Prevent Blindness Ohio
Strategic Plan 25-30 Action Items
Updated As of September 30, 2026

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.

Udpate: PBO goal for VCO inputs this year is 3,941. As of 9/30/26, we are at 1,767 inputs or 47% of goal. PBO goal for eyes saved this year is 4,514. As of 9/30/26, we are at 2,305 eyes saved or 51% 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, 223 partner organizations referred to VCO. Our 3% increase target for this year is 230 and as of 9/30/26, 172 partner organizations or 75% of goal that 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 81 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 6/17/26 with 32 in attendance. Our second webinar was on 9/16/26 with 31 in attendance. Our next webinar is scheduled for 12/16/26. 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 4/6/26, 7/10/26, and 10/8/26.

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: PBC 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. While our overall VCO inputs for last year fell short of goal, we do have many instances of POs continuing to refer which has resulted in quick removal from wait list status when an eyecare provider is found as was the case with Hope Clinic of Ross County. This year we are outreaching within 60 days of any newly trained partners who are not referring clients to troubleshoot.

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: Last fiscal year, we added 3 new FQHCs (Five Rivers Health Center, Health Partners of Western Ohio and Cincinnati Primary Care) in our diabetic retinopathy quality improvement project. These sites are conducting diabetic retinal screenings and Five Rivers is also now referring clients to VCO. This year we have added a new FQHC (Family Health Services of Darke County) to the QI project. In addition, as part of our Integrating Vision Health Education into Community Health Centers project, Physicians CareConnection, Lower Lights Christian Health Center, Heart of Ohio and PrimaryOne Health have signed MOUs to participate

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, Family Health Services of Darke County, 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. 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 now have a new page on our website with this information. We are referencing 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 held six team meetings to develop, review and launch content for the website, which went live 10/1/25. The dedicated webpage will help individuals better understand and navigate the complex systems of Medicare, Medicaid, and Medicare Advantage. It focuses on straightforward steps to empower people to determine vision care coverage, identify participating providers and understand what to expect when scheduling services. We continue raising awareness of the page through communications to our networks including partner organizations and vision screeners (via newsletters), AEPPP, etc. Team met in February 2026 to review what has been working well and discuss possible additions to the site and review national's site. We will continue meeting quarterly to review and discuss potential changes.

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: We continue working to increase the number of companies who include vision insurance to their employee compensation packages. We will again highlight the importance of employers providing access to vision insurance benefits at each of our upcoming POV events. As we did last year, we will create and include an article about the importance of vision insurance in the employee total compensation package in one of our newsletters for corporate partners. We will also create multiple social media posts focusing on this topic including: Healthy Vision Begins with Access to Eyecare; Vision Care is Preventative Care; and Vision is Key in Workplace Performance and Productivity.

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 142 individuals in navigating through Medicare/Medicaid and our goal for this year is to assist at least 147. As of 9/30/26, we are at 76 or 52% 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 395 individuals this fiscal year and as of 9/30/26, we have trained 230 (58%). 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); Belmont County Health Department (Central/SE); Conneaut City Health Department (Central); Five Rivers Health Center (MV); Morrow County Health District (Central); Western Reserve Area Agency on Aging (NE); CommunityCare Clinic (NW); That Neighborhood Free Health Clinic (NW); Ohio Valley Health Center (Central); Neighborhood Health Association (NW); Delphos Senior Center (NW); Cincinnati Health Department (SW), and Opportunities for Ohioans with Disabilities (Central).

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 and its trained partners have conducted 4 vision and falls presentations so far this fiscal year (4/15/26 - Andrea - Dayton Fire Department Paramedicine Program; 4/10/26 - David - OACHC Hypertension & Diabetes Collaborative; 7/30/26 - Andrea - Dayton Fire Department Paramedicine Program; 7/30/26 - Darcy - Kendal At Home; 9/23/26 - Andrea - Dayton Fire Department Paramedicine Program). PBO has trained four individuals who are delivering these presentations. In addition, PBO provided Falls prevention information and materials for several Ohio Falls Coalition members who have used them for multiple presentations they provided.

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 (May 2026, September 2026) 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 395 individuals this fiscal year and as of 9/30/26, we have trained 230 (58%). The certifications of 384 individuals are expiring this year and we need to renew at least 20% (77). As of 9/30/26, we have recertified 40 (52%).

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 750 individuals this fiscal year and as of 9/30/26, we have trained 609 (81%). The certifications of 707 individuals are expiring this year and we need to renew at least 30% (213). As of 9/30/26, we have recertified 149 (70%).

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 sent out survey for children's screeners in January 2026 to avoid conflicting with ODH vision screening data survey. We have assimilated the responses and adjusted our formulas accordingly.

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: 280,787 visited the COSI exhibit from 4/1/26-9/30/26. We also provided information and resources to 40,965 Ohioans from 4/1/26-9/30/26. Total = 321,752.

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.
February/March. 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. We may also learn of other sources of information from members of our newly created Vision Health Task Force that held its first meeting in May 2026 and will next meet 11/4/26. We created

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 particpate on the National Center for Children's Vision and Eye Health's National Advisory Committee. In addition, PBO serves on PB's Access to Vision Care Task Force.

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 2026 Fellowship. The Selection Committee met on April 1st and selected two applications to receive Fellowships: Kendall Farley (University of Akron) and Roja Sharma (Cleveland State University). Following their summer research, they will present their findings at the virtual 2026 Scientific Forum on November 9, 2026.

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 collaborating with Prevent Blindness and Regeneron/Social Lens Research on their 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. We are also well into our Integrating Vision Health Education in Community Health Centers project. The goal of the project is to stem the tide of increasing eye disease in adults, especially those with diabetes. We are working with community health centers to appropriately identify diabetic retinopathy through early screening. This project will employ several public health interventions, including diabetic retinal screenings, public education geared toward patients living with diabetes and education for professionals serving those living with diabetes. We have given grants to 4 CHCs (Physicians CareConnection, Heart of Ohio, PrimaryOne Health and Lower Lights Christian Health Center) that will enable them to utilize retinal screening equipment and complete diabetic retinal screenings as part of this project. In addition, the staff and volunteers at these CHCs will be trained, certified and equipped as HealthyEyes Advocates and adult vision screeners and they will be trained to refer to clients to our VCO program.

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 Diabetes 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. We are also well into our Integrating Vision Health Education in Community Health Centers project. The goal of the project is to stem the tide of increasing eye disease in adults, especially those with diabetes. We are working with community health centers to appropriately identify diabetic retinopathy through early screening. This project will employ several public health interventions, including diabetic retinal screenings, public education geared toward patients living with diabetes and education for professionals serving those living with diabetes. We have given grants to 4 CHCs (Physicians CareConnection, Heart of Ohio,

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. We also publicized two research study opportunities from the Visual Impairment Lab at The Ohio State University on improving accessibility for individuals with visual impairment.

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 recently completed 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 2026 and we submitted our request for their inclusion in the 2027 BRFSS survey in September. 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: We will review and revise the 2026-2027 agenda at the November 2026 and January 2027 Advocacy Cor

2
Deliver testimony and make advocacy visits regarding legislation that impacts eye health and safety.

Update: In addition to our legislative amendments to HB 96 that we advocated for in March-June 2025, we also advocated for Governor DeWine's OhioSEE program. We also discussed our legislative priorities with legislators and their staff at our May 13, 2026 legislative briefing at the Ohio Statehouse. We also testified in support of HB 374 (prescription drug reader legislation) in October 2025. We also met with the legislative sponsors (Rep. Piccolantonio; Rep. Synenberg; Sen. Weinstein; Sen. Schaffer) of HB 573 and SB 317 (creating pediatric cancer research fund that is funded in part by motor vehicle registrations) in January and February 2026. We also participated in Eyes on Capitol Hill meeting with multiple legislators (Beatty, Jordan, Joyce, Kaptur, Balderson, Rulli and Husted) on 6/9/26 to share information about PBO programs and services as well as advocate for our national office's legislative agenda.

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 and 27 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). We have also sent PB advocacy alerts concerning FFY 26 and 27 funding for CDC, Step Act, EOCH, and proposed rule changes to Head Start that would negatively impact vision screenings. We also participated in EOCH meetings with Ohio Federal legislators on 6/9/26 in support of the PB federal legislative agenda.

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 are also working on our Integrating Vision Health Education into Community Health Centers Project to establish and/or maintain vision services within CHCs. We also succeeded in obtaining ODH inclusion of vision questions in the 2026 BRFSS survey and submitted those questions in September for the 2027 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. 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. Both MCED legislation and PBM reform measurers have been enacted. 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: PBO made contact with legislators multiple times. We met with multiple legislators and executive branch staff during our 5/13/26 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 met multiple times with the Ohio Department of Aging, which resulted in our obtaining grant funding from them for our HE/ADVT trainings. 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. We also testified in support of HB 374 (prescription drug reader legislation) in October 2025. We also met with the legislative sponsors (Rep. Piccolantonio; Rep. Synenberg; Sen. Weinstein; Sen. Schaffer) of HB 573 and SB 317 (creating pediatric cancer research fund) in January and February 2026.

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 13, 2026 at the Ohio Statehouse. The event had 49 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 5/13/26 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 this past year about HB 96, our legislative priorities/amendments and HB 573/SB 317. 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 emphasize to legislators the value of research and share our QI project and Integrating Vision Health Education in Community Health Centers work with them including our new OhioSEE grant. 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.

including participating in Eyes On Capitol Hill visits on 6/9/26. During these meetings, we have advocated for increased support for NEI and CDC research including surveillance data. In addition to advocating for increased funding, we have sent multiple communications focused on helping to preserve existing funding and research as well as opposing NIH/NEI consolidation. We also sent multiple advocacy alerts and social media

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 as well as CDC funding in FFY 26 and 27 and the Safe Step Act as well as proposed rule changes to Head Start 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. 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. PBO ialso worked with its partners to share our concerns with HB 573/SB 317 and the negative impact these bills would have on the SOS Fund and our vision programming/training. We also held our first Vision Health Task Force meeting in May 2026 and outreached to many of our partners to join it. In addition, we assisted PrimaryOne Health in their advocacy efforts that successfully restored essential vision services funding ($1.8 million) by communicating with Columbus Mayor Ginther as well as members of Columbus City Council. We will also be

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: PBO has invited legislators to our SOS in-person vision screening trainings as well as to our 5/13/26 Legislative Briefing at the Ohio Statehouse.

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 March 30, 2026 and we followed-up this meeting with our AEPPP quarterly newsletter in April. The prior meeting was December 3, 2025 and we followed-up this meeting with our AEPPP quarterly newsletter. Our Aging Eye Summit originally scheduled for July 13, 2026 was postponed.

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 13, 2026. 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 shared it with members of the Ohio Falls Coalition. We also include this information in all of our legislative meetings.

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 May 27, 2026. The Coalition will next meet in Fall of 2026. 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 $22,809; restricted grant revenue is $132,679; Unrestricted grant revenue from foundations/corporations/organizations is $147,193; special event revenue is $76,455. % increase will be reported 3/31/2027.

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 181 donations/grants/sponsorships of $100 or more so far this fiscal year. % will be reported 3/31/2027.

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 2026. PBO received one confirmation of a planned gift during the 25-26 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. PBO has one planned giving commitment so far this fiscal year.

4 Secure a financial contribution from 100% of all Board and Executive Council members and staff.
Update: Board of Directors: 39%; SW Exec Council: 0%; NE Exec Council: 18%; MV Exec Council: 9%; NW Exec Council: 0%; Staff: 93%

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 4 years worth of operating expenses in long-term investments. The FY26-27 Budget includes increased investment into community services programming and anticipates using $161,151 of long-

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, September 2025, December 2025 meetings. The committee also conducted its annual review of the Investment Policy and the BOD approved those updates at the August 2025 BOD meeting. The investment advisors provided an update on

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 Finance Committee reviewed the draft audit at the August 20, 2025 BOD meeting and approved the final audit at the November 2025 BOD meeting. The Board will review the draft audit at its Augsut 2026

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 was completed during September 2026.

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 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 acounting 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: Groundwork Group made the decision in May 2026 to discontinue the Civic platform. PBO Leadership is working with an outside IT consultant to establish and maintain a temporty database system and to select

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).
learning more about volunteering. No golf event participants expressed interest in volunteering on the committee.

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 9 members, and the MVOH EC has 12 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-11, B&F-14, CS-33, Dev-20, HR-9, VLRD-15

4 Maintain a range of 30-36 active statewide members to the Board of Directors.
Update: The PBO Board consists of 31 Board members.

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: As of May 2026, the PBO BOD will consist of 31 members, 16% from the ethnic community, 29% are <40 or >60, 45% are female, and 29% 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.
the BOD in November 2026.

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 2026 Swing Fore Sight Golf Tournament Committees. We will invite volunteers to participate in Thankathon and help with the 2027 People of Vision Celebration Host Committees. % will be reported 3/31/2027.

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 (2025-2026) 83% 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 surveys where conducted during the Fall/Winter 2025/2026 and results were presented to the Board members in February, 2026.

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, Ben Antonelli, has set prioroty 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% (Post Engagement/Post Reach).
Update: Facebook followers = 1,588; Facebook engagement rate = 4%; Twitter followers = 1,279; 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 9/30/2026 = 716

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.
Imbody, The Daily Record Wooster; Christina Williams, WTOL 13 Toledo; Kristie Kemper, WLVQ FM 96 Columbus; Chrissa Loukas, Spectrum News 1 Columbus. We had face-to-face or live interviews with 6 unique media contacts: 3 Central Ohio; 1 NWOH; 1 NEOH; 0 SWOH; 1 MVOH.

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 May and September 2026.

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 9/30/2026: PBO Website = 25,434; Wise About Eyes website = 1,866

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 250 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. Thus far, we have acquired: 1 new (SW); 3 new (Central); 1 new (Central/NW); and 2 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. In partnership with our national office, we are now also working with KeraLink who provides voucher codes for online eyeglass purchases. This new partnership began in March. We have provided many KeraLink