

Prevent Blindness Ohio
Strategic Plan 25-30 Action Items
Updated As of June 30, 2025

EQUITABLE ACCESS TO VISION CARE

Provide access to vision care for underserved populations

- 1 Expand PBO's system of donated vision care that increases the total number of eligible Ohioans served by 3% each year.

Update: PBO goal for VCO inputs this year is 3,941. As of 6/30/25, we are at 720 inputs or 18.2% of goal. PBO goal for eyes saved this year is 3,820. As of 6/30/25, we are at 1,094 eyes saved or 29% of goal.

- 2 Increase the number of partner organizations that refer to PBO's Vision Care Outreach program by 3% each year.

Update: Last PBO fiscal year, 235 partner organizations referred to VCO. Our 3% increase target for this year is 242 and as of 6/30/25, 126 partner organizations or 52% of goal have referred to VCO.

3

By March 31, 2030, ensure there is a minimum of one referring partner organization in all 88 Ohio counties.

Update: PBO continues to recruit new partner organizations as well as move former, inactive ones to an active referring status. We currently have a referring VCO partner organization in 77 counties.

- 4 Maintain relationships with referring partner organizations by sending them quarterly newsletters and hosting quarterly webinars that inform partners of PBO's services available to their clients.

Update: PBO holds quarterly webinars every year. Our first webinar for this PBO fiscal year was on 6/25/25 with 34 in attendance. Our next webinar is scheduled for 9/17/25. All partner organizations current and former are invited to all webinars and they all receive our quarterly partner organization newsletters. For this fiscal year, newsletters were sent on 4/10/25 and 7/10/25.

- 5 Monitor partner organization activity level and referral rates quarterly and resolve any decrease in referrals by ensuring they have the resources/training they need to continue referring clients to the Vision Care Outreach program.

Update: PBO VCO staff pull quarterly referral reports, note those with decreases in referrals and then reach out to them to assist in overcoming referral obstacles. The most significant obstacle continues to be the VSP pause. While we continue to encourage POs to refer clients even if they have to go on a wait list temporarily, many are either not referring or more often, not referring at their traditional rates due to the pause. In other cases, the main obstacle is staff turnover. In these situations, we work to ensure that new staff are quickly trained in VCO.

Expand efforts that support the integration of vision care into existing health systems

- 1 Increase the number of Federally Qualified Health Centers (FQHCs)/Community Health Centers (CHCs)/primary care practices that provide vision services (ranging from vision screenings and referring clients to VCO to full service on-site vision clinics) by a minimum of three per year.

Update: For this fiscal year, we have added 2 new FQHCs (Health Partners of Western Ohio and Cincinnati Primary Care) that are joining Five Rivers in our diabetic retinopathy quality improvement project. Both of these sites will be conducting diabetic retinal screenings in addition to those already underway at Five Rivers. Five Rivers is also now referring clients to VCO.

- 2 Complete a minimum of one quality improvement project (during five-year plan) that identifies best practices in implementing vision care services into existing health systems.

Update: We are collaborating with the Ohio Department of Health and the National Kidney Foundation on the Chronic Kidney Disease and Diabetic Retinopathy Quality Improvement Study. We are working closely with Federally Qualified Health Centers (FQHCs) and primary care practices to establish effective treatment systems and referral pathways. The goal is to identify individuals with diabetes who need screening for diabetic retinopathy and/or chronic kidney disease (CKD), ensure those screenings are completed, and connect patients with eye care providers for timely diagnosis and treatment, ideally preserving their vision and preventing significant vision loss. We have three active sites, Five Rivers, Health Partners of Western Ohio and the City of Cincinnati Health Department. We meet with each health system monthly to review data, their current workflows for DR and CKD, successes and barriers as well as to offer and to offer assistance and resources. The City of Cincinnati Health Department joined the project in July. The MOU, baseline data and initial assessment have been submitted. PBO made introductions with United Health Care which led to securing funding for a RetinaVue 700 Retinal Image Camera for this facility to purchase for clinical use which will greatly improve their screening and potential treatment for diabetic retinopathy. We support each site by providing technical assistance, educational resources, professional development opportunities, and invitations to participate in Vision Care Outreach.

Educate Ohioans on how to access vision care and resources in their community

- 1 Distribute educational information regarding Medicare/Medicaid benefits available for Ohioans in need through quarterly newsletters to partner organizations and vision screeners, on the PBO website, and at all community service events.

Update: PBO has been distributing Medicare/Medicaid information at CS events and we will soon have a new page on our website with this information. We will reference the webpage and other resources in our quarterly newsletters.

- 2 Create and maintain a webpage at PBO.org that provides links regarding optometrists and ophthalmologists that accept Medicare/Medicaid insurance plans in Ohio and raise awareness of the availability of the page in all quarterly newsletters to partner organizations and vision screeners.

Update: PBO is working on the creation of this webpage and we have held three team meetings thus far with a go live target date of October 1st. The dedicated webpage will help individuals better understand and navigate the complex systems of Medicare, Medicaid, Medicare Advantage and private insurance. It will focus on straightforward steps to empower people to determine vision care coverage, identify participating providers and understand what to expect when scheduling services.

- 3 Promote the importance of employers providing access to vision insurance benefits for their employees at least once annually through an email and social media campaign.

Update: Work on this will be getting underway soon.

- 4 Increase, by 3% each year, the number of clients who utilize vision care through Medicare/Medicaid by assisting them with navigating through the system of care.

Update: Last PBO fiscal year, we assisted over 133 individuals in navigating through Medicare/Medicaid and our goal for this year is to assist at least 137. So far we are at 46 or 34% of goal.

PROFESSIONAL EDUCATION & PUBLIC AWARENESS

Educate professionals to serve as advocates for eye health in their communities

- 1 Increase the number of HealthyEyes Advocates trained each year by 3%, including representation from five organizations that serve those living with diabetes (one per region).

Update: Our goal is to train 405 individuals this fiscal year and thus far we have trained 105 (26%). A sampling of some of the trained individuals from the following organizations that serve those living with diabetes includes: University of Toledo College of Medicine (NW); Ashland County Health Department (Central); Area Agency on Aging District 7 (SE); Open M Free Clinic (NE) and CommunityCare Clinic (NW).

- 2 Conduct a minimum of four vision and falls presentations (e.g. Stepping On-Vision Component) as well as train a minimum of six individuals serving Ohio seniors to deliver these presentations each year.

Update: PBO has conducted 3 vision and falls presentations so far this fiscal year (4/4/25 - Laura - SourcePoint; 5/22/25 - Darcy - Kendall at Home; 5/22/25 - Karen Hagerman and Michelle Bailey from Ohio District 5 AAA). PBO has trained the following 8 individuals to deliver these presentations (Lynn Friebe and Jean Nell with Ashland County Health Department; Kip Choge Van Hoose with Fairfield County Health Department; Deb Riley with OOTA; Rose Enomate with DRC; Kierstan Jay with Licking County Health Department; Karen Hagerman and Michelle Bailey with Ohio District 5 AAA).

- 3 Communicate a minimum of four times annually with HealthyEyes Advocates and certified vision screeners trained within the past three years, sharing vision health information and resources that are helpful in educating their communities.

Update: Email newsletters were sent quarterly (June 2025) to HealthyEyes Advocates as well as adult and children's vision screeners sharing vision health information and resources.

Train and equip individuals to conduct vision screenings to promote early detection and treatment

- 1 Increase the number of certified adult vision screeners by 3% each year as well as ensure a minimum of 20% of expiring certifications are renewed.

Update: Our goal is to train 421 individuals this fiscal year and thus far we have trained 106 (25%). The certifications of 384 individuals are expiring this year and we need to renew at least 20% (77). We have recertified 20 (26%) thus far.

- 2 Train and certify children's vision screeners, meeting at a minimum the requirements of PBO's annual Save Our Sight grant, and ensure a minimum of 30% of expiring certifications are renewed.

Update: Our goal is to train 707 individuals this fiscal year and thus far we have trained 119 (17%). The certifications of 707 individuals are expiring this year and we need to renew at least 30% (213). We have recertified 48 (23%) thus far.

- 3 Conduct activity level survey every two years for adult vision screeners/HealthyEyes Advocates and children's vision screeners.

Update: PBO conducted survey for HE/ADVT in February 2025. We will send out again in February 2027. We will send out survey for children's screeners in February 2026 or 2 months earlier if needed to avoid conflicting with ODH vision screening data survey.

Expand community outreach efforts that promote eye health and safety to end the 50% of vision loss that is preventable

- 1 Provide eye health and safety information and resources to a minimum of 500,000 Ohioans annually through educational materials, community service/fundraising events, quarterly newsletters, and displays at venues such as COSI Columbus.

Update: 173,774 visited the COSI exhibit from 4/1/25-6/30/25. We also provided information and resources to 36,730 Ohioans from 4/1/25-6/30/25. Total = 210,504 (42%).

2

Utilize eye health and safety information published by Prevent Blindness (national) and other vision health organizations to create eye health information resources, such as patient information, General Assembly report, press releases, website content and social media posts.

Update: We will utilize this information and include in the AEPPP Annual Report that we will complete by March 31st. We distribute monthly eye health/safety information in themed press releases to partners, volunteers as well as in website content and social media posts. We monthly send eye health and safety information to legislators.

- 3 Participate in advisory committees that monitor and assess vision screening and eye care technology for PBO application and when applicable, disseminate their findings/recommendations.

Update: We participate on the Vision Screening Guidelines Advisory Committee, the Ohio Falls Coalition, the Ohio Eye Care Coalition, the Save Our Sight Fund Coalition and we work with BWC on Safety Congress every year. We also participate on the National Center for Children's Vision and Eye Health's National Advisory Committee.

RESEARCH

Support and participate in activities that promote awareness, collaboration and expansion of vision related research

- 1 Implement PBO's fellowship award program for female scholars in vision research by providing grants to 1-3 students per year.

Update: We received nine applications for the 2025 Fellowship. The Selection Committee met on March 31st and selected two applications to receive Fellowships: Pooja Nambiar (Case Western Reserve School of Medicine) and Electra Coffman (The Ohio State University, College of Optometry). Following their summer research, they will present their findings at our Scientific Forum in November.

- 2 Collaborate on a minimum of one (during the 5-year period) public health related vision research project that increases our understanding of the barriers Ohioans face in accessing vision care and best practices in obtaining care.

Update: PBO has been partnering with OSU College of Optometry and the OSU Department of Ophthalmology and Visual Sciences on developing a proposal through which we will conduct studies that identify best practices in community-specific interventions that improve access to vision care and overall vision health for those most in need. We are looking for federal funding applications in which we can incorporate this proposal. We have also been collaborating with Prevent Blindness and Regeneron/Social Lens Research on Diabetes and the Eyes project. We are also participating in a diabetic retinopathy and chronic kidney disease quality improvement project with the Ohio Department of Health and the National Kidney Foundation.

- 3 Advocate for vision research that increases our understanding of the causes of and best treatments for sight-robbing eye diseases.

Update: PBO is partnering with the National Kidney Foundation on a Chronic Kidney Disease and Diabetic Retinopathy Quality Improvement Project with the Ohio Department of Health. We are working with multiple Federally Qualified Health Centers to put systems and pathways in place to identify people with diabetes who need to be screened for diabetic retinopathy, ensure the screenings occur, and ensure individuals receive the appropriate care through referral to an eye doctor where they can be diagnosed for diabetic retinopathy and receive treatment. PBO has also been partnering with OSU College of Optometry and the OSU Department of Ophthalmology and Visual Sciences on developing a proposal through which we will conduct studies that identify best practices in community-specific interventions that improve access to vision care and overall vision health for those most in need. We are looking for federal funding applications in which we can incorporate this proposal.

- 4 Publicize opportunities to participate in clinical trials.

Update: We publicized (website, social media, email communications) multiple opportunities through Prevent Blindness and its partners for individuals to participate in clinical trials involving pharmaceuticals, Geographic Atrophy and diabetes-related eye disease. In addition, we publicized multiple OSU trials via social media including a recent study "optimizing glasses for individuals with Down Syndrome" to determine whether glasses prescriptions and/or the shape of the front of the eye change over four years in patients with Down Syndrome as well as a study to improve the accessibility of fully autonomous vehicles for individuals who are blind or visually impaired.

Support and advocate for inclusion of vision questions in Ohio and national data collection tools to provide outcome data on which to base statewide public health vision programming

- 1 Advocate for the expansion of new and existing sources for collecting vision and eye health data including Behavioral Risk Factor Surveillance System (BRFSS), State Health Improvement Plan (SHIP), and the Ohio Medicaid Assessment Survey (OMAS).

Update: Print materials were developed from state-specific data including our most recent Ohio's AEPPP Annual Report. We continue to promote and share Vision Problems in Ohio data that is available on PBO's website. We successfully advocated for vision questions in BRFSS in 2018-2023 and we will be submitting our request for their inclusion in the 2026 BRFSS survey. PBO also continues to advocate at the Federal level for Prevent Blindness' legislative priorities that includes funding to the CDC's Vision and Eye Health program to promote early detection and and intervention through improved public health surveillance data.

ADVOCACY

Advocate for public policies that support vision health and eye safety

- 1 Review and update PBO's Public Policy Agenda by 3-31 of each fiscal year.

Update: Review and update will take place at the November and January Advocacy Committee meetings.

2

Deliver testimony and make advocacy visits regarding legislation that impacts eye health and safety.

Update: PBO provided tetimony on its' legislative priorities/amendments (SOS checkoff expansion; funding for HE/ADVT training and equipment) to the state budget bill (HB 96) three times during March-June 2025. We also met with over a dozen House and Senate members on the committees reviewing the parts of HB 96 that pertain to our legislative amendments. In addition to our legislative amendments, we also advocated for Governor DeWine's OhioSEE program. We also discussed our HB 96 priorities with legislators and their staff at our 5/7/25 legislative briefing at the Ohio Statehouse.

3

Advocate to strengthen and expand funding and support for the initiatives on the national Prevent Blindness legislative agenda through grassroots advocacy campaigns and congressional relationship development.

Update: PBO continues to advocate in support of the Prevent Blindness federal agenda. This includes investing \$5 million in funding for the CDC's Vision Health Initiative; maintaining the CDC's work in glaucoma prevention and awareness; and joining the bipartisan Congressional Vision Caucus. PBO advocacy this past quarter also included signing on to multiple letters and participating in meetings with federal legislators in support of CDC FFY 26 funding and programming; posting PB action alerts against Congressional cuts to Medicare/Medicaid; advocating against NIH/NEI consolidation; supporting the HELP Copays Act; signing on to letters and participating in meetings with Federal legislators in support of PBM reform and the Multi-Cancer Early Detection Screening Coverage Act; and signing on to and advocating support for the EDVI act legislation (HR 2527).

- 4 Advocate for policies that decrease the incidence and economic impact of vision loss and injuries based on evidence-based data reports from PBA, BRFSS, ODH, HPIO, and Ohio Medicaid Assessment Survey data or other credible sources.

Update: Our annual AEPPP report included evidence-based data from PBA. We share information provided by PBA monthly in our press releases and on social media. We update and utilize Vision Problems in Ohio which provides county-specific vision loss incidence and cost for all 88 Ohio counties. We include this specific data in the information we provide to legislators monthly as well as in advocacy meetings with them to drive home the local impact of vision loss and how our legislative priorities will help to decrease incidence and economic impact of vision loss. We are partnering with the National Kidney Foundation and the Ohio Department of Health on a Chronic Kidney Disease and Diabetic Retinopathy Quality Improvement Project. We will also be submitting a proposal to ODH seeking inclusion of vision questions in the 2026 BRFSS survey. PBO also continues to advocate at the Federal level for Prevent Blindness' legislative priorities that includes funding to the CDC's Vision and Eye Health program to promote early detection and intervention through improved public health surveillance data. We advocated for and participated in multiple legislative meetings seeking support for Multi-Cancer Early Detection Screening Coverage Act bills as well as pharmacy benefit manager (PBM) reform legislation. We have also sent communications to Ohio Congressional delegation urging support for vision and eye health programs for FFY 26 and we support legislation that would stop health insurers from using copay accumulator programs.

Ensure vision preservation is a statewide priority

- 1 Make personal contact with General Assembly vision champions and appropriate executive branch leadership at least once annually.

Update: During this past quarter, PBO made contact with legislators multiple times. We met with multiple legislators and executive branch staff during our 5/7/25 legislative briefing at the Ohio Statehouse and we provided PBO vision information and legislative priorities information to all members of the General Assembly. We met with over a dozen House and Senate members to discuss PBO, the importance of vision and eye health as well as share and seek support of our HB 96 amendments (SOS checkoff expansion and funding for HE/ADVT training and equipment). We also have held multiple meetings with the Ohio Department of Aging seeking their support and funding for our HE/ADVT trainings. We will be meeting with them again at the end of July. We will be seeking House or Senate Resolutions for World Sight Day. We also sent monthly eye health and safety information to all legislators. Through these meetings and engagement, we work to establish as well as maintain PBO legislative champions.

2

Sponsor a minimum of one legislative activity (briefing, press conference, reception) annually that raises the awareness amongst elected officials of the importance of policies that support good eye health and safety.

Update: PBO held its Legislative Briefing on May 7, 2025 at the Ohio Statehouse. The event had 46 in attendance including multiple legislators, legislative staff and executive agency staff who learned about the PBO's advocacy priorities as well as how we can assist their constituents.

Advocate for increased funding to support vision related research

- 1 Educate lawmakers at least annually on the economic impact of vision loss and how investing government dollars in vision related research can result in long-term economic benefits such as reducing the costs of vision -related healthcare and improving workforce productivity.

Update: PBO provided eye health and safety information including our Vision Problems in Ohio data as part of our 5/7/25 Legislative Briefing including within the folders we distributed to every legislator. We also include links to this information in our monthly communications to legislators. We also provided county specific vision data and economic impact information to every legislator we met with about HB 96 and our legislative priorities/amendments. In meeting with state legislators, we have emphasized PBO's philosophy of early detection of vision problems and how this leads to better outcomes individually as well as economic benefits collectively. We need to further discuss with state legislators the value of research and share our QI project work with them. We have done this more with Federal legislators including advocating for funding for the CDC's vision surveillance data.

- 2 When communicating with federal lawmakers, advocate for increased support of the National Eye Institute and the Center for Disease Control (CDC) to support more funding for research leading to treatments for the leading causes of blindness.

Update: PBO has communicated and met with multiple federal lawmakers this past quarter where we have advocated for increased support for NEI and CDC research including surveillance data. While we have advocated for increased funding, an equal number of our communications have been focused on helping to preserve existing funding and research as well as opposing NIH/NEI consolidation.

Develop grassroots advocacy networks

- 1 When policies that support good vision and eye health are being considered, educate donors, volunteers, and partners on the importance of these policies and provide opportunities for them to encourage their elected officials to support the policies.

Update: PBO provided education on the importance of our HB 96 legislative priorities/amendments as well as Governor DeWine's OhioSEE program (letter and press release). We encouraged participation in our Legislative Briefing at the Ohio Statehouse. We also passed along Prevent Blindness advocacy alerts concerning protecting Medicaid and the Affordable Care Act and encouraging them to take action.

2

Partner with organizations with a specialized interest in good eye health and safety to enhance each others' advocacy efforts that are in line with PBO's advocacy initiatives, including groups such as Ohio Optometric Association, Ohio Ophthalmological Society, and the Ohio Injury Prevent Partnership.

Update: PBO partnered with multiple organizations on several advocacy efforts this past quarter. We partner with the Ohio Injury Prevention Partnership in promoting and supporting falls prevention awareness. PBO received multiple Ohio Falls Coalition Pilot Project grant awards for HE/ADVT training and the provision of VCO services. We also partnered with the OOA and OOS in the work of the Children's Vision Strike Force and Governor DeWine's OhioSEE program language in HB 96. PBO also partnered with the OOA and OOS on our HB 96 SOS amendment that would create additional voluntary checkoffs. In addition, we partnered with multiple organizations as part of the Ohio Protect Patient Assistance Coalition in support of SB 207 that would stop health insurers from using copay accumulator programs. This bill ensures that all payments, whether made by a patient or on their behalf, count toward the patient's out-of-pocket costs for prescription drugs.

- 3 Invite local elected officials, including members of the General Assembly, Congress and local Bureau of Motor Vehicle representatives, and other local advocate organizations to all appropriate Prevent Blindness Ohio and Save Our Sight sponsored activities in their area.

Update: During this past quarter, PBO has invited legislators to our SOS in-person vision screening trainings as well as to our 5/7/25 Legislative Briefing at the Ohio Statehouse. We have also invited them to our 8/14/25 Aging Eye Summit.

Provide leadership to coalitions and partnerships that address eye health and safety

- 1 Facilitate quarterly meetings and activities of the Aging Eye Public Private Partnership (AEPPP) and ensure their success in reaching the goals detailed in the AEPPP Strategic Plan.

Update: Our last quarterly meeting was May 28, 2025 and we followed-up this meeting with our AEPPP quarterly newsletter. Our Aging Eye Summit is scheduled for August 14, 2025. We regularly progress and report on our strategic plan goals and activities.

2

Distribute the Ohio Vision Resources and Services Guide annually through OSHIIP, Opportunities for Ohioans with Disabilities, Ohio General Assembly, and other aging network organizations.

Update: The Resources Guide was updated in April 2025 and is distributed in the HealthyEyes toolkits for every trained healthyeyes advocate/adult vision screener as well as to legislators and executive agency staff at our annual Legislative Briefing on May 7, 2025. We also provide them at our booth at Safety Congress as well as BWC Medical and Health Symposium. We have shared the updated guide with all AEPPP members for their distribution and utilization and to share with their colleagues and networks. We provide the guide at all Community Services' events and we also recently shared it with members of the Ohio Falls Coalition.

- 3 Facilitate a minimum of one joint activity annually for the Ohio Eye Care Coalition and coordinate their activities.

Update: The Ohio Eye Care Coalition last met on October 30, 2024 and will next meet in late Summer. PBO coordinates all activities and handles administrative tasks for the Coalition.

RESOURCE DEVELOPMENT

Increase revenue from all sources

- 1 Increase revenue from each source category by at least 3% each year. Source categories include individual giving, restricted/unrestricted grants from foundations/corporations/organizations (excluding SOS grant), and special events.

Update: Individual giving revenue is \$8,504; restricted grant revenue from is \$20,400; Unrestricted grant revenue from foundations/corporations/organizations is \$68,586 ; special event revenue is \$69,629. % increase will be reported 3/31/2026.

- 2 Retain at least 65% each year of donations received (including donations/grants/sponsorships) of \$100 or more during the previous year.

Update: PBO has received 119 donations/grants/sponsorships of \$100 or more so far this fiscal year. % will be reported 3/31/2026.

- 3 Increase planned giving commitments by at least two new commitments each year and make contact with all planned givers at least once per year.

Update: A Planned Giving presentation was given during the winter board and council meetings in 2025. PBO received two confirmations of planned gifts during the 24-25 fiscal year. Planned givers are contacted throughout the year via in person visits, phone calls, and email newsletters. A quarterly Legacy Newsletter is mailed to 1300 planned giving prospects through PBA. Planned givers are included in PBO's donor development activities including personalized outreach.

- 4 Secure a financial contribution from 100% of all Board and Executive Council members and staff.

Update: Annual Campaign solicitations from board members will begin in September 2025.

Maintain financial stability

- 1 Produce and monitor an annual budget that meets the programmatic needs of the organization, preserves current level of diversification in funding, ensures 80% of all dollars raised are invested in sight saving programs, and incorporates measures necessary to maintain unrestricted net assets of 1-3 years' operating expenses.

Update: PBO currently has 3.5 years worth of operating expenses in long-term investments. The budget process for FY26-27 will begin in November 2025.

2

At least four times per year review the organization's investments to ensure the investment account adheres to the asset allocation guidelines set forth in the investment policy and analyze the investments' performance related to the benchmark index and make recommendations to the investment advisor when necessary.

Update: The Finance Committee reviewed the investment account at its June 2025 meeting and will again in September 2025. The committee also conducted its annual review of the Investment Policy and will request approval of updates at the August 2025 BOD meeting.

- 3 Monitor internal controls to ensure financial integrity, accountability, and compliance by conducting annual audit/financial/statements review and monitoring policies designed to prevent fraud and mismanagement of funds.

Update: The annual audit is currently underway. The Finance Committee anticipates receiving the draft audit prior to the August 20, 2025 BOD meeting.

- 4 Conduct annual risk assessment to identify internal and external risks that may affect the organization, including financial, operational, reputational, compliance, and strategic risks and ensure practices and policies are in place to mitigate potential risks.

Update: The annual risk assessment will be completed during September 2025.

5

Conduct an analysis of the Standards For Excellence Certification and its impact on PBO's credibility in Ohio. If determined to be impactful, renew the certification in 2028 when current certification expires.

Update: Analysis will be conducted prior to the 2028 renewal time.

Utilize advancements in technology

1

Solicit online donations at least once monthly through social media and quarterly through email database.

Update: Online donation solicitation requests are being sent regularly through email and social media.

- 2 Maintain and update when feasible cloud-based server, email system, accounting and database systems and attendance/payroll services to mitigate risk and remain flexible in meeting variable demands from marketplaces.

Update: PBO continues to maintain its cloud accounting software and attendance/payroll reporting to mitigate risk.

3

Maintain databases of donors, volunteers, Vision Care Outreach clients/providers, and program recipients that tracks history, interactions, deadlines, related documents and services provided that allows for program impact reporting and consistent communication with donors and program participants.

Update: A review of the volunteer database was conducted in July 2025 and updates were made. The referral database is reviewed regularly and updates are made as needed.

Increase volunteer participation

- 1 Convert at least two event participants from each event to serve as a PBO volunteer (i.e. serving on a committee, Board/Chapter Council, or being trained as a vision screener).

Update: Summer golf events just finished and the committee is beginning to recruit volunteers for the 2026 event committees.

- 2 Grow the total membership of each Executive Council until the Council has reached a total membership of 15-20 members and then maintain membership level of 15-20 per council.

Update: The NWOH EC has 8 members, NEOH EC has 18 members, SWOH EC has 8 members, and the MVOH EC has 14 members. Chapters are continuously recruiting new members.

- 3 Grow the total membership of standing committees and special event committees by two per year until membership of each committee reaches 15 members at a minimum and then maintain a minimum of 15 members per committee.

Update: Current membership counts per committee are as follows: Advo-12, B&F-11, CS-33, Dev-19, HR-8, VLRD-15

- 4 Maintain a range of 30-36 active statewide members to the Board of Directors.

Update: There are currently 33 members of the Board of Directors

Develop staff and volunteer leadership

- 1 Conduct an annual assessment of Board of Directors and Executive Councils diversity to maintain a minimum of 15% from the ethnic population, 20% <40 years of age or >60 years of age, 40% female, and 25% outside of central Ohio.

Update: The current BOD consists of 33 members, 15% from the ethnic community, 33% are <40 or >60, 48% are female, and 30% are from outside central Ohio.

- 2 Develop, implement and maintain strategies that promote employee satisfaction, growth, and loyalty, minimizing turnover and ensuring long-term retention average of 3+ years of staff. Conduct an annual anonymous survey of employees to rate satisfaction with their role at PBO and their individual growth in their position.

Update: The HR Committee reviews Retention/Turnover rates annually. The average tenure for managers is 11.6 years (11 years excluding CEO) and 8.6 years for all staff as of 7/1/2025. The turnover rate was 14% with two employees leaving PBO in the past year (one moved out of the area and another took a new position in a different field). An employee satisfaction survey will be conducted prior to the end of the fiscal year.

3

Promote a culture of inclusion so all employees feel valued and respected. Conduct annual anonymous survey of employees to rate employee satisfaction in the area of inclusion and belonging.

Update: An employee satisfaction survey will be conducted prior to the end of the fiscal year.

4 Maintain a current emergency succession plan and leadership succession policy and review annually by the Human Resources Committee or when a change in leadership occurs.

Update: PBO maintains an emergency success plan and a leadership succession policy that is reviewed annually by the Human Resources Committee.

5 Maintain a salary administration program that promotes competitive salary ranges and benefits benchmarking with similar nonprofits.

Update: A comprehensive review of PBO's salary levels is conducted annually and compensation, as well as benefits offered, are compared with similar positions and organizations through the OANO Salary and Benefits Benchmarking Survey report released every two years. When salaries fall below the average range, necessary adjustments are made.

6 Hold a minimum of one all-staff event each year that focuses on team development and enrichment as well as regular all-staff meetings (at least monthly) that gives the team an opportunity to spotlight department achievements.

Update: PBO staff meet weekly where departmental updates are provided and staff are kept in the loop on important things happening. Professional development trainings are held as needed. A minimum of two all staff social outings are held annually.

Strengthen volunteer leaders' engagement

1 Ensure that at least 90% of each Board and Executive Council member serve on at least one fundraising sub-committee or volunteer at one special event each year. (Committee/events include People of Vision, Swing Fore Sight, Development Committee, or Thankathon)

Update: Many Board and Executive Council members serve on the Development Committee. Many served on the 2025 Swing Fore Sight Golf Tournament Committees. We will invite volunteers to participate in Thankathon and help with the 2026 People of Vision Celebration Host Committees. % will be reported 3/31/2026.

- 2 Track and evaluate Board and Executive Council member achievements of non-fundraising responsibilities and ensure that 75% of members achieve at least 75% of job responsibilities. Responsibilities include Board/Executive Council meeting attendance, annual financial contribution, PBO volunteer orientation session, complete planned giving survey, participate in a community services event and attendance at committee meetings.

Update: During the last fiscal year (2024-2025) 88% of board members achieved at least 75% of board member responsibilities.

3

Conduct annual volunteer satisfaction surveys and volunteer engagement reviews with all members of the Board of Directors and Executive Councils to ensure a positive satisfaction rating of volunteer leaders and to address barriers volunteers may be having in fully engaging in their role with PBO.

Update: The annual leadership survey will take part in Fall 2025.

- 4 Promote the Board Chair's adoption of at least two meaningful priority areas of focus that impact the mission and support the strategic plan and provide the Board of Directors with updates on these priorities at least once annually.

Update: PBO's current chair, Jim Griveas, has set priority goals for his tenure as Board Chair and updates are provided to the Board in May of each year.

5

Ensure each Board, Executive Council, and standing committee meetings include a client success story, mission related updates, financial statement reviews (except standing committee meetings), report on strategic plan progress, discussion regarding relevant issues impacting PBO, an update on advocacy related issues and efforts, and opportunities for engagement.

Update: All have been a part of the meeting agendas so far this year.

Increase brand awareness

- 1 Collect donor and client stories regularly and spotlight a minimum of one client story per week and one donor story per month on social media outlets.

Update: We collect donor and client success stories throughout the year and highlight successes regularly on social media.

2

Maintain a monthly average of Facebook and Twitter followers of 1,250, post stories relevant to PBO and its mission a minimum of 20 times per month and maintain a monthly engagement rate of 15%.

Update: Facebook followers = 1,531; Facebook engagement rate = 26%; Twitter followers = 1,278; Daily posts are being made.

- 3 Reach a minimum of 200 media placements (articles and interviews) annually in which Prevent Blindness Ohio and/or its program(s) are cited.

Update: Media placements as of 6/30/2025 = 289

4

Develop relationships (at least one face-to-face meeting) with at least 10 media contacts annually (2 per region) that provide at least one new media placement in their print publication, TV, website or radio.

Update: Cody Thompson Spectrum News 1; Barb Hendel Toledo Blade; Paula Balish WNCX 98.5 Cleveland; Liz Bonis WKRC Local 12 Cincinnati; Robyn Haines WCMH Columbus; Russ Heltman WMKV/WLHS Cincinnati

5 Communicate at least quarterly via electronic communication with donors and volunteers, advertising volunteer opportunities, program impact and upcoming events.

Update: Quarterly email updates are being sent. Communications went out in June 2025.

6 Share educational resources regarding eye health topic of the month with media, volunteers, donors, elected officials, and our partner organizations.

Update: Prevent Blindness monthly topic press releases, resources and graphics are shared at the beginning of every month.

7

Maintain the PBO and WiseAboutEyes websites, ensuring they remain current, relevant, engaging, and effective in fulfilling PBO's mission. Maintain visitor impressions of at least 20,000 per year.

Update: Visitor impressions as of 6/30/2025: PBO Website = 3,354; Wise About Eyes website = 654

8 Review, and update when needed, the Corporate Communications Policy every two years and provide training to staff and volunteers of its content and usage.

Update: The Corporate Communications Policy is reviewed every two years. It was updated and approved at the February 2025 Board meeting. It will be reviewed again in 2027.

Increase capacity to provide community services

1 Increase the number of eye exam/eyeglass donors, including donating doctors (2 per region per year) and donating voucher programs (minimum of one during five-year plan).

Update: PBO has contacted over 215 practices asking for one or two eye exam donations. While we are following-up on these phone and email communications, only about 10% are responding to our outreach where we provide additional information. We develop our target list as a combination of targeting zip codes where we have no vision options, combined with our prior doctor list and those who are part of VSP. We are preparing a new list of roughly 50 providers to contact. Thus far, we have acquired: 1 new (SW); 1 new (Central); 1 new (Central/NW); and 1 new (NE). Many of those who do respond indicate that they are now part of larger networks with strict rules on exam donation and/or who receive reimbursement as part of VSP, AEG, etc. Others indicate that they donate only through their local Lions Club.