



VISION FORWARD ASSOCIATION 2014-2015 ANNUAL REPORT



Living Our Mission

“While they were saying among themselves it cannot be done, it was done.”

HELEN KELLER

For over 96 years, Vision Forward’s mission has been centered on people in Southeastern Wisconsin who are impacted by vision loss and we live that mission every day. We are governed by people who are impacted by vision loss — 45 percent of our board of directors is blind or visually impaired as is 20 percent of our staff — which adds a deeper level of commitment and sensitivity to the needs of our clients.

We exist because people who are blind or visually impaired need our services. Our expertly qualified and certified staff understands the needs of our clients and focuses not only on their visual impairment, but also on their individual goals. Some recent accomplishments include:

- A medically challenged two-year-old with very little function finds her voice and the ability to communicate through the use of technology that allows her to make choices and engage with others.
- A 35-year-old male who recently lost his vision is now training to learn new ways of getting dressed, making meals, managing money and doing laundry, all tasks necessary to achieve independence and success in life.
- An employer gains awareness of the adaptations that can be made for a female employee with changing vision and how these adaptations can help her fulfill her job responsibilities and remain employed.

These achievements are stepping stones to self-sufficiency, the end goal for most people living with vision loss.

Vision loss is a challenge. However, we know firsthand those challenges can be overcome and that’s why we exist. In spite of the obstacles that may have brought individuals to Vision Forward, every day we see the personal achievements and successes of people as they build confidence in their abilities.

Thank you for your continued support. We hope you are as inspired as we are by the successful achievements of the people we serve.



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Empowering People



▲ Rosa

Rosa, a working age adult, has lost significant vision due to complications of diabetes. A new journey has begun for her.

Rosa has taken the first steps toward independence by learning to travel safely using a white cane and exploring various assistive technology options to help her continue her journalism career and stay informed. The road is long, but she now feels empowered to learn all that is necessary to reach her goals of living independently and being employed.

- 155 adults like Rosa received 1,540 service hours, learning to perform critical daily tasks that rebuild self-sufficiency: making meals, traveling safely, managing finances and reading mail.
- 91% of adults reported they have confidence in their knowledge and abilities in relation to their vision loss.
- Our staff evaluates worksite accessibility, makes recommendations for assistive technology and offers technical support for employees to continue on their chosen employment path.

Educating Families and Community



▲ Bea

Bea is a precious three-year-old who was born with myopia and as a result is visually impaired.

Bea's parents were concerned about what this meant for their child's future. After working with our team of therapists and teachers, Bea has progressed tremendously with her goals of walking and feeding herself. Her parents found answers and support at Vision Forward and have newfound confidence Bea will thrive and reach her full potential.

- 112 children (ages six week to six years), received 9,107 hours of direct service, which included one-on-one vision, special education and therapy services to help them achieve critical developmental milestones and prepare for school.
- 84% of children served displayed improvement in their motor skills.
- 551 individuals were able to learn more about vision loss and access product solutions through our Mobile Store outreach efforts.

Enhancing Lives



▲ Dona

(left) with
Heather
Hinson, OD

Dona is an older adult who has been experiencing changing vision due to macular degeneration.

Dona met with our onsite optometrist and occupational therapists to help her with daily activities like cooking, reading and using the phone. She and her husband Jack have also benefited from our New Perspective support series and an Adaptive Gardening course. The support, connections and resources they've found to better manage life with changing vision has been invaluable.

- 256 adult clients with low vision gained better understanding of the cause of their vision loss and how to make the most of their remaining vision through training on magnification, glare control and specialized lighting.
- Occupational therapists conducted follow-up appointments at our clients' homes, helping them achieve greater success in reaching their goals.
- 54 school-age youth participated in activities to prepare them for adulthood.



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Michael and Kathryn Wojtysiak
Mr. and Mrs. Dale Wolf
Thomas and Joyce Wolf
Nikki and Chad Wolf
Ms. Donata F. Wolfgram
John and Jeanne Wood

Mr. John S. Wright
Dennis Wry
Joanne and Robert Wucherer
Mr. and Mrs. Gary Wycklendt
Dr. Charles B. Yang, M.D.
Neil Young
Mr. Thomas A. Younk
Mr. and Mrs. Richard Yuspeh
Mrs. Freda V. Zacharenka
Mr. James J. Zatorski
Ms. Nancy Zawacki
Mr. Christopher Zei
Ronald Zeise
Ms. Kathy J. Zeit
Ben and Sarah Zellmer
Sally Zenchenko
Mrs. Carole Zenker
Mr. and Mrs. Tracy Zimdars
Helen Zimmerman
Phil and Sue Zuehlke

CORPORATIONS AND ORGANIZATIONS

Anonymous (2)	Cougle Commission Company	Golf Outlet
A.J. Ugent Furs	Cozzini Brothers, Inc.	Goodsearch
Abbyland Sausage & Meats	CureMD.Com, Inc.	Gothe House Wisconsin
Accunet Mortgage	DentaQuest	Grainger
Adventure Rock	DeWitt Ross & Stevens	Grand Geneva Golf Resort
AIR Technology Services	Doubletree Hilton Downtown	Great Lakes Distillery
Alioto's	Drydon Equipment, Inc.	Great Lakes Gelatin, Co.
American Manufacturing Co., Inc.	EAA Aviation Center	Greater Greenfield Lions Club
Anodyne Coffee Roasting Company	Eagle Lioness Club	Guarino Wholesale Meats
AP Bar and Kitchen	East Towne Jewelers	Hales Corners Lioness Club
Apples of Eden	East Troy Lions Club	Harbor Shores
Appliance Gallery	East Troy Railroad Museum, Inc	Harley-Davidson Motor Company
Aptargroup	Elite Spice	Heidel House Resort & Spa
AT&T Employee Giving Campaign	Emergency Medicine Specialists SC	Hiller Ford, Inc.
Aurora Health Care	Estate of Irving Chortek	Hiller Realty
B & F Warehouse, Inc.	EVO Milwaukee	The Home Market LLC
Bank Mutual Corporation	Evolution Retirement Services, Inc.	Huron Fabrication and Machine Corp.
Banner Welder, Inc.	Eye Care Specialists, S.C.	Ideal Crane Rental, Inc.
Beer Capitol Distributors	Eye Institute Medical College of WI	Infinite Gynastics Academy
Bel Canto Chorus of Milwaukee	Fat Daddy's	Irish Festivals Inc
Best Place at the Historic Pabst Brewery	Ferch's Malt Shoppe	Ixonia Lions Club
Betty Brinn Children's Museum	Festa Italiana	Jack Safro Toyota
Beyond Vision	Fidelity Charitable Gift Fund	Jalensky's Outdoors & Marine, Inc.
Big Backyard	Firefly Urban Bar and Grill	Joey's Seafood & Grill
Big Bend Vernon Lions Club	First Stage	KDV Label Co., Inc.
Black Shoe Hospitality	Fiserv	Klement's Sausage Company
BMO Harris Bank N.A.	Floral Expression by Ron	Kloiber Jewelers
Broadstreet Coffee	Foley & Lardner	Kohl's Corporation
C & F Packing Company, Inc.	Franklin Lioness Club	Lake Geneva Cruise Line
Caledonia Lioness Club	Franklin Lions Club	Lakefront Brewery
Caledonia Lions Club	Frantz Co., Inc	Langer Roofing & Sheet Metal Inc.
Cardinal Capital Management, Inc.	Frederick Packaging, Inc.	Lela
Cawley	Fringe Salon	Libby Montana Bar, Grill & Volleydome
Cedarburg Cultural Center	Froedert Hospital	Lioness Affiliate District 27 A1
Centro Cafe	Gathering on the Green	Lioness Club of Sussex
Charles Levenhagen Family Trust	GE United Way Campaign	Little Switzerland
Children's Hospital of Wisconsin	General Converting, Inc.	Lomira Lions Club
Clear Vision Midwest	Genoa City Lions Club	Lone Star Beef
Cognex Corporation	Gilles Frozen Custard	Margo's Village Boutique
ComedySportz	Daniel R. Glaser, C.P.A., S.C.	Mary McEntee Trust
Cooper's Hawk	GMB & Associates, LLC	Mattingly Low Vision, Inc.
Costco Wholesale		

CORPORATIONS AND ORGANIZATIONS *continued*

Midland Packaging & Display
Milwaukee Admirals
Milwaukee Beer Barrels
Blind Bowling League
Milwaukee Brewers
Baseball Club
Milwaukee County Zoo
Milwaukee Food Tours
Morgan Stanley
Mortensen Portrait Design
Mortgage Guaranty
Insurance Corporation
MSI General Corporation
Mukwonago Lions Club
National Baking Company
New Berlin Lioness Club
Northwestern Mutual
Nu-Meat Technology, Inc.
Oak Creek Lions Club
Original Creampuffs, LLC
Paddock Lake Lions Club
Pie Incorporated
PNC
Port Washington Lions Club
Precision Gears Inc.
Prospect Lions Club of New Berlin
Retina & Vitreous Consultants
of WI
Ricardo's Pizza
Road America
Rock-n-Roll Imaging & Design
Rocky Rococo Pizza
Roots Salon & Spa
Roundy's
Ruppelt Law Office
Saint Vincent Palloti Parish
Sattell, Johnson, Appel & Co. S.C.
Schlitz Audubon Nature Center
Scion Dental, Inc.
Seasons of the Heart
Serjeants Inn
Shorewest Realtors
Shorewood Animal Hospital
Sidello Property Services
Skylight Music Theater
Sobelman's Pub & Grill
South Milwaukee Lions Club
Stelluca
Sussex Lions Club
SVA Certified Public
Accountants, S.C.
Swimtastic Swim School
Temple Brotherhood Congregation
Emanu-El B'ne Jeshurun
The Brewhouse Inn and Suites
The Last Detail
The Suburban Woman's Club
of Wauwatosa
The Wool and Cotton Company
Thiensville Mequon Lions Club
Thomson Reuters
Toshiba International Corporation
Transfer Pizzeria Cafe
Treiber & Straub Jewelers
Trim-Rite Food Corp.
Truist
U-Line Corporation
Union Grove Lioness Club
Union Grove Lions Club
Unisource Worldwide
United Food Ingredients, Inc.
United Methodist Women
of CUMC
United Way Metro Chicago
United Way of Coastal
Fairfield County, Inc.
United Way Of Dane County
United Way of Greater Milwaukee
& Waukesha County
United Way of Metropolitan
Atlanta, Inc.
Urban Ecology Center
Wales-Genessee Lions Club
Waukesha Evening Lions Club
Wells Fargo Community Support
Campaign
West Allis Lions Club
West Milwaukee Lions Club
Wheaton Franciscan Services, Inc.
Wild Workouts and Wellness
Wines for Humanity, Inc.
Wisconsin Athletic Club
Wisconsin Energy Corporation
Wisconsin Kitchen Mart, Inc.
Wisconsin State Fair
Wisconsin Vision
Wolf Promotions Inc.
Zoological Society of Milwaukee

FOUNDATIONS

Assurant Health Foundation
ATI Foundation
The Augustyn Foundation Trust
Alvin & Marion Birnschein Foundation
Brewers Community Foundation, Inc.
The Brookby Foundation
Catherine A Hiemer Trust Estate
The Catholic Community Foundation
Marjorie L. Christiansen Foundation
Patrick & Anna M. Cudahy Fund
Davidson & Harley Fund
Edward U. Demmer Foundation
Elizabeth Elser Doolittle Charitable Trusts
Albert J. & Flora H. Ellinger Foundation
Emil Ewald Family Foundation, Inc.
Gardner Foundation
GE Foundation
General Mills Foundation
Greater Milwaukee Association of Realtors Youth Foundation
Greater Milwaukee Foundation
Dr. Samuel S. and Anne W. Blankstein Family Fund II
Carl and Alma S. Greilach Fund
Nancy E. Hack Fund
JayKay Foundation Fund
Catherine and Walter Lindsay Foundation Fund
Green Bay Packers Foundation
Dr. Harry J. Heeb Foundation
Paula Hunkel FBO Emil Hunkel Memorial Trust
Freida & William Hunt Memorial Trust
Dorothy Inbusch Foundation, Inc.
Industries for the Blind, Inc.
InFaith Community Foundation
Jewish Community Foundation
JPMorgan Chase Bank
Herbert H. Kohl Charities, Inc.
Kolaga Family Charitable Trust
Ladish Co. Foundation
Marcus Corporation Foundation, Inc.
Marshall & Ilsley Foundation, Inc.
George L.N. Meyer Jr. Family Foundation
Modine Manufacturing Co. Foundation, Inc.
Nicholas Family Foundation
Northwestern Mutual Foundation
Northwestern Mutual Foundation, Inc.
Rexnord Foundation
Saint John's Communities Foundation
Seidel Family Foundation for Better Vision
Service Club of Milwaukee
Silverman Family Foundation
Stackner Family Foundation
Bert L and Patricia S Steigleder Charitable Trust
Streich Family Foundation
Olive I. and Eunice J. Toussaint Foundation
Turek Charitable Trust
U.S. Bancorp Foundation
U.S. Bank
Universal Service Fund Grant Program
Vilter Foundation, Inc.
Waukesha County Community Foundation
We Energies Foundation
Weyco Group Charitable Trust
Woman's Club of Wisconsin Foundation

TRIBUTE GIFTS

Tribute gifts are made in honor of or in memory of someone who has added special meaning to a donor's life. Vision Forward Association is pleased to honor the following people, along with their generous family and friends.

IN HONOR OF

**Michael and Michelle
Arahamian**

Scott Hansen

Brett and Kathy Bostrack

Michael Carnel
Joseph Lieungh

Ted Carson

Kent and Sandy Carson

Siegfried Deiringer

Anonymous

Dr. Herbert Giller, M.D.

Anonymous

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Eric Green

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Mr. and Mrs. Gerald L.
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Karol Dean and
Ralph Cataldo

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Yale and Marilyn Kaplan

Patricia and John Kilian

Mary Beth Kilian

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Barbara Stein

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Matt Zuchowski

Gail Rust

IN MEMORY OF

Donald Benz

Thomas and Judith Adamski
John and Carin Benning
Donald Benz
Gothe House Wisconsin
Tom and Diane Guenther
Gregory and Kathleen
Klosowski
Linda Falkenstein and
Bill Lueders
Viola Meyers
Dennis and Kathleen
Poehlmann
Karen Poehlmann
Arlene Rosenbecker
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Mary Ann Brauhn
Bernadette Carney
Stephanie Dlobik
Norman Edwards
M B Holloway
John Kruszkeski and
Karen Cordle
Clifford Tisser

Rosy Goodrich's guide dog, Ariel

Yvonne and Willis Itson

Doris Croatt Watry

Jim and Jean Christian
Jeffrey and Cathy Croatt
William and Mary Gilbert
Carl and Harriet Hensel
Paul and Janice Hensel
Connie Jasen
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Ron and Antoinette Pearson
Bernice Schueller
Bruce and Linda Tackes
Robert and Jane Watry
Matt Werner and Karen Watry
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Terry and Diane Wimmer
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IN MEMORY OF continued

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Douglas Pitchford

Jean Schultz

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Kenneth Lengling

Bobi Molchan and

Wayne Holcombe

Nancy Linnerson

Nancy Linnerson

IN MEMORY OF continued

Eugene Schiel (continued)

Gary and Cynthia Ramthun
James and Judith Schiel
Bonnie Steel
Joan Tcheng
Peter and Terry Twedell
Frank Valkoun
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Shari Weber

Edna Schmidt

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Wanda Slotkowski

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Sylvia Uler

Jane Hosni

Robert Vermilyea

Julia Vermilyea

Corrine Walecki

Eugene and Donna Else

Scott J. Walecki

Pauline M. Dalli
Rachelle La Berge
William and Virginia Netoles

Roy Zepp

Christine and
Christopher Schlies

PLANNED GIFTS

By including Vision Forward in their estate planning, this past year the following individuals provided support past their lifetimes for people who are blind or visually impaired.

Charles Levenhagen
Irving Chortek

Donald Godfrey
Mary McEntee

Virginia Toth

LEGACY SOCIETY

The Legacy Society recognizes those who have included Vision Forward Association in their estate planning, providing lasting support for people who are blind or visually impaired.



Anonymous
Pat & Kathy Brockman
Patrick Brown
Dr. Thomas &
Barbara Burton

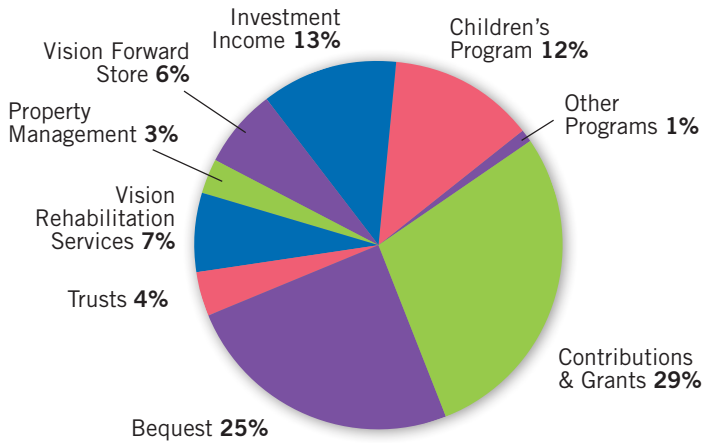
Daniel & Mary Corcoran
Dr. Herbert & Ruth Giller
Dr. & Mrs. David Hoffman
Patricia Keating

Barbara Stein
Lisa & Paul Sweeney
Ed & Anne Weiss
William Westphal

Vision Forward Association is truly grateful for every gift, in whatever amount, which helps support our vital work. Every effort has been made for accuracy. Should there be any errors or omissions, we apologize and ask that it be brought to our attention by calling the Philanthropy Department, **414-615-0120**.

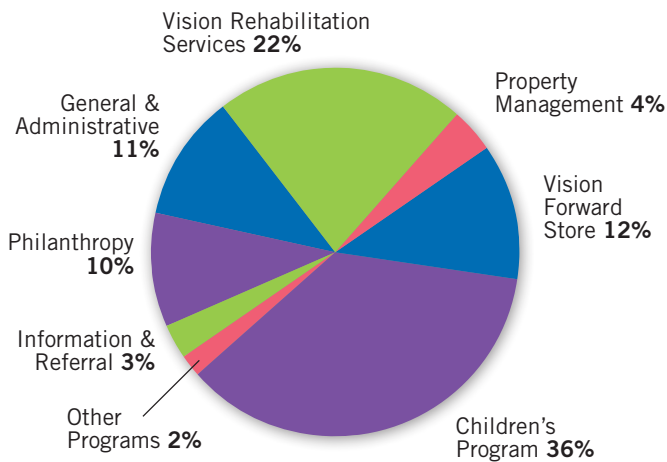


Revenue



	2014	2015
Support Revenue		
Contributions & Grants	\$1,129,600	\$1,001,900
Bequests	72,000	881,600
Trusts	123,100	148,400
Program Revenue		
Vision Rehabilitation Services	267,100	233,000
Property Management	130,900	103,000
Vision Forward Store	206,200	228,400
Children's Program	384,800	407,100
Other Programs	53,800	22,200
Total Operating Revenue	2,367,500	3,025,600
Investment Income (Loss)	685,200	480,700
Total Revenue	\$3,052,700	3,506,300

Expenses



	2014	2015
Operating Expenses		
Vision Rehabilitation Services	\$750,300	\$850,700
Property Management	43,600	135,700
Vision Forward Store	429,200	483,300
Children's Program	1,271,200	1,392,900
Other Programs	64,800	66,800
Information and Referral	127,500	130,700
Philanthropy	393,200	389,600
General & Administrative	399,300	421,300
Total Operating Expenses	3,479,100	3,871,000
Change in Net Assets	(\$426,400)	(\$364,700)
Net Assets — Beginning of Year	12,651,100	12,224,700
Net Assets — End of Year	\$12,224,70	\$11,860,000

2014-15 Events

Dining in the Dark and the **Feast for the Senses** events continue to attract new supporters and connections to Vision Forward. These two signature events raised over \$150,000 to support our mission of empowering people of all ages with vision loss. Special events are a great way for individuals to learn more about the needs of our organization and how they can help make a difference. We're also grateful for the growing interest in local corporate partners that sponsor our events and help raise necessary funds to run our programs.



Michelle Radonski and Bill Radonski

Deborah Costakos, MD, MS, and
Jeff Costakos, Partner, Foley & Lardner LLP

Thank you to our 2014-2015 Event Sponsors!



Cognex

Huron Fabrication &
Machine Corporation

Hydrite Chemical Company

MGIC

MSI General

Northwestern Mutual

RFP Commercial

Scion Dental

Sidello Property

SVA

Turek Charitable Trust



“Vision Forward has truly been a blessing to our family. The entire staff has given us their support, encouragement and guidance. We cannot imagine being where we are today with our son Cameron if we hadn’t been in the hands of Vision Forward.”

KATHY and BRETT BOSTRACK

Thank you to all our 2015 supporters!

Your contributions allow Vision Forward to continue to empower, educate and enhance the lives of thousands of people living with vision loss each year!

- 508 individual and corporate volunteers contributed 10,077 hours of service to help us more successfully deliver on our mission. Value of these volunteers hours = \$224,112! (www.independentsector.org)

To view the pdf version of this report, including a full list of our donors, information on our event sponsors and a complete list of our financials, visit vision-forward.org/2015annualreport.pdf.



912 North Hawley Road • Milwaukee, WI 53213

MISSION: Empower, educate, and enhance the lives of individuals impacted by vision loss through all of life’s transitions.

Visit our website at vision-forward.org

