

Vision Forward: Comprehensive Campaign

Guided by Vision, Driven by Possibility



Our Vision, Their Future

For more than a century, Vision Forward has been at the forefront of empowering people who are blind or visually impaired—helping individuals live with confidence, independence, and dignity.

We are Wisconsin's only nonprofit organization offering a complete continuum of vision loss services for every age and every stage of life. From early childhood education to cutting-edge technology, low vision care, mobility training, and peer support, we provide the tools and community people need to thrive.

Yet the need for our services has never been greater.

Over 100,000 Wisconsinites live with significant vision loss—a number that is projected to more than double in the coming decades. Access to care is too often blocked by poverty, distance, or a simple lack of awareness.

The result, too many people are left without the support they deserve.





Vision Forward is embarking on a transformational journey to meet this growing need—and we invite you to join us.

Through a \$3 million Comprehensive Campaign, Vision Forward will take three bold steps to expand access and deepen our impact across the state:

- Relocate to a new, state-of-the-art headquarters in West Allis
- Establish a satellite low vision clinic in Greenfield
- Launch mobile “Pop-Up” Clinics to serve underserved communities statewide

This campaign is more than a move—it’s a mission. A mission to ensure that every person in Wisconsin facing vision loss can access the care, connection, and hope they need to live their best life.

A bold step forward and now is the moment to act

What the Campaign Will Achieve

Together, we can transform lives across Wisconsin through a
\$3 million Comprehensive Campaign



A New Headquarters in West Allis

Vision Forward will relocate to a modern, highly visible, easily accessible and ADA-compliant facility at **10150 W National Ave, West Allis**.

Our new headquarters will:

- **Increase** annual clients served from **1,200 to 2,000**
- **More than triple** early childhood capacity from **12 to 40 children** annually
- Include **purpose-built exam, consultation, and training rooms**
- Include **specialized classrooms** and create **new programs** for children with more significant complex needs
- Include **adaptive training environments** for adults and seniors focused on daily living and employment readiness
- Include **flexible, multi-use spaces** to support intergenerational programming and integrated care
- Include **advanced technology** for remote service delivery to clients statewide
- Include an **expanded accessible retail store** and **demonstration center**
- Be located near a **leading ophthalmology practice**—enabling streamlined access to care

Our new facility will be at the heart of Vision Forward's mission: **a welcoming, innovative hub** where **individuals can build skills, regain independence, and foster meaningful connections**.

2

A Satellite Clinic In Greenfield



Vision Forward will establish a satellite Low Vision Clinic at **4300 W Layton Ave, Greenfield.**

This new clinic will:

- Serve **150 new clients** in year one and grow to **250+ annually**
- **Increase** the number of low vision clients **from 500 to 600+ annually**
- Provide **comprehensive low vision rehabilitation and training services**
- **Reduce transportation and financial barriers**
- **Include** a scaled version of **our retail store**
- Enhance **strong local partnerships** with **leading community ophthalmologists**
- Serve as a **scalable model** for expanding services across Wisconsin

The Greenfield clinic **significantly strengthens** our footprint in a rapidly growing region and reinforces our commitment to **equitable, community-based, and client-centered care.**



3

Statewide Expansion

Vision Forward will launch a series of strategically located "Pop-Up" Clinics in communities throughout the state.

These clinics will:

- Extend our **geographic reach** by delivering services on-site in multiple regions
- Bring **essential care** closer to home for individuals who currently face geographic and transportation barriers to access
- **Operate within** existing Ophthalmology practices, thereby reducing overhead
- **Integrate** seamlessly into established healthcare environments.

Anticipated Pop-Up Locations Include:

- **Kenosha** – Already in development
- **Bayside** – Planned for launch this fall
- **Fox Cities/Green Bay** – Targeted for future expansion
- **Stevens Point** – Targeted for future expansion

This **statewide initiative** underscores our commitment to **accessible, high-quality care**—it will bring Vision Forward's expertise and compassion directly into the heart of Wisconsin communities.

4

Fund for the Future



Campaign proceeds will:

- Establish a **Fund for Equipment Improvements**, allowing Vision Forward to adapt and respond to future needs without disruption
- **Secure our long-term financial health**, resilience, and ability to serve clients regardless of future economic conditions

This campaign will dramatically expand our reach—delivered with dignity, confidence, and care

Why This Matters Now?

Vision Forward's mission has never been more critical, yet its current facility presents significant challenges that hinder its ability to meet the community's needs.



Consider the following

1

A Rise in Demand

The number of Wisconsinites that experience significant vision impairment is projected to double in the coming decades

2

Inaccessible, Outdated Space

Our current facility hinders growth, limits service delivery, cannot accommodate modern, multidisciplinary care, and falls short of supporting the organization's expanding and community-based services.

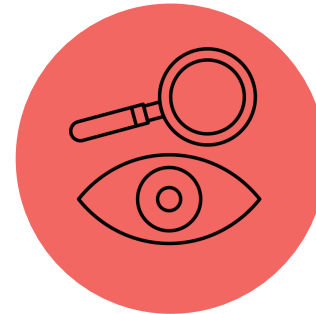
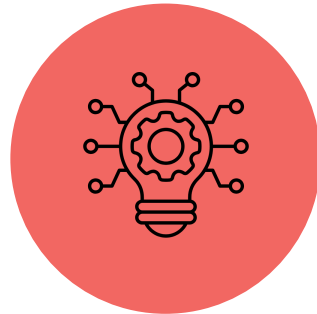
3

A Missed Opportunity

Demand exceeds capacity, waitlists continue to grow, and transportation barriers keep thousands from receiving critical support.

The Impact of Your Support will Transform Lives

Your generosity makes it possible to:



Extend our reach
across the state of
Wisconsin

**Eliminate
barriers** to care
and accessibility

Raise awareness
about vision loss and
available resources

**Provide hope and
empowerment** for
individuals and their families

Our Comprehensive Campaign Goal: \$3 million

Vision Forward's **Comprehensive Campaign** will combine Capital Giving, Endowments, Legacy Giving and Annual Giving. This campaign is an investment in our facilities, growth and financial sustainability, that will reimagine our space, allow us to better service the needs of our clients, and extend our reach across the state of Wisconsin.



Capital Costs:

Goal: \$2 million

- Acquire and design a **new main facility**, a new **satellite location**, and open a series of strategically located **"Pop-Up" Clinics**
- Ensure locations feature **ADA-compliant** infrastructure and client-centered spaces that foster accessibility, independence, and innovation.
- Build **state-of-the-art** training rooms, assistive technology labs, and accessible learning spaces designed to meet the needs of our clients.

IMPACT: Create welcoming, state of the art environments that support our mission, reduce barriers to access, and enhance the client and staff experience





A Fund for Equipment Improvements and Adaptability:

Goal: \$500,000

- Establish a fund to **support** the maintenance, modernization, and adaptability of equipment and technology across all programs
- Invest in **state-of-the-art** tools that drive innovative service delivery, improve client outcomes, and enhance staff efficiency

IMPACT: Ensure our technology and equipment remain current and reliable—minimizing unexpected costs or disruptions while maximizing service quality and operational efficiency

A Fund to Secure our Long-Term Financial Health: Goal: \$500,000

- Fund the expansion of our team to **enhance program delivery, client support**, and administrative functions, to **better serve our growing client base**
- Fund investment in **additional staff training to continue to enhance expertise** and be a national leader in vision rehabilitation services
- Fund increased costs associated with **expanded services**, including utilities, supplies and technology

IMPACT: Enhanced service delivery and operational efficiency, allowing us to meet the needs of more clients and enhance the overall impact of our work



Campaign Budget: \$3 million

CAMPAIGN AREA	ESTIMATED AMOUNT
New Headquarters	\$1,250,000
Satellite Low Vision Clinic	\$350,000
Pop-Up Clinics	\$200,000
Technology Enhancements	\$200,000
Equipment and Building Reserves	\$500,000
Endowment Growth	\$500,000
Total: \$3,000,000	

**Together, we can create a brighter future for Wisconsin—
where every individual, regardless of vision impairment,
has the tools and resources to thrive**

Real Stories, Real Impact

Personal stories illustrate the transformative power of Vision Forward:

“Losing my vision felt like losing everything. But with their support, I’ve learned how to navigate my world, keep my independence, and even find joy in the little things again.”

- Tom, Vision Forward client

“It helps to know that they are teaching our children the skills necessary for them to overcome their disability so they can lead independent and productive lives when they are older.”

- Jovan, the father of a child in our early education program

Ensure that no one faces vision loss alone

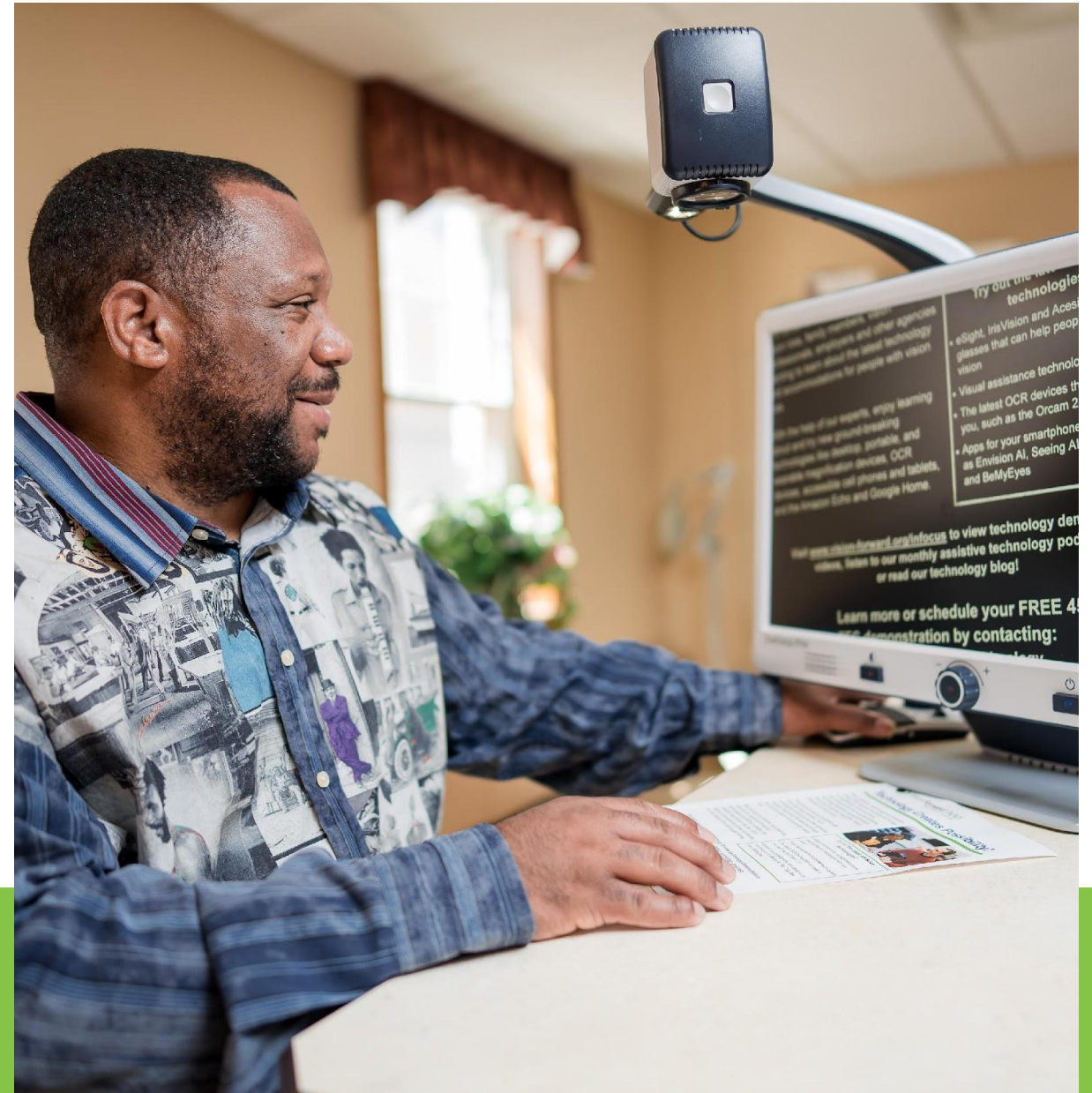
Your Gift: Their Future- Join Us in Unveiling Possibilities

Vision Forward is poised to redefine what's possible for individuals with vision loss in Milwaukee and beyond—but we need your help.

Every dollar raised will help create accessible, hope-filled spaces and innovative solutions that empower people to live full and independent lives.

Together, we can create a brighter future for Wisconsin—one where every individual, regardless of vision impairment, has the tools and resources to thrive, and where we reimagine what's possible for people who are blind or visually impaired.


**Together we will empower people to
live full and independent lives**



**Let's move Vision Forward—into a future defined by
inclusion, innovation, and impact,
where every individual, family,
and community can see what's possible:
a world of accessibility, empowerment, and hope.**

For more information or to support this campaign,
please contact:

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Appendix A

Headquarters Relocation

Campaign funds will ensure our new headquarters is fully accessible, welcoming, and purpose-built for our clients and staff by supporting:

- **Space Design & Accessibility:** Finalizing layouts, ADA-compliant pathways, and specialized features for individuals with vision loss
- **Build-Out & Moving:** Enhancements beyond standard allowances, including adaptive training areas, clinic space, and professional relocation of equipment and technology
- **Furniture & Signage:** Ergonomic, adaptable furniture and high-contrast, tactile, and braille signage to promote independence and collaboration
- **Optical & Vision Services:** Installation of optometry and neuro-vision equipment, plus start-up costs for onsite optical services
- **Transition Support:** Staff and consulting resources for move planning and operational readiness



Satellite Location Development

To bring services closer to more communities, funds will support a new satellite site at Layton and Loomis by providing:

- **Accessible Furnishings & Equipment:** Furniture for therapy and exam spaces, plus optometry and occupational therapy tools
- **Custom Build-Out & Signage:** Construction and braille/large-print signage to meet accessibility standards
- **Launch Support:** First-year rent, outreach materials, and staffing for planning and development

Pop-Up Clinics

To expand access across Wisconsin, funds will support:

- **Portable Equipment:** Optometry and occupational therapy tools for temporary sites
- **Travel & Space Costs:** Sub-lease fees, mileage, lodging, and transportation
- **Community Outreach & Staffing:** Materials to promote clinics and staff time for planning and partnerships



Technology Enhancements

To improve efficiency and expand remote services, funds will support:

- **IT Infrastructure & Security:** Upgraded systems, cloud migration, and access control.
- **Collaboration Tools:** Hybrid meeting tech, website updates, and online store improvements.
- **Equipment & Support:** New hardware and staff resources for implementation.

Public Awareness and Marketing Campaign

To raise visibility and strengthen engagement, funds will support:

- **Marketing & Media:** Digital, print, and broadcast campaigns to educate and promote services.
- **Branding & Design:** Messaging enhancement, professional collateral, and strategic consulting.
- **Campaign Support:** Staff time for coordination and content development.



Equipment and Building Reserves

- **Reserve Fund:** A capital reserve to cover future program enhancements, technology upgrades, and equipment needs, ensuring sustainability and operational resilience.

Endowment Growth

- **Endowment Contribution:** A portion of campaign proceeds will be invested in Vision Forward's endowment to protect long-term financial stability and sustain programming regardless of future funding challenges

Thank You

