



SERVICES TO CHAPTERS

Introduction: Prevent Blindness, Ohio Affiliate is incorporated under the laws of the State of Ohio as a 501 (c) 3 corporation and is a statewide affiliate of Prevent Blindness America. Prevent Blindness, Ohio Affiliate was founded in 1957 and is chartered with the responsibility for providing sight saving services to all 88 Ohio counties. The corporate home office is located in Columbus.

In 1993, 1994, 2001 and 2002 respectively, staffed offices were opened in Cincinnati, Cleveland, Dayton and Toledo to better serve the 14-county areas involved. Each Chapter has an Executive Council composed of leadership volunteers. The Executive Council of each Chapter is a Standing Committee of the statewide organization with the Chair of the Council serving on the Executive Committee and Board of Directors of Prevent Blindness, Ohio Affiliate. Other Executive Council Members may also serve on the statewide PBO Board of Directors as well.

Chapters are charged with implementing program service priorities and raising funds within a specified geographic area.

Chapter Services Summary

The statewide organization provides the following leadership and services to Chapter operations that need not be duplicated on the Chapter level. This allows for increased effectiveness and efficiency of resource investment and for a maximum of support generated to be invested directly in program services to save sight.

Governance

Board of Directors: Recruits, trains and manages a statewide Board of Directors as required by state law and organizational philosophy.

Code of Regulations: Provides regular review and update of corporate bylaws and articles of incorporation.

Liability Insurance: Provides Directors and Officers Liability insurance coverage for board members. Provides professional liability insurance coverage for all other volunteers.

Standing Committees: Recruits, trains, develops objectives for and manages statewide standing committees: -- Community Services, Marketing & Development, Budget and Finance, Human Resources, Volunteer Leadership Recruitment and Development -- including statewide and Chapter volunteer leadership.

Personnel

CEO: PBO Employs a President & CEO and maintains a state headquarters responsible for managing statewide operations and carrying out the policies of the Board of Directors.

Management: Recruits, trains and manages all management staff positions, including Chapter Directors statewide.

Personnel Policies: Maintains personnel policies consistent with federal and state laws.

Personnel Benefits: Provides health, retirement and other benefits programs.

Compensation and Salary Administration: Provides and administers Bonus Incentive Program to motivate, reward and retain employees. Develops and administers salary administration program for statewide personnel.

Training and Development: Provides on-going professional development and training opportunities.

Administration

Payroll and Benefits: Administers centralized employee payroll and benefits processing.

IRS Compliance: Completes IRS 990 filing requirements and fees for Ohio State Attorney General's Office.

State Charitable Solicitation Registration: Completes annual application and pays filing fees for Ohio's state charitable registration requirements.

CHC Compliance: Completes Community Health Charities filing requirements and fees which allows for federal, state and county workplace solicitation statewide.

Audit: Manages the consolidated statewide professional audit.

Accounting Services: Provides all accounting services (expense approval, invoice processing, revenue booking) for statewide organization, including Chapter accounting.

Watchdog Agency Compliance: Monitors statewide compliance of organization to Better Business Bureau and other watch dog agencies who have set nonprofit requirements.

Standards for Excellence: Maintains certification in the Ohio Association of Nonprofit Organization's Standards for Excellence which promote ethical practices and accountability in nonprofit organizations across the state.

United Way: Maintains relationships and direct communication with United Way agencies statewide which have donor choice supporters of Prevent Blindness, Ohio Affiliate.

Financial Investments: Develops investment policy, selects and monitors investment managers for statewide investments funds. Develops and maintains statewide banking relationships. Implements investment strategies in Chapter areas -- Greater Cincinnati Foundation, Cleveland Foundation, Dayton Foundation and Toledo Community Foundation.

Technology: Researches, purchases and maintains statewide computer/automation technology including hardware and software. Provides for software training for personnel.

Information Protection: Provides on-going protection of donor/supporter records.
Operational Standards: Reviews periodically and maintains Prevent Blindness America's Standards for Affiliate Operation.

Legal Services: Secures legal services as needed for estate processing, employee disputes/appeals, bill collection, contract review, etc.

Fund Raising

Sight Saving Campaign: Implements statewide annual sight saving campaign solicitation program including plan development, recruitment of statewide volunteers, design of mailing package, training of volunteers, mailing of 3 packages annually to approximately 30 targeted donor segments, receipt and documentation of revenues.

Major Donors: Identifies major donor segments. Plans and manages contact with major donors. Makes joint major donor visits.

Direct Mail: Implements statewide direct mail solicitation program including plan development, approval of mailing package, mailing of 4-6 packages annually, receipt and documentation of revenues. Implements statewide acquisition mailings.

Special Events: Develops signature events, assists with event planning and audience targeting. **POV Events:** Designs statewide People of Vision Award Event annual plan, assists in recruitment of Chapter Honoree.

Community/Family/Corporate Foundation Relationships: Conducts research, maintains relationships, develops proposals to secure operational and restricted funding for community services programming.

Cause Marketing Programs: Recruits local partners and coordinates statewide participation/commitments with national partners for cause marketing partnerships.

Charitable Choice: Maintains national relationships with optical companies who offer employee payroll deduction opportunities to PBO via their employees (Essilor).

Planned Giving: Implements statewide program including contact with volunteer leaders/donors, volunteer/donor research, design of materials and coordination with Prevent Blindness America.

Information Management System Development and Maintenance: Maintains a statewide donor/supporter/customer database containing 90,000 + records complete with donor/supporter history, demographics and leadership involvement with PBO. IMS is accessible to Chapter offices via the web.

Community Services Programming

Program Development: Develops statewide sight saving programs. Provides training to staff and volunteers to implement programs.

Advocacy: Maintains relationship with contracted Government Affairs Consultant. Maintains current lobbyist registration and reporting for CEO. Recruits, trains and maintains statewide volunteer-driven advocacy committee and relationships with the Ohio General Assembly, The Governor's Office and The Administration. Actively advocates for legislation to support visual quality of life for Ohioans (i.e. fireworks legislation, eye safety in labs and shops, diabetes management, SOS Fund)

Statewide Partnerships: Develops and maintains relationships with statewide organizations for the purposes of local collaboration in sight saving programming including cooperative programming development and contracting; conference participation; relationship development and maintenance; regular communication with organization's membership. Current partnerships include: Ohio Ophthalmological Society, Ohio Optometric Association, The Ohio Department of Health, Ohio Lions, Opticians Association of Ohio, American Academy of Pediatrics-Ohio Chapter, Ohio Fire Chief's Association, Ohio Head Start, Ohio State Medical Association, Ohio Association of School Nurses, Ohio Nurses Association, Ohio Academy of Family Physicians, OSU College of Optometry, Cole Eye Institute (Cleveland Clinic), ODH Maternal and Child Health Advisory Committee, Cleveland Sight Center, Sight Center of Northwest Ohio, Cincinnati Association for the Blind & Visually Impaired, Clovernook School for the Blind, OneSight Foundation, American Diabetes Association, Ohio Pediatric Nurse Practitioners, Ohio Department of Job and Family Services, Ohio Osteopathic Association, COSI-Columbus, OSU Department of Ophthalmology, Central Ohio Eye Bank, Delta Gamma Fraternity, Case Western Reserve University Department of Ophthalmology, American College of Emergency Room Physicians, Bureau of Motor Vehicles, Ohio Safe Kids Coalition, Ohio Association of Community Health Centers, Ohio Association of Children's Hospitals, Ohio Commission on Minority Health, NASA Glenn Research Center, Office of the Governor, Ohio Department of Aging, Opportunities for Ohioans with Disabilities, Ohio Veterans Administration, Ohio Amblyope Registry, Ohio School-Based Health Care Association, Ohio Child Care Resource and Referral Organization, Ohio Association for the Education of Young Children, Ohio Occupational Therapy Association and Ohio Department of Insurance.

Inkind Service/Product Contributions: Researches and recruits inkind service and product contributions for statewide utilization in sight saving programs including eye exam equipment for local PBO clinics, eye glasses, eye exams, professional development and technology training. Market value of inkind contributions solicited total \$2 million annually.

Donated Eye Exams/Eyeglasses: Secures services and coordinates statewide Sight For Students, Mobile Eyes, OneSight and programs which provide free eye exams and eyewear to qualifying

children and adults who are referred to the program via their school nurse/department of health or other qualifying partner agency.

Ohio Eye Care Coalition: Developed and serve as lead agency for The Ohio Eye Care Coalition, a partnership of statewide organizations concerned with vision preservation. Goals of this group are to collaborate on public policy and public service issues/programs. Membership includes: Ohio Ophthalmological Society, Ohio Optometric Association, Optician's Association of Ohio, American Diabetes Association, Ohio Amblyope Registry, Ohio Department of Health and Central Ohio Lions Eye Bank.

Fireworks Safety Coalition: Developed and serve as lead agency for The Ohio Fireworks Safety Coalition, a partnership of statewide organizations concerned with advocacy and public education relative to the dangers of consumer use of fireworks. Membership includes: American Academy of Pediatrics, American College of Emergency Physicians, Ohio Association of Children's Hospitals, Columbus Health Department , Ohio Fire Officials Association, Ohio Fire Professionals Association, Ohio Ophthalmological Society, Ohio Safe Kids Coalition, Ohio State Medical Association, Akron Children's Hospital, American College of Surgeons, AMVETS, Center for Injury Research and Policy-Nationwide Children's Hospital, Central Ohio Fire Prevention Association, City of Upper Arlington, Deaconess Associations, Franklin County Dog Shelter, Humane Society of the U.S., National Association of Pediatric Nurse Practitioners, Chagrin Falls Fire Department, Lafayette Township Fire Department, National Fire Protection Agency, NEOMED-Northeast Ohio Medical University, Ohio Academy of Family Physicians, Ohioans Against Fireworks, Ohio Association of Professional Firefighters, Ohio Committee on Trauma, Ohio Department of Health, Ohio 4 Pups on Patios, Ohio Insurance Institute, Ohio Opticians Association, Ohio Public Health Association, OPHA-Vision Section, Ohio Osteopathic Association, Ohio Injury Prevention Partnership, Ohio Municipal League, Ohio Society for Public Health Education, Ohio Township Association, Perrysburg Township Fire Department, Prevent Blindness, Rescue Me Ohio, Quarter Horse Congress, Truro Township Fire Department, The Academy of Medicine of Cleveland and Northern Ohio, Washington Township Fire Department, Wood County Sherriff's Office, Upper Arlington Fire Department.

SOS (Save Our Sight Coalition): Developed and serve as lead agency for the SOS Fund Coalition, a partnership of statewide and regional organizations that worked together to pass legislation which established the SOS Fund. The SOS Fund is supported by voluntary contributions (beginning on March 11, 1999) from individuals applying for or renewing their Ohio license plates/tags. Voluntary contributions will support eye health and safety programs for Ohio's children, insuring that poor vision will not impede them from achieving in school or safely operating a motor vehicle when of age. Membership includes: The Ohio Ophthalmological Society, Ohio Optometric Association, Nationwide Children's Hospital, Ohio Public Health Association-Vision Section and Prevent Blindness, Ohio Affiliate.

Ohio's Aging Eye Public Private Partnership: Serve as lead agency and administrator of Ohio's Aging Eye Public Private Partnership, an initiative formed by a proclamation from Ohio Governor Bob Taft and supported by the Ohio Department of Aging. The mission of the Partnership is to develop a strategic plan of action to address issues relating to vision care public policy, vision care services, vision education, and vision loss prevention research that impact the quality of life for Ohio's seniors now and in the future. Members are: Ohio Association of Area Agencies on Aging,

Health Services Advisory Group, Ohio Association of Gerontology and Education, Ohio Agencies Serving the Blind and Visually Impaired, NASA Glenn Research Center, Ohio Department of Aging, Ohio Department of Health, Ohio Department of Insurance, Ohio Ophthalmological Society, Opportunities for Ohioans with Disabilities Ohio Osteopathic Association, Ohio Optometric Association, Ohio Public Health Association, Ohio Veterans Visual Impairment Services Team, Opticians Association of Ohio and Prevent Blindness, Ohio Affiliate.

Information and Referral: Maintains and staffs statewide Sight Saving, toll-free hotline which provides information to consumers and professionals about blindness prevention and vision preservation.

Program/Product Marketing: Markets products and services statewide via state organization/association networks. Fulfills materials requests/orders. Develops and maintains cost structure for products and services. Provides customer accounts receivable service.

Blind Society Relationships: Maintains on-going communication and contact with the Cleveland Sight Center, Cincinnati Association for the Blind and Visually Impaired, The Sight Center of Northwest Ohio and Clovernook School for the Blind to share information and coordinate efforts.

Customer Database: Maintains a database of all clients receiving services from PBO statewide including demographic information, type of service, numbers served, and outcome.

Referral Follow Up: Maintains database of all approximately 8000 children and adults annually found to be at high risk for eye disease via vision screening. Conducts regular communication with referrals until case is closed with eye care professional's report relative to outcome.

Public Awareness

Develops and implements annual plan for communication with target audiences -- volunteer leaders, donors, media, general public, including press releases, feature stories, press conferences, print materials, statewide newsletter, annual report, media interviews.

Produces statewide e-newsletter, Annual Report and maintains organization's public website and social media accounts.

Identifies statewide communications objectives including media relations, event and program promotion, and coordination of public messages.

Prevent Blindness America Relationship

Maintains regular communication with Prevent Blindness America Board, staff and committees. Participates actively on Affiliate Association, and Professional Staff Development training opportunities. PBO participates by special invitation/appointment on National Board of Directors, National Committees: Marketing & Development, Finance & Administration, Volunteer Leadership Recruitment and Development, Strategic Planning, Public Health & Policy.