

Annual Report 2022



Innovate. Lead. Collaborate.

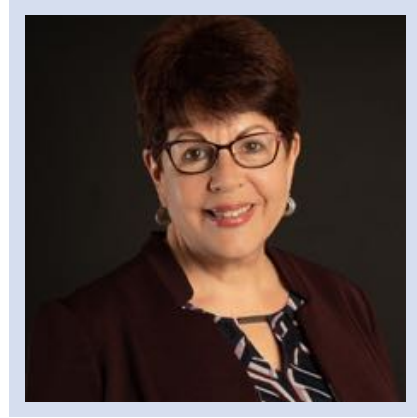
Throughout 2022, VisionServe Alliance collaborated with hundreds of member organizations and leaders across the US and Canada, working toward our common goals to:

- Advance the vision loss field – through innovation, education, collaboration, policy, and advocacy.
- Extend the continuum of care to include Vision Rehabilitation Services that address the complex issues affecting people of all ages with blindness and low vision.

We implemented a broad range of current and strategic activities to cultivate leadership at the highest levels, help members build capacity and sustainability, and increase awareness of specialized Vision Rehabilitation Services that transform the lives of people facing blindness and low vision.

[Learn more](#) about VisionServe Alliance.

Message from our CEO



2022 was the Year of Aging and Vision Loss for VisionServe Alliance and many of its partners through the Aging and Vision Loss National Coalition. Significant learning has emanated from the Aging and Vision Loss Big Data Project Reports and subsequent discussions, reverberating through all initiatives, including public awareness, service enhancement, personnel development, and policy initiatives.

As a field, we have known for decades that the largest population group of our mutual constituency is older adults. A foundational lack of data has undermined our industry's ability to fight for equitable attention and funding. As a consequence, less than 5% of Americans over 65 living with blindness and low vision receive crucial Vision Rehabilitation Services.

Finally, the indisputable data presented in the National and State Aging & Vision Loss Big Data Reports, which so vividly portrays the plight of those we are charged to serve, will be the impetus necessary to end complacency and summon the systemic changes required to create real solutions to vastly improve the quality of life for millions of people with blindness and vision loss.

Lee Nasehi
President & CEO

VisionServe Alliance Membership



Membership included 136 national, regional, and local organizations as we continued to enhance vital Member programs, benefits, and opportunities, including each member receiving more seats in our exclusive Member Portal, Member Directory, and Knowledge Base.

Member Portal

Our expanded Member Portal provided:

- Conference archives with videos, slides, and presentations from eight VSA conferences across all topic areas
- Searchable knowledge articles, resources, and data to help members lead, manage, and govern
- A member center enables members to take advantage of all annual benefits, update memberships & organization profiles, renew memberships, generate receipts, and more.
- Exclusive members-only access to proprietary information, documents, and publications



Community Regional Engagement and Professional Empowerment (CREPE)

Our Membership Committee initiated CREPE to engage and empower current and future members. Presentations and networking events at the AERBVI Conference, NIB Training Conference & Expo, APH Annual Meeting, and the Pennsylvania Association of the Blind Annual Conference enabled member leaders and their staff to share goals, ideas, opportunities, and concerns about regional and other state-specific issues impacting their organizations.

Affinity Group Virtual Meetings

Our Small Organization Affinity Group meetings feature expert guest speakers who present vital industry topics tailored for leaders of small nonprofits. Our New CEO Affinity Groups connect member CEOs with CEOs who are new to their positions. Affinity Groups provide invaluable networking and insight.



[Learn more](#) about all the benefits of membership.

Annual Executive Leadership Conference

Engaging Industry Leaders in Tampa, Florida!

Our Tampa conference was VisionServe Alliance's first return to in-person conferences since 2019. The event was a tremendous success, with 171 leaders participating and a record number of first-time attendees.

New CEO learning sessions and dynamic speakers addressed crucial industry topics.

Twenty sessions over three days included keynotes by Mary Pat Knight (*The Humanized Leader*) and Justice Shorter (*DEI-Power Moves*). Added sessions covered a broad range of topics leaders wanted to address most.





Unparalleled industry networking included a Welcome Reception, networking lunches, speed networking, and more. New events and city tours created added networking opportunities, including a Ybor City Historic Walking Tour, Pirate Water Taxi rides, Tampa Riverwalk, and more.

Our Awards Luncheon recognized 2022 Annual VisionServe Alliance Award recipients Brooks Harken and Kathy Mullen, outgoing board members, and featured keynote speaker John Samuel, highlighting “The Idea of Belonging in a Diverse World.”



[Learn more](#) about our annual Executive Leadership Conferences.

Aging and Vision Loss National Coalition (AVLNC)



The Aging and Vision Loss National Coalition (AVLNC) continued to focus on the most pressing issues facing older adults with blindness and low vision.

More than 100 leaders volunteered more than 1,500 hours to lead these four AVLNC coalition committees:

- [Access to Quality Services Committee](#)
- [Data & Research Committee](#)
- [Policy & Funding Committee](#)
- [Public Awareness Committee](#)

Each committee maintained distinct focus areas to achieve a broad range of three-year AVLNC plan goals. See the tremendous 2022 AVLNC committee achievements outlined on the following pages.

Access to Quality Services

- Developed a Provider Advocacy Toolkit that was successfully launched on VisionServe Alliance's website
- Established the Transportation Working Group in partnership with other national organizations to address accessible transportation for older individuals and older individuals with blindness and low vision.
- Completed a Consumer Advocacy Curriculum with plans to pilot the curriculum in late 2023 or early 2024

Data & Research

- Assisted in completing the initial Big Data Project national report and 22 state reports.
- Developed a plan to identify and share relevant research articles systematically. Curated an initial collection of articles and collaborated with OIB-TAC to host this collection (in 2023)
- Developed the Rehabilitation Services Outcome tool to help standardize outcome data in our field. This tool was submitted for review by various academic institutions.

Policy and Funding

- Introduced the Teddie-Joy's Law outline to address gaps in funding and services for older individuals who are blind or have low vision
- Developed a three-part transportation webinar series, including The Basics of Public Transit - The Complete Trip from a Blind/Low Vision Perspective, Make a Difference -Strategies to Participate and Inform Transportation Services, and Using Partnerships and Advocacy to "Get on the Right Track" with Accessible Transportation.

[Learn more](#) about the Aging and Vision Loss National Coalition.

Public Awareness

- Partnered with the Ad Council Edge and initiated Phase One of a five-phase research project to help reframe vision loss in the US and develop a national media awareness campaign
- Developed a three-year Public Awareness Committee Plan and tactical plan. Key Plan Stakeholders and volunteers for 2023 projects were also identified.
- Expanded our partnership with the National Eye Health Education Program of the National Eye Institute to increase public education about Vision Rehabilitation Services
- Expanded awareness of VisionServe Alliance, AVLNC, and our key initiatives at various National and state conferences & events, including 12 Big Data Project age 65+ report presentations across the US, and presentations at the National Council of State Agencies for the Blind Conference and VSA's Executive Leadership Conference



Public Awareness *(continued)*

- The Aging and Vision Loss National Coalition presented at the American Society on Aging Conference, American Occupational Therapy Association Conference, National Council of State Agencies for the Blind (NCSAB) Conference, National Council on Aging Age + Action Conference, an AER Conference Symposium, Reframing Aging & Vision Loss, AFB Leadership Conference, emPOWERed by Big Data, APH Annual Meeting, and more
- Added project-focused presentations included VSA Day at the Pennsylvania Association for the Blind Conference, 2022 Compensation & Benefits Survey presentation, Cracking the Fundraising Code, Diversity, Equity, and Inclusion Resources for Agencies & Clients, and Benefits & Resources of VSA
- Awareness webinars included Successes and Challenges of Existing Medical Delivery Models in the Provision of Vision Rehabilitation Services for Older People with Low Vision and Blindness, Understanding Big Data: Maximizing Your State's Report, and more.

Public Policy

In partnership with other national organizations and to amplify the voice of our field, VisionServe Alliance signed onto 14 major documents on national legislation, calls for response to notices of public rule-making, and other actions related to federal issues concerning individuals who are blind or have vision impairment.



The Big Data Project



Powerful Data Insights that Advance the Entire Vision Loss Field

Tragically, almost 96% of older adults with vision loss do not receive Vision Rehabilitation Services. VisionServe Alliance, our members, and partners are removing barriers so more people facing blindness, low vision, and vision impairment can receive the services they need to thrive.

That is why in 2022, VisionServe Alliance, the Aging and Vision Loss National Coalition (AVLNC), and the Ohio State University College of Optometry published groundbreaking data highlighting the rate of blindness and low vision among adults 65+, and its critical impact on a broad range of factors, including adverse effects across all social determinants of health.

Big Data insights - available for the first time - enable VisionServe Alliance, our member organizations, public & private agencies, funders, and other stakeholders to most effectively advance policy, structure services, and advocate for millions of older adults who desperately need life-changing Vision Rehabilitation Services.

Our Big Data Project's National and state reports are the only studies that, in one document, provide comprehensive descriptions of older people with vision impairment at the national, state, and county levels.

[Learn more](#) and review the National & state Big Data Reports.

Key Data Project Findings



Crucial Demographic Insights

About 7.3% of older Americans report blindness or low vision. Women, African Americans, Hispanics, & Native Americans report a higher prevalence of vision loss, and many report substantial health & social disparities compared to older people without blindness & vision loss.

Greatly Diminished Quality of Life

Older adults with blindness and vision loss are far more likely to face poverty, reduced education, a higher prevalence of chronic medical conditions, and poorer health-related quality of life.



Urgent Need for Services

Only 4.3% of people with blindness & vision loss receive Vision Rehabilitation Services. Our Big Data helps policymakers & providers tailor services in aging, public health, transportation, and vision rehabilitation to preserve dignity, independence, and quality of life and reduce extensive costs of unnecessary institutional care.

Executive Leadership Consulting

Recognizing the vital importance of enhanced leadership throughout our field, helping members build organizational capacity, and increase sustainability, we expanded our executive leadership consulting services to include:



Executive Leadership Coaching

Member leaders and their teams are offered consulting in partnership with the Ramerman Leadership Group.

System & Soul + Implementation Consulting

This operational system & consulting helps member leaders meet the unique challenges of running nonprofits with clear direction.

Leadership Challenge

Our Leadership Challenge program inspires the breakthrough understanding needed to build positive relationships and achieve the extraordinary.

[Learn more](#) about our Executive Leadership Consulting



Important Firsts in 2022

VisionServe Alliance, through the Aging and Vision Loss National Coalition and other initiatives, dramatically increased outreach and awareness of aging and vision loss in the US.

National Policy Collaborative

We convened the first-ever in-person National Policy Collaborative Meeting at NFB HQ in Baltimore with ten national organizations.

IDEAL Committee

VisionServe Alliance's IDEAL Committee added 16 new questions to collect DEIA data for the first time through our biennial Compensation and Benefits Survey. Our 2022 survey provided leadership demographics and information on organizational policies and practices - key reflections of the state of diversity, equity, and inclusion - among organizations serving people who are blind and visually impaired. This important data guides our future work to enhance DEI culture among our members.

Advancing National Awareness

Our Ad Council partnership seeks to reframe vision loss in the US, and our partnership with the National Eye Institute also helped us disseminate vital educational content to raise national awareness of Vision Rehabilitation and the importance of these life-changing services.

2022 Snapshot



137 Members

The infographic consists of a vertical sequence of six rounded rectangular boxes. The first, third, and fifth boxes are dark blue, while the second, fourth, and sixth boxes are a lighter blue. Each box is connected to the one below it by a light gray, downward-pointing arrow. The text inside each box is white.

17 New Members

171 Conference Attendees

1,500+ AVLNC Volunteer Hours

21 Sponsors

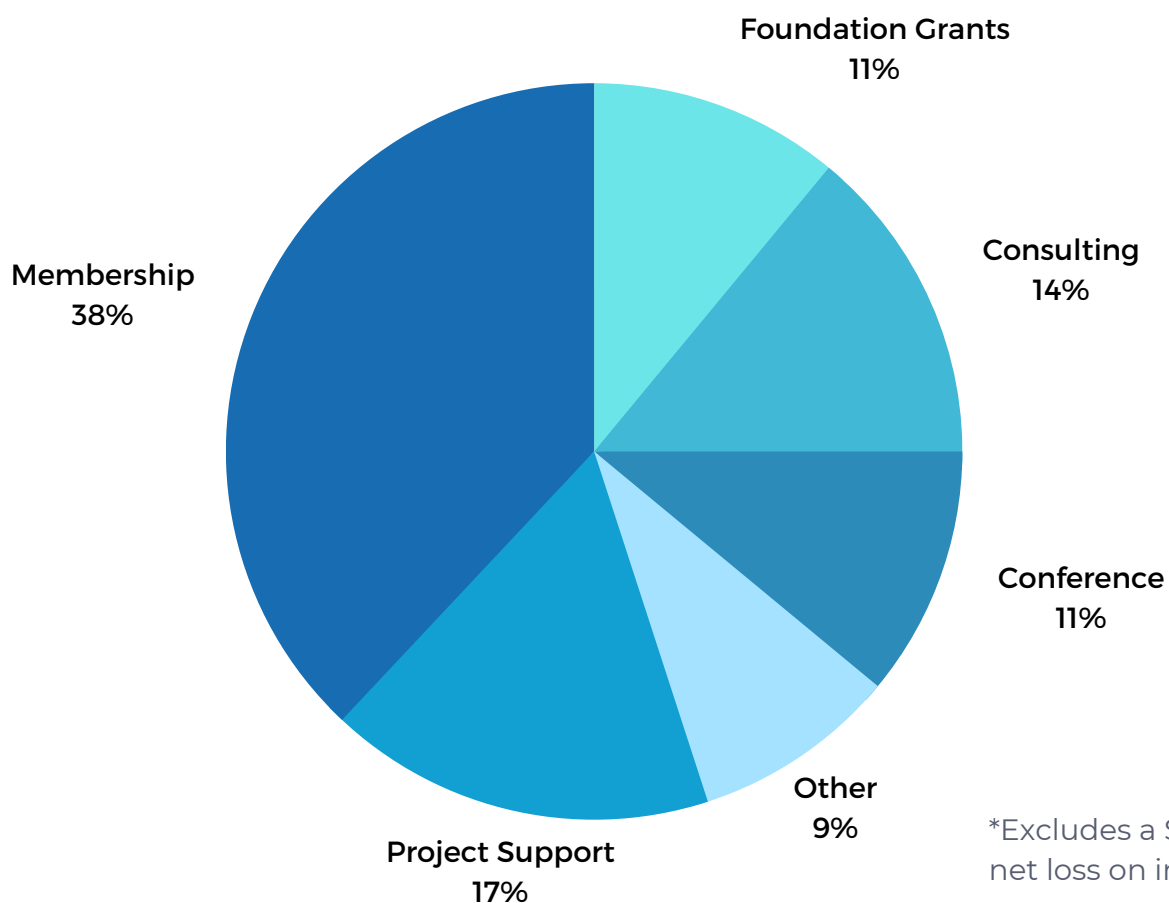
Financials

2022 was a year of essential investments in VisionServe Alliance's strategic initiatives, including the Big Data Project, the Aging and Vision Loss National Coalition, vision field and member-related benefits & programming, and building organizational capacity.

Total Revenue FY2022 = \$758,838

Reflects a 22% increase over FY2021 revenue of \$619,970

Funding Categories FY2022 (unrestricted)*

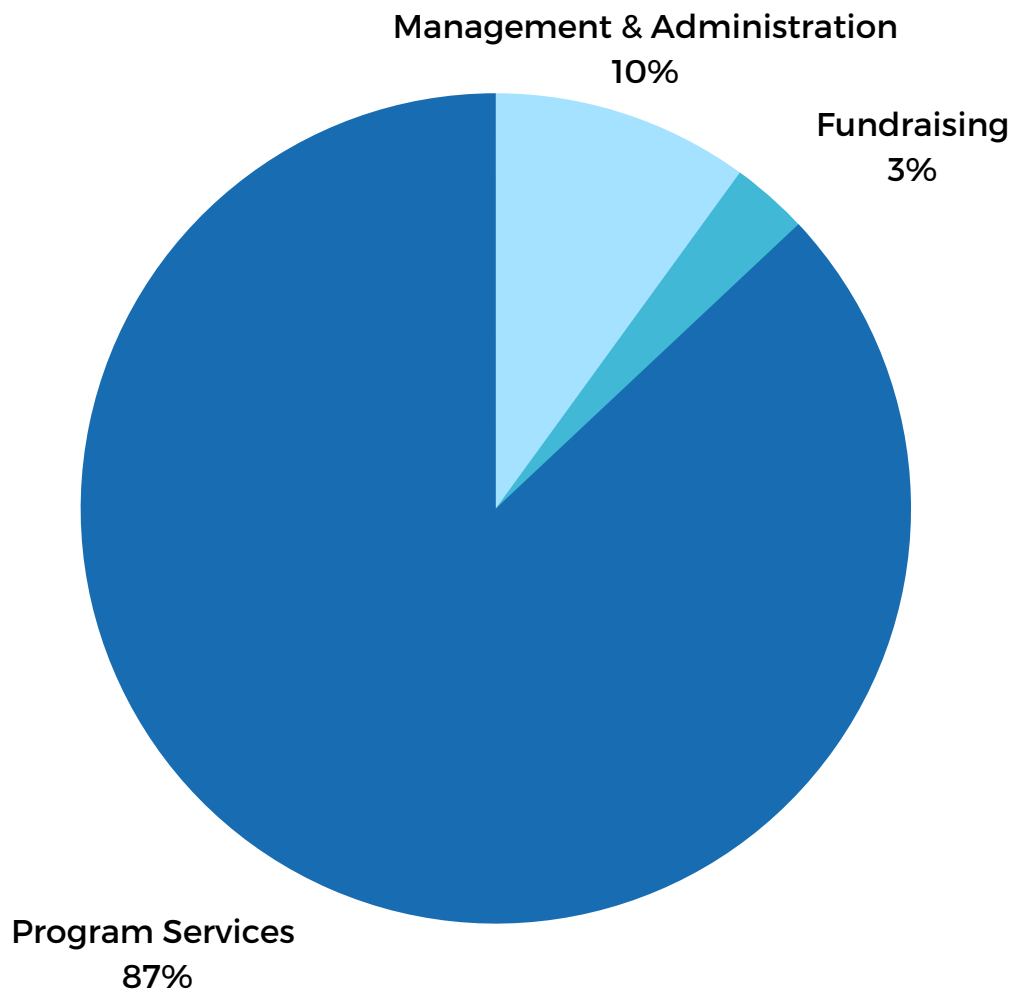


Total Expenses FY2022 = \$812,655

with 87% of expenses representing Program Services



Functional Expenses FY2022



Assets (Year-End) FY2022 = \$563,563



Our Board of Directors

Executive Committee

Lauren Branch - Chair
President/CEO, New View Oklahoma

Bernadette Kappen - Vice-Chair
Executive Director, New York Institute for Special Education

Dennis Steiner - Treasurer
President/CEO, VisionCorps

Shari Roeseler - Secretary
Executive Director, Society for the Blind Sacramento

Miki Jordan - Immediate Past Chair
CEO, Wayfinder Family Services

Lee Nasehi - President/CEO
President/CEO, VisionServe Alliance

Directors-at-Large

Sharon Giovinazzo
CEO, Lighthouse for the Blind and Visually Impaired San Francisco

Reinhard Mabry
President/CEO AlphaPointe

Diane Nelson
Executive Director, VIPs-Visually Impaired PreSchool Services

Tammy Owen
President, CEO, VIA

Erika Petach
President, Blind and Vision Rehab Services of Pittsburgh

Courtney Plotner
President/CEO, ABVI-South Carolina



**Learn more about our
incredible Board**

Generous Supporters

Special thanks to all of the gracious members, individuals, foundations, sponsors, and corporations that helped fuel our mission-driven work throughout 2022, and beyond!



[Learn more about all the ways to support VisionServe Alliance!](#)



2022 Donors

George Abbott	Lighthouse Louisiana
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Dee Budgewater	Lee Nasehi
Center of Vision Enhancement	Diane Nelson
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Big Data Project Supporters

Affiliated Blind of Louisiana
Alabama Institute for the Blind and Deaf
Alphapointe
American Foundation for the Blind
American Printing House for the Blind
Association for the Blind & Visually
Impaired South Carolina
Beyond Vision
Blind Employment Network of New York
Braille Institute of America
California Agencies for the Blind and
Visually Impaired
Chicago Lighthouse
Earle Baum Center of the Blind
Florida Agencies Serving the Blind
Georgia Vocational Rehabilitation Agency
Guide Dogs for the Blind
Hadley Institute for the Blind and Visually
Impaired
Industries for the Blind and Visually
Impaired
Lavelle Fund for the Blind
Leader Dogs for the Blind
LightHouse for the Blind & Visually
Impaired, San Francisco
Lighthouse for the Blind St. Louis
Lighthouse Louisiana

Lions Vision Services
Louisiana Association for the Blind
Louisiana Center for the Blind
Nebraska Commission for the Blind and
Visually Impaired
New York Vision Rehabilitation
Association
NewView Oklahoma
North Carolina Department of Health
and Human Services, Division of
Services for the Blind
Oregon Commission for the Blind
Pennsylvania Association for the Blind
Perkins School for the Blind
Society for the Blind
South Carolina Commission for
the Blind
Spectrios Institute for Low Vision
St. Louis Society for the Blind
Texas Workforce Commission
The Association for Education and
Rehabilitation of the Blind and
Visually Impaired
The Vision Institute
Vision Forward Association
Wayfinder Family Services
Wisconsin Council of the Blind &
Visually Impaired

Sponsors

Allied Instructional Services	Morgan Stanley
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Bank of America	National Industries for the Blind
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First Nonprofit	RealThing AI
HumanWare	Society for the Blind of Sacramento
iYellow Access	Spark Therapeutics
Louisiana Association for the Blind	Vanda Pharmaceuticals
Leader Dogs for the Blind	Vispero

[Learn more about all the ways to support VisionServe Alliance!](#)



What People Say About VSA



...the Big Data Project will continue to address the lack of real data to support decades of anecdotal evidence in the field of vision rehabilitation,

*Susan Olivo
Executive Director and CEO
Lavelle Fund for the Blind*



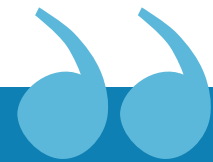
I gain knowledge and insight from leaders in our field, which ultimately will allow Xavier Society to better serve our patrons. As important, this collective of organizations is working as one, to educate the many stakeholders in our field, and influence policy and legislation

*Malachy Fallon
Executive Director
Xavier Society for the Blind*



The National Big Data Report in particular is riveting. The stats showing how much more likely folks who are blind or visually impaired are to encounter life threatening chronic issues is very informative.

*Frank Gibney
Member Director
The Gibney Family Foundation*



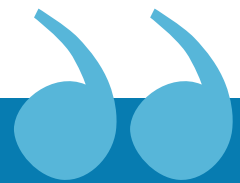
VSA's conferences are must attend events for me. The sessions and the relationships formed are extremely valuable for any professional in this industry.

*Jason Frazier
President & CEO
MindsEye*



I have used AVLNC's NY Big Data Report to advocate for increased funding for the older blind population. I use it in testimony for hearings and town hall meetings with elected officials. The county information is especially useful along with the county prevalence rates.

*Nancy D. Miller
Executive Director & CEO
VISIONS/Services for the Blind and Visually Impaired*



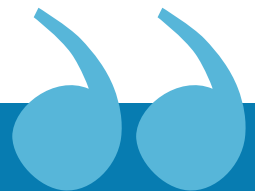
"I know there are so many older people who can still achieve new goals and inspire everyone they know to live life to the fullest. It takes access to quality services. AVLNC has four committees and at least a dozen working groups tackling the most pressing issues facing people with blindness and vision loss."

*Elly du Pré, DPA,
Accreditation Manager, AER*



VSA's Texas Big Data Report helps support the expansion of our Older Individuals Who are Blind program. Stakeholders use the data for their organizations and to advocate for our OIB program and services.

*Juanita Barker
Director, Office of Blind Services
Texas Workforce Commission*



My passion is for the provision of equitable, accessible, and excellent services for older people with vision loss. I don't think our field and our nation have done nearly enough. The good news is that we have an Aging and Vision Loss National Coalition that is working hard on this right now. Get involved. It will sustain you and without it, nothing else really matters."

*Pris Rogers
Co-Chair, AVLNC Policy & Funding Committee*

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Thank you for your continued support
of VisionServe Alliance!

CONTACT US

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