNESS

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NORTHERN CALIFORNIA

*Saving Eyes. Changing Lives.*

Giving children an opportunity to thrive.  
Helping adults maintain good vision to lead productive lives.



Prevent  
Blindness

Northern California®

Focused on vision screening.

# VISION PROBLEMS

are often overlooked because they don't pose an obvious or immediate threat to health or mortality. People assume vision loss is a common sign of aging. Those who suffer from visual impairment know firsthand the debilitating and burdensome impact that it has on their lives. For children, it can affect their development and trajectory in life; for working-age adults, it can adversely affect their employment status and ability to support a family.

## CHILDREN

### Threat to School Readiness

Children can fall behind in learning simply because they cannot see well.

In a 2008 UCSD study, preschoolers needing glasses scored worse on standardized tests that predict academic success; after 6 weeks of wearing glasses, test scores matched those with normal vision.

Only 40% of preschoolers get vision screened; and of those detected with problems, only 40% make it to the eye doctor.

Low income children face many barriers to eye care and are **3 TIMES** more likely to have a vision problem.

## ADULTS

### Loss of productivity

Though half of blindness is preventable, the number of people who suffer from vision loss continues to increase.

Poor vision can be a deterrent to getting a driver's license or filling out a job application.

SCREEN

DETECT

CONNECT

IMPROVE

# SOLUTIONS

## PREVENT BLINDNESS NORTHERN CALIFORNIA PROGRAMS

Our programs are outcome-driven. Good vision improves school readiness in children, increases productivity for working age adults, and safeguards independence of seniors. Across our main programs, three with their own revenue-generating components, our 2014 achievements are summarized below.

### SEE WELL TO LEARN™ FOR PRESCHOOLERS

Improved outcomes for children who were prescribed glasses by increasing one-on-one parent education by 25%. Established See Well to Learn™ fee for service program for sustainability and increased outreach.

### VISION SCREENING FOR ADULTS

Created sustainability by partnering with clinics and other health agencies who reimburse us for our services. Provided vision screening and connection to care for over 850 at-risk adults.

### TRAINING PROGRAM FOR VISION SCREENERs

Trained and certified 404 Children's Vision Screeners, 7 Children's Vision Screening Trainers, and 27 Adult Vision Screeners.

### THE VOLUNTEER PROGRAM

Screened over 18,000 preschoolers in local communities, with over 6,000 donated volunteer hours



# About See Well to Learn

As Prevent Blindness Northern California's flagship program, the See Well to Learn™ model for delivering vision care services to low-income preschoolers is cost-efficient, scalable, and has been determined to be

**16 TIMES MORE EFFECTIVE** \* than the more traditional Medical Home model.



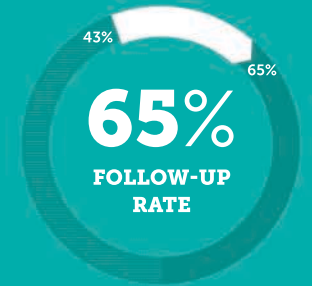
SCREENED OVER  
**7,200**  
CHILDREN



PROVIDED OVER  
**650**  
EYE EXAMS



DISTRIBUTED OVER  
**469**  
EYEGLASSES



Improved follow-up rates from a failed vision screening to seeing an eye doctor from 43% to 65%

## The Eye Bus

Our Eye Bus program provides comprehensive eye care to preschoolers in high-poverty neighborhoods. By bringing optometrists and free glasses directly to children at their school and at no cost, the Eye Bus eliminates barriers to eye care. Our simple six-step methodology has proven to be an efficient and effective way to provide preschoolers with the eye care and follow-up they need to make a real difference.



Vision screenings using advanced, scientifically validated technology



Free prescription glasses for children who require them



Comprehensive eye exams for children that fail the screening



Follow-up vision checks for children with prescribed glasses who may have more serious vision problems



For those with more serious problems, facilitation of specialized care



Ongoing support for parents and teachers on compliance and treatment, including fun events for children wearing glasses and their families

\*Researchers at UCSF performed an evaluation in 2014 that indicated See Well to Learn™ may be as much as 16 times more effective than standard screenings done in the Medical Home setting.

He has improved a lot in all aspects, emotionally and in learning. He had a lot of limitations before his glasses, and now he can see normally. Thank you for making the life of my son better.

*Sara, mother of Justen (Age 6),  
recipient of an Eye Bus exam and glasses*

I am a quilter and an artist and my new glasses have made my hobbies a pleasure again. They make all the difference in the world when I am working on small designs and sewing projects.

*Diane (Age 60, Oroville, CA)*

## FUTURE INITIATIVES

There are still thousands of children in California that lack access to effective vision care. We want to address this need and make sure these children do not fall through the cracks.

- Increase capacity for children's eye exams by purchasing a new mobile clinic with 2 exam rooms to replace our current Eye Bus
- Expand See Well to Learn™ to high-need communities in the Bay Area
- Establish a network with other mobile eye clinic organizations to ensure the delivery of gold standard vision services to preschoolers
- Develop a "Train the Trainer" program to expand our coverage so more screeners can be certified to provide quality children's vision screening

## ENSURE SCHOOL READINESS -- MAKE A CONTRIBUTION TODAY!

Children who see well perform better academically. Your contribution can set our preschool children on the path to academic success by making sure they have good vision.

[VISIT WWW.SEEWELLTOLEARN.ORG](http://WWW.SEEWELLTOLEARN.ORG)  
TO DONATE TODAY.

## 2014 FINANCIAL REPORT

### CONDENSED STATEMENT OF ACTIVITIES

Years ending March 31, 2014 and 2013

Revenue	2013-14	2012-13
Contributions/grants	\$576,287	\$52,643
Program revenue	31,699	26,534
Fundraising events	11,037	37,960
In-kind support	18,500	
Bequests and legacies		17,500
Other revenue	2,521	390
Net investment income	397,582	80,137
Net realized and unrealized gains	78,748	232,573
<b>Total unrestricted revenue</b>	<b>\$1,116,374</b>	<b>\$447,737</b>
<b>Temporarily restricted revenue</b>	<b>(\$76,092)</b>	<b>\$271,500</b>
<b>Total revenue</b>	<b>\$1,040,282</b>	<b>\$719,237</b>

### Expenses

Program expenses	\$874,483	\$950,800
Fundraising expenses	108,979	74,078
Non-Program expenses	200,900	93,721
<b>Total Expenses</b>	<b>\$1,184,362</b>	<b>\$1,118,599</b>
<b>Increase (decrease) in net assets</b>	<b>(\$144,080)</b>	<b>(\$399,362)</b>

### STATEMENT OF POSITION

Years ending March 31, 2014 and 2013

Net assets	2013-14	2012-13
Unrestricted	\$3,480,463	\$3,548,451
Temporarily restricted	365,763	441,855
Permanently restricted	337,922	337,922
<b>Total net assets</b>	<b>\$4,184,148</b>	<b>\$4,328,228</b>

## ACKNOWLEDGEMENTS

We graciously thank our donors for their contributions from April 1, 2013 - March 31, 2014.

### INDIVIDUAL GIFTS OF \$1,000 OR MORE

Diane C. Albracht, MD	Irving Katz, MD
Bruce H. Bern, MD	Shiu Y. Kwok, MD, PhD
Michael J. Drinnan, MD	Don Nauman
Allan J. Flach, MD, PharmD	Richard Quadri
Wing-See Leung Fox, MBA, MSW	Christine Turner
Erich P. Horn, MD	Robert L. Stamper, MD
Charlene Hsu-Winges, MD	Alexander Stepanov, MBA

### FOUNDATIONS & BUSINESSES

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Community Health Charities	Prevent Blindness
First 5 Alameda County	Regeneron Pharmaceuticals, Inc.
Genentech, Inc.	Royal Bank of Canada
GURO LLC	Sheppard Mullin
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