



Vision**Forward**
Association

Annual Impact Report

April 1, 2025 - March 31, 2026



Thanks to generous supporters like you, this year marked a transformational chapter in our history.

Dear Friends,

This past year has been one of meaningful progress, bold ambition, and deep commitment to the people we serve. As I reflect on all that we have accomplished together, I am filled with gratitude for the generosity of our donors, the dedication of our volunteers, the expertise of our staff, and the trust placed in us by individuals and families across our community.

Throughout the year, we challenged ourselves to think bigger about the future. We strengthened our foundation, expanded our reach, and took important steps toward ensuring that more



West Allis Mayor Dan Devine joined Jacci for Vision Forward's March Open House and ribbon cutting.

Bold

people experiencing vision loss have access to the resources, support, and opportunities they deserve. Significant initiatives, including our Bold Vision Forward campaign and the launch of our Be Seen marketing campaign, helped elevate our mission and position us for even greater impact in the years ahead.

As someone who has personally experienced vision loss, I understand that the journey is about far more than eyesight. It is about maintaining independence, confidence, connection, and hope. Every day, I am inspired by the resilience of the individuals we serve and reminded why our work matters so deeply.

While we are proud of what we have achieved, we are equally excited about what lies ahead. The momentum we have built this year gives us confidence that our greatest impact is still to come.

Thank you for believing in our mission and for being a part of this important work. Your partnership makes every success possible.

Jacci Borchardt, Chief Executive Officer
Vision Forward

Bold

Bold Vision Forward Comprehensive Campaign

GOAL
\$3 Million

CAMPAIGN CO-CHAIRS
Karen Peck Katz
and Les Weil

HONORARY CO-CHAIRS:
Curt Culver and
Dr. John Raymond

Launched in Fall 2025, the Bold Vision Forward Comprehensive Campaign is already transforming access to vision rehabilitation across Wisconsin. As of the close of our fiscal year, thanks to the extraordinary generosity of our donors and community partners, we had surpassed 50% of our \$3 million campaign goal—an incredible milestone achieved in just over six months. While this annual report reflects our progress through fiscal year-end, the campaign’s momentum has continued into the new fiscal year as we build on this remarkable success.

Campaign investments have allowed Vision Forward to:

- **Open our new, fully accessible headquarters in West Allis**, creating an innovative space designed to expand services, foster independence, and better serve individuals and families experiencing vision loss.
- **Launch the statewide Be Seen public awareness campaign**, increasing awareness of vision loss and connecting more people to life-changing resources and services.
- **Expand access to care through three satellite low vision clinic partnerships**, bringing specialized vision rehabilitation services directly into ophthalmology practices and reducing barriers to care.
- **Strengthen our foundation for the future** by investing in innovative technology, expanding our reach, and building long-term organizational sustainability.



While we are proud of all that has been accomplished, this is only the beginning. Together, we are creating a future where every Wisconsinite facing vision loss has access to the care, connection, and hope they deserve to live independently and confidently.

Thank you to the many donors, partners, volunteers, and advocates who are helping move Vision Forward into a future defined by inclusion, innovation, and impact.

Bold Vision Forward Campaign Progress
(through March 31, 2026)

Campaign Goal	\$3,000,000
Cash & Pledges Received	\$1,621,387
Campaign Progress	54%

Who Has Given	
Leadership Gifts	\$1,100,000
Individual & Community Gifts	\$266,427
Trust and Foundation Support	\$234,160
Corporate Contributions	\$20,800



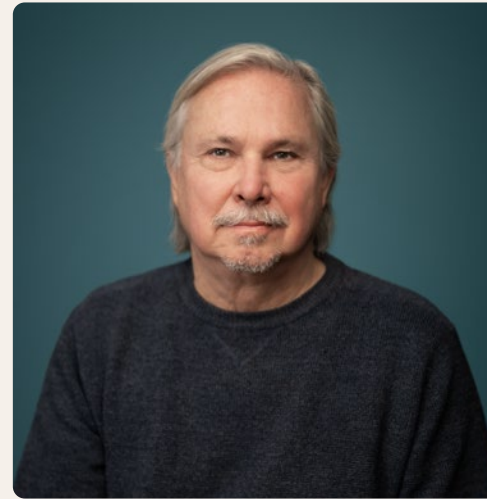
A NEW HOME. A Bold Future.

After more than a century on Hawley Road, Vision Forward proudly opened its new headquarters in West Allis in December 2025—a transformational milestone in our 107-year history.

Purposefully designed for accessibility, innovation, and collaboration, the new facility reflects our commitment to meeting the growing needs of people with vision loss for generations to come. Expanded program spaces, state-of-the-art assistive technology labs, and flexible areas for training, support groups, and community engagement allow us to serve more individuals in more meaningful ways. Every detail—from specialized lighting and intuitive wayfinding to universally accessible design—helps foster greater independence and confidence.

Founded in 1919 by Adam Zepp as the Badger Home for the Blind, Vision Forward has evolved from providing housing and employment support into Wisconsin's only nonprofit serving individuals of all ages with vision loss.

In March 2026, we proudly welcomed supporters, partners, and community members to our new home. This milestone represents far more than a new building—it is a bold investment in our mission and in a future where every person with vision loss has the opportunity to live, work, and thrive.



Seen

Friends,

This year at Vision Forward, one idea rang out above everything else:

Be Seen.

I am proud to be part of that campaign. It spotlights what's at the heart of all that we do here at Vision Forward. Being seen means breaking past blurred assumptions. It means recognizing ability, independence, and potential where others might not look twice.

That's exactly what happens here every day.

Vision Forward isn't about limits. It's about momentum. It's about people gaining skills, confidence, and the freedom to live life on their terms. That kind of impact doesn't sit still, and neither do we.

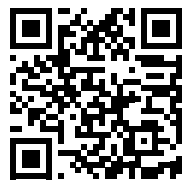
We're pushing forward, expanding what's possible, and challenging our community to see differently.

Thanks for being part of it.

Crocker Stephenson
Board President
Vision Forward

Seen

**Thank you for
helping people
Be Seen for
more than their
vision loss!**



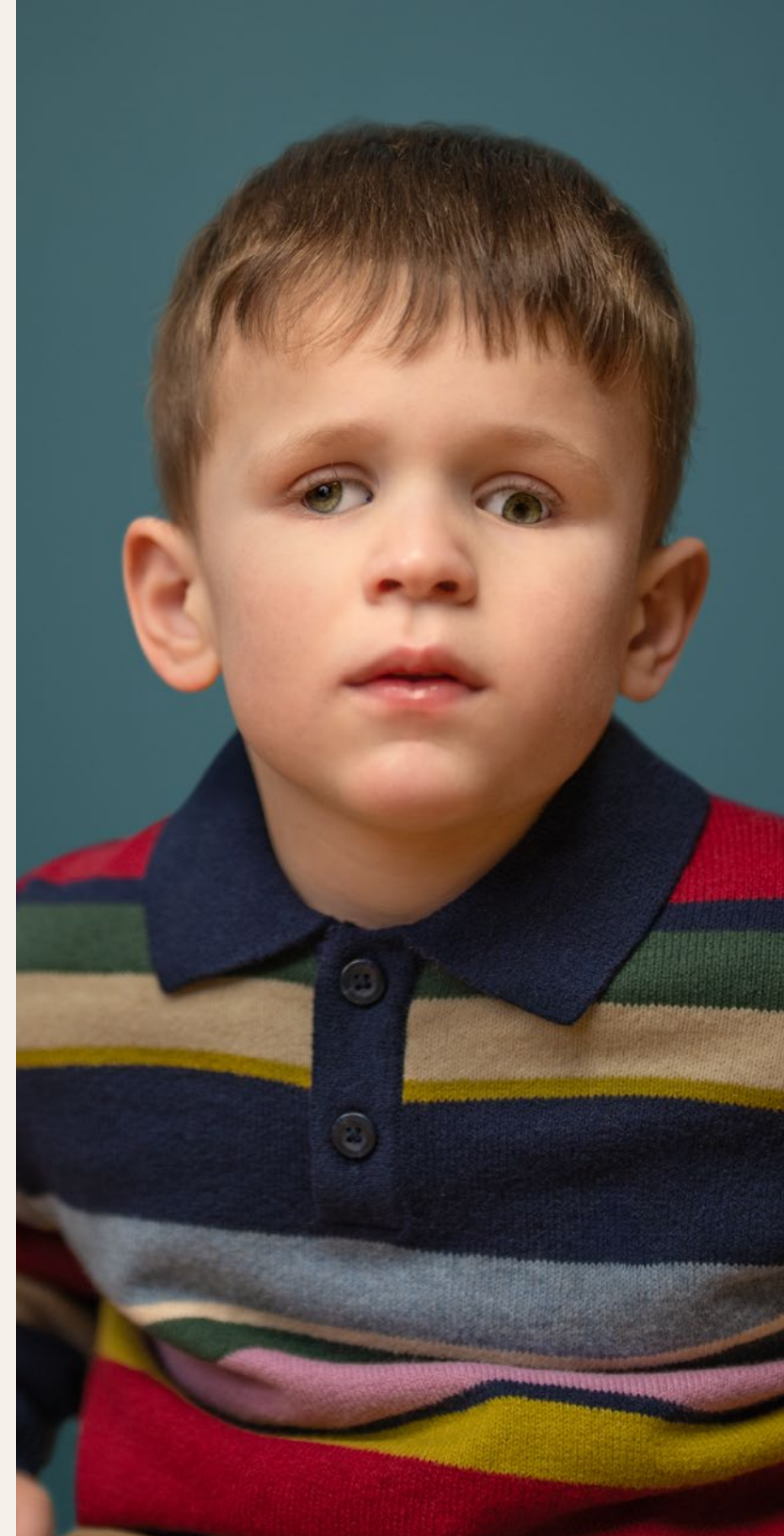
As a key initiative of the Bold Vision Forward Campaign, Vision Forward was excited to partner with Hoffman York, a leading Milwaukee advertising agency, to launch our Be Seen public awareness campaign in fall 2025.

The campaign challenges common misconceptions about vision loss by sharing the authentic stories of 10 remarkable advocates whose lives reflect strength, independence, resilience, and possibility. Through billboards, Milwaukee Magazine, WUWM radio, social media, and local television segments, Be Seen has reached thousands throughout our community with a simple but powerful message: vision loss does not define a person.

Because of your support, more people are discovering the life-changing services available through Vision Forward and seeing the incredible potential that exists beyond a diagnosis.

Thank you for helping create a community where every person is truly seen.

Learn more about our **Be Seen** advocates, including Tony, who is featured on the front cover. Scan the QR code or visit BeSeenForMore.org



**Edison is a music
lover, an explorer,
and an adventurer.**

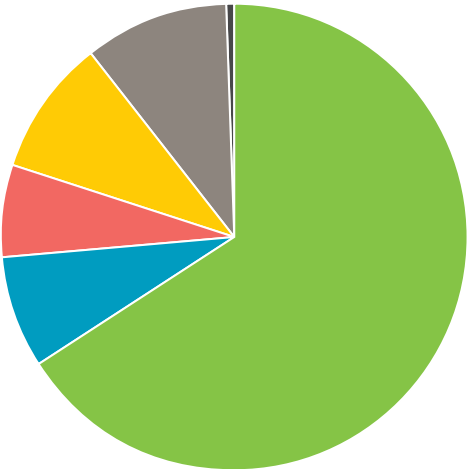
He delights in TV characters, zooming down big slides, and experiencing the sounds and sensations of the beach. Diagnosed at just 5 days after birth with bilateral microphthalmia, Edison's eyes are underdeveloped—but that hasn't stopped his curiosity or his energy. With Vision Forward in his parent's corner from the start, five-year-old Edison continues to do everything his siblings without visual impairments can do. He is learning to Be Seen for his bravery, joy, and adventurous spirit.

Edison's family was first connected with Vision Forward through the Birth to 3 program. One of the agency's Teachers of the Visually Impaired (TVI) did a vision evaluation with Edison in his home when he was barely five weeks old. Edison continues to be engaged with weekly visits to Vision Forward for music therapy, which he looks forward to and are helping prepare him for entry into kindergarten at his local public school this fall. His parents are excited that as a result of music therapy, his speech and exploration "are blooming."

Financial Overview

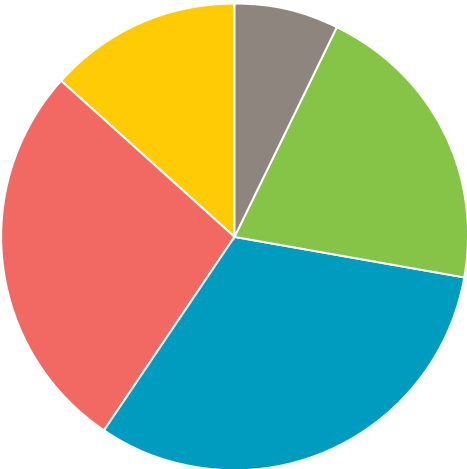
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Revenue



Philanthropy	\$ 3,367,746
Adult Programs	385,892
Children & Youth Programs	336,231
Vision Forward Store	471,053
Investment Return, Net	519,840
Other Income	15,291
Total Revenue	\$ 5,096,053

Expenses

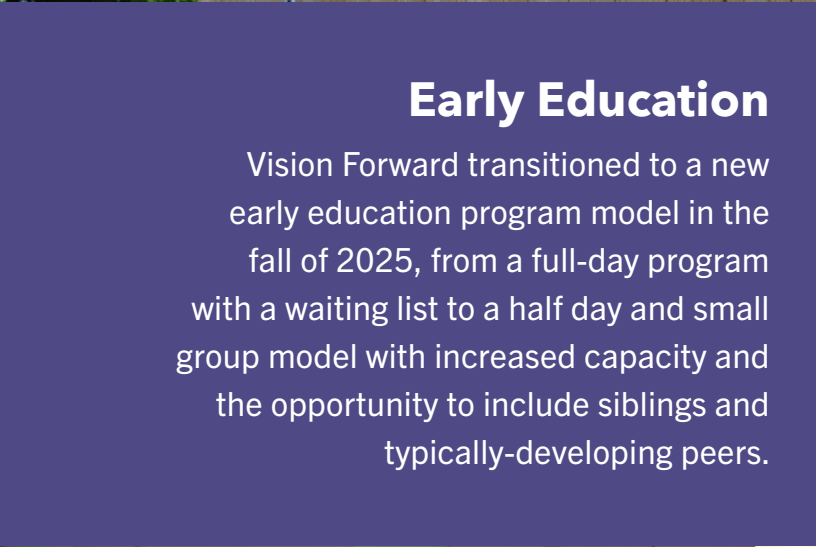


Administration	\$ 306,805
Fundraising & Special Events	853,228
Adult Programs	1,311,438
Children & Youth Programs	1,130,667
Vision Forward Store	541,004
Total Expenses	\$ 4,143,142



Rainbow Day Camp

Vision Forward has partnered with the Albert & Ann Deshur JCC Rainbow Day Camp in Fredonia since 2021, hosting a weeklong day camp where our youth campers challenge themselves to reach new heights.



Early Education

Vision Forward transitioned to a new early education program model in the fall of 2025, from a full-day program with a waiting list to a half day and small group model with increased capacity and the opportunity to include siblings and typically-developing peers.



Community Outreach

5,568 people in the community were impacted by Vision Forward outreach, including participants of our Vision Connections Conference, held in fall 2025 at the Waukesha Public Library.



1,250

unique customers found helpful product solutions through the Vision Forward Store with in-store and online sales.



478

round-trip transport services covering over 8,000 miles were provided to Vision Forward's adult clients.



160,000

views were generated from our 67 technology training and education videos, created by our award-winning Tech Connect team.



480

referrals from eye care professionals connected individuals to vision rehabilitation services to live independently.

Thank you to the Foundations who support Vision Forward's mission!

Albert J. and Flora H. Ellinger Foundation
Anon Charitable Trust
A. O. Smith Foundation
Bader Philanthropies
Bert L. and Patricia S. Steigleder Charitable Trust
Croen Foundation
Curt and Sue Culver Family Foundation
Davidson and Harley Fund
Delta Gamma Foundation
Dr. Harry J. Heeb Foundation
E.C. Styberg Foundation
Emil Ewald Family Foundation
Evan and Marion Helfaer Foundation
Fitzsimonds Charitable Trust
Forest County Potawatomi Foundation
Francie Luke Silverman Foundation
Frank and Lucille Puncer Foundation
Gardner Foundation
Gil and Linda Vraney Foundation
Gladys E Gores Charitable Foundation
Glen Stacey Memorial Fund

Greater Milwaukee Foundation
Carl and Alma S. Greilach Fund
Catherine and Walter Lindsay Foundation Fund
Charles and Mary Maglio Family Fund
Elvita E. Clementi Fund
Otto Bremer Trust Community Responsive Fund
Sunrise Foundation Fund
Harri Hoffmann Family Foundation
Herb Kohl Philanthropies
IBVI Milwaukee
Inspiration Foundation
Jerome J. and Dorothy H. Holz Family Foundation
Jewish Community Foundation
Irving L. Chortek Charitable Fund in Memory of Robert and Jennie Chortek
Krause Family Foundation
Ladish Co. Foundation
Lavelle Fund for the Blind
Lions Club International Foundation
Margaret Wiegand Trust
Mary F Baske Family Foundation Inc.
Melitta S. and Joan M. Pick Charitable Trust
Nicholas Family Foundation
Patrick and Anna M. Cudahy Fund

Paula Hunkel FBO Emil Hunkel Memorial Trust
Peck Foundation, Milwaukee Ltd.
Pieper Electric, Inc. / Ideal Mechanical
PNC Foundation
Racine Community Foundation
John and Gladys Franco Fund for the Visually Impaired
Ralph Evinrude Foundation
Saint John's Communities Foundation
Stackner Family Foundation
Streich Family Foundation
The Catholic Community Foundation
The Cudahy Foundation
The Gibney Family Foundation
The ROS Foundation
The Townsend Foundation
Turek Charitable Trust
Vilter Foundation, Inc.
Waukesha County Community Foundation
WaterStone Bank Fund
We Energies Foundation
Windhover Foundation
Wispect Foundation

Thank you, Lions!

Vision Forward is proud to partner with a growing number of Lions Clubs throughout the state. Clubs in southeastern Wisconsin's A-1 District joined together to sponsor a **Lions Clubs International Foundation (LCIF)** grant to fund equipment for Vision Forward's expanding services, including our new **Neurological and Visual Impairment (NAVI)** program. NAVI is an innovative program providing comprehensive services to children and adults living with combined vision loss and neurological conditions such as cerebral palsy, brain injury or stroke. Therapists, instructors and teachers across the organization provide a multi-disciplinary, individualized approach. NAVI was launched this past year with a goal of serving as a national model.



Pictured: Lion Terry Lemke, Matching Grant Chairperson; Jacci Borchardt, Vision Forward CEO; Susan Eggold, Vision Forward Director of Philanthropy; Patt Goerke, Lions District A-1 Governor

Last year our team served 35 children, youth, and adults through our NAVI program.



Peck Foundation: Leading the Way

Five years ago, Karen Peck Katz discovered Vision Forward after being diagnosed with vision loss. Her personal experience—facing the fear of losing her sight and finding strength through new tools and techniques—led her to take on a leadership role as campaign co-chair of Vision Forward's Bold Vision Forward comprehensive campaign.

Karen, along with members of her family through the Peck Foundation, pledged a lead gift of \$500,000 toward the campaign's \$3 million goal.

"Vision Forward allowed me to continue living my life fully and with happiness," she shared. "I feel incredibly fortunate to be able to help others around me."

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Retired

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*Term Ended 12/31/2025



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