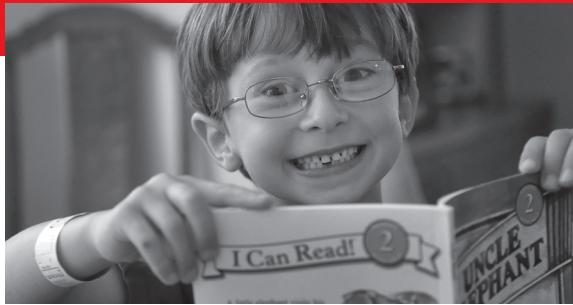


Leveraging your support.



Expanding vision screening in preschool is an urgent need.

Dear Prevent Blindness,

“My five-year-old son, Carter, received a free vision screening at his preschool. We had no idea that Carter had any trouble with his vision, but you found a problem with one of his eyes. We saw a



pediatric ophthalmologist, who said we were lucky to have caught this—otherwise he would have developed a lazy eye.

“It really hit close to home because I have relatives who became blind due to degenerative eye

diseases. I am so grateful to you for providing the free screening at Carter’s school. I’m now your 100% advocate, doing whatever I can to get the word out to other parents. What you do definitely helped my son. Thank you for providing such an important resource in our community!”

- Christina

Photographs courtesy of The Marin Independent Journal

In the next 45 years, we aim to elevate eye disease and prevention awareness to a “common knowledge” level and eradicate preventable vision loss. There are hundreds of thousands of children and adults that are counting on our work. Join us!

Chairperson’s Message



Dear Friends and Colleagues,
Sight is the most precious of our senses. Yet half of all cases of blindness and vision loss are preventable. In 2011, we built on our successful, cost-effective program to screen over 25,000 children for amblyopia and ocular disease for only \$5 per child, preventing a lifetime of vision loss. For adults, we continue to improve our outreach, technology, and aftercare programs to reach the increasing number of uninsured Northern Californians with blinding eye disease.

It is far better to prevent blindness than to deal with its consequences. In these difficult times, your donation has an even larger impact. We will not rest until every case of preventable blindness is found and treated. Please give generously!

Sincerely,

Andrew F. Calman, MD, PhD
Board Chairperson

Mission Statement

Prevent Blindness Northern California is devoted to the preservation of sight for the people of Northern California. We accomplish this through vision screening services, vision screening training programs, public education, and advocacy. We believe that the detection of vision disorders at a treatable stage and raising awareness of eye health and safety are essential to preventing vision loss and blindness.



Focused on vision screening.

1388 Sutter Street, Suite 408, San Francisco, CA 94109
Phone: (415) 567-7500 (800) 338-3041

169 Hartnell Avenue, #207, Redding, CA 96002
Phone: (530) 243-0410

www.eyefinfo.org SavingSight@eyefinfo.org

PREVENT BLINDNESS NORTHERN CALIFORNIA

CELEBRATING

45
YEARS

2011 ANNUAL REPORT



Focused on vision screening.

Celebrating our accomplishments.



Successfully saving sight for 45 years.

Since we started caring about people's eyes in 1966, PBNC has greatly expanded its services to match the growing need for vision care—not only in the Bay Area, but also in the far northern counties of California and the Central Valley.

We've expanded our outreach in other ways too. Now you can find us on Facebook and Twitter, receive updates through our e-newsletter—and even text a donation! And our important vision health information campaigns—"Vision Screen at 3" and "Blinding Facts"—raise awareness of the importance of vision health to even more Northern Californians.

Much has changed, but some things have stayed the same. Forty-five years later, we remain true to our original mission of helping children succeed in school, maximizing job opportunities for adults, and safeguarding the independence of seniors—all by screening over 1 million children and adults and connecting over 50,000 people to critical vision care services.

Blinding fact #5:

Smoking causes blindness.

eyeinfo.org/blindingfacts

Statement of Activities Years Endings March 31, 2011 and 2010

	2011	2010
REVENUE		
Contributions	\$ 70,124	\$ 45,264
Programs, Meetings, & Miscellaneous	64,138	111,583
Bequests & Legacies	12,863	20,371
Net Investment Income	82,752	85,133
Net Realized & Unrealized Gains	480,378	856,809
Net Realized Gains on Disposal of Equipment	-	3,037
Total Unrestricted Revenue From Operations	710,255	1,122,197
Temporarily Restricted Revenue	(3,307)	895
Permanently Restricted Revenue	467	326,055
TOTAL REVENUE	\$ 707,415	\$ 1,449,147
EXPENSE		
Program Services		
Educational	\$ 181,593	\$ 182,718
Community	509,775	583,298
Total Program Services	691,368	766,016
National Research & Program Development	5,428	16,868
Supporting Services		
Fund Raising	61,417	43,381
Administration	74,950	85,906
Total Supporting Services	136,367	129,287
TOTAL EXPENSE	833,163	912,171
NET INCOME (LOSS) FROM OPERATIONS	\$ (125,748)	\$ 536,976
NET ASSETS BEGINNING YEAR		
Unrestricted	\$ 4,445,517	\$ 4,233,974
Temporarily Restricted	3,307	3,929
Permanently Restricted	337,455	11,400
TOTAL NET ASSETS BEGINNING YEAR	\$ 4,786,279	\$ 4,249,303
NET ASSETS END YEAR		
Unrestricted	\$ 4,322,609	\$ 4,445,517
Temporarily Restricted	-	3,307
Permanently Restricted	337,922	337,455
TOTAL NET ASSETS END OF YEAR	\$ 4,660,531	\$ 4,786,279

Audited financial statements are available upon request. Contributions to PREVENT BLINDNESS NORTHERN CALIFORNIA are tax deductible to the fullest extent of the law. The U.S. Internal Revenue Service recognizes PREVENT BLINDNESS NORTHERN CALIFORNIA as a tax-exempt organization under section 501(C)(3) of the Internal Revenue Code.
Tax identification number: 94-6139663

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April 1, 2010 - March 31, 2011

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