

I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

One page only. This page will be shared electronically with Grant Panel Members & Fund Advisors.

*Note: If Philanthropy Network's Common Grant Application is used, CCCF's **Summary Sheet MUST accompany application.***

To obtain an electronic version of this application, visit www.chescocf.org

Date: December 10, 2024

Contact Information

Organization Name: Wills Eye Foundation

Address: 840 Walnut Street, Suite 1510

Philadelphia, PA 19107

Phone: 215.440.3153

Website: www.willseye.org

Year Incorporated: 2006

FEIN: 59-3794523

ED/CEO Name: Joseph Bilson

ED/CEO E-mail: Jbilson@willseye.org

Board Chair Name: Bernard W. Smalley, Esq

Board Chair Approval (check here):

Primary Contact Name: Suzanne Beers

Primary Contact E-mail: sbeers@willseye.org

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

Mission: Wills Eye serves as a comprehensive center of ophthalmology and strives to remain the preeminent center of excellence by creating a continuum of care accessible and responsive to the needs of the community.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served): Wills Eye Hospital primarily serves the greater Philadelphia area (including its suburbs). Wills Eye attracts patients from across the US and internationally. For the proposed support of Wills Eye *Give Kids Sight Day*, the majority of children will come from underserved communities in Philadelphia and nearby vicinities.

Describe Population Served & Annual Number of People Served: Wills Eye Hospital is a leader in American ophthalmology, renowned for exceptional care and extensive reach. With over 140,000 annual visits and nearly 50,000 outpatient surgeries, it also operates a 24/7 eye emergency department, treating 16,000 cases each year. Serving all patients, including underserved populations, Wills Eye provides critical care to many low-income individuals, particularly in Philadelphia's African American and Hispanic communities, who face higher risk of vision loss. Despite barriers like lack of insurance, high deductibles, and limited access to care, Wills Eye is committed to delivering world-class treatment to all.

<u>Annual Budget</u> \$ 56,228,700	<u>326</u>	# of Full-Time Equivalent Paid Staff
<u>88</u> % of budget for program expenses	<u>15</u>	# of Board Volunteers
<u>11</u> % of budget for administrative expenses	<u>200</u>	# of Active Non-Board Volunteers
<u>1</u> % of budget for fundraising expenses	<u>1200</u>	# of Volunteer Hours (6hrs/event)
<i>100 % total</i>		

Top 3-5 funding sources: Patient revenue, Government funding, Philanthropy, Research funding, and Auxillary (Investment / Other) income

Is this grant proposal for: Capacity Building or General Operating ?

If Capacity Building Proposal, the focus is:

Mission, Vision & Strategy Governance & Leadership Partnerships & Collaborations
 Fundraising, Development & Marketing Technology Other: _____

Grant Amount Requested from the Community Foundation: \$7,500

Proposal Summary: The Wills Eye Foundation respectfully requests \$7,500 from the Chester County Community Foundation to support *Give Kids Sight Day (GKSD)* on Saturday, October 4, 2025, at Wills Eye Hospital, Philadelphia. This annual event provides free vision screenings, glasses, and follow-up care to children aged 17 and under, particularly from underserved communities. With over 700 attendees anticipated, this event directly addresses a critical healthcare gap for children who often go without necessary vision care. This event is staffed by nearly 200 volunteers, including Wills Eye Hospital physicians, medical students (primarily from the Sidney Medical College at Thomas Jefferson University), and Wills Eye staff.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

1. Nonprofit's history, goals, key achievements & distinctiveness

2. Funding request

- Description of key initiatives
- Specific needs & issues to be addressed
- Why it is important to fund this now
- How impact & results will be demonstrated

- For capacity building grant proposals:
 - How will this capacity building initiative impact your nonprofit?
 - How will this impact be measured?
 - Include a description of the expected activities; timeline & costs to implement the initiative. If external consulting services are required, include the anticipated costs & expertise of the consultants to be hired. Include external consultant proposals if applicable.

III. ATTACHMENTS

E-mail or mail this support information

1. Copy of 501 (c) (3) federal tax-exempt letter
2. List of Board of Directors, with their affiliations
3. Most recent annual report & financial statement, audited if available
4. Itemized organizational operating budget with actual results for prior fiscal year & current fiscal year to date
5. If capacity building initiative, itemized budget (including external consultant's proposal, if applicable)
6. Current strategic plan. If your nonprofit does not have a current strategic plan, explain why.

- Use this form @ www.chescof.org to apply online for grants from all Community Foundation Funds.
- Email proposals to grants@chescof.org
- Proposals are considered "complete" when CCCF has **confirmed** receipt of the **Grant Proposal Summary Sheet, Narrative & Attachments**.
- Proposals are shared electronically and online with Fund Advisors, Donors & Grant Panels.
- Per IRS Regulations, applicants must be charitable, tax exempt organizations with 501(c)(3) certification & cannot be individuals.

Please contact Grants Administrator Kevin Baffa at
(610) 696-8211 grants@chescof.org with questions.



*Connecting people who care with causes that matter,
so their legacies make a difference.*

WHAT IS CAPACITY BUILDING?

Capacity building helps bring a nonprofit to the next level of operational, programmatic, financial, or organizational maturity, in order to more effectively & efficiently fulfill its mission.

Capacity building may include (but is not limited to) projects which address:

- **MISSION, VISION & STRATEGY**
Organizational Assessment - Strategic Planning - Financial Planning
- **GOVERNANCE & LEADERSHIP**
Board Development - Executive Transition/Succession Planning - Leadership Development - Staff Training & Professional Development
- **PARTNERSHIPS & COLLABORATIONS**
Coalition Building – Collaboration - Mergers & Acquisitions - Strategic Restructuring
- **RESOURCE DEVELOPMENT & MARKETING**
Major Gift Donor Identification, Cultivation, Development & Stewardship - Development Campaigns (Annual, Capital, Planned Giving) - Earned Income Development - Social Enterprise Feasibility & Development - Marketing, Branding & Communications
- **TECHNOLOGY & OPERATIONS**
Business Continuity Planning - Financial Management - Human Resources - Volunteer Management - Industry Certification - Risk Management - Technology Improvements



**For the Chester County Community Foundation’s Funding Consideration:
Support for Wills Eye Hospital’s *Give Kids Sight Day***

Wills Eye Hospital’s Mission and History

Wills Eye Hospital’s mission is to preserve and improve sight through advanced patient care, clinical research, and medical training while addressing eye care disparities among low-income adults and children facing financial or other barriers.

As the first U.S. hospital dedicated solely to eye care, Wills Eye pioneered ophthalmology as a distinct medical specialty by launching the nation's first ophthalmology residency in 1839. Its clinical expertise and cutting-edge treatments have earned global recognition, with *U.S. News & World Report* ranking Wills Eye among the top eye care centers since 1990.

Activities

Wills Eye, a leader in ophthalmology, is renowned for its high patient volume and comprehensive care. With over **140,000 annual visits** across its main facility and seven ambulatory centers, supported by **250 affiliated ophthalmologists**, Wills Eye performs nearly **50,000 outpatient surgeries** yearly—the highest in the U.S. It also operates one of the few **24/7 eye emergency departments**, treating nearly **16,000 cases** annually. Participation in over **250 clinical trials** and more than **350 annual publications** further advances its impact on research and innovation.

Distinctiveness

Wills Eye’s training programs set the global standard in ophthalmology. Its top-ranked residency program trains 24 residents - 8 per class annually - over three years, complemented by 32 advanced clinical and research fellows. Serving as the Department of Ophthalmology for Sidney Kimmel Medical College at Thomas Jefferson University, Wills Eye has over 120 full-time faculty, making it one of the largest and most productive academic ophthalmology departments in the U.S. Its Online Knowledge Portal provides Continuing Medical Education credits to 8,000+ users across 141 countries, expanding its global educational influence.

Community Outreach and Charity Care

Wills Eye Hospital is deeply committed to serving disadvantaged populations in the Philadelphia community through a range of impactful outreach programs. Our vision screening programs for children provide essential screenings for K-5 students in the School District of Philadelphia schools, detecting issues like visual acuity and color blindness while offering eyeglass prescriptions and referrals. Early detection is vital for academic success, making this program a lifeline for many children.

Wills Eye also hosts two annual events to support underserved communities: **Diabetes Day**, which raises awareness about diabetic retinopathy and the importance of early screenings, and **Give Kids Sight Day (GKSD)**, offering free eye screenings to up to 1,000 children each year. Since 2009, GKSD

has reached nearly 13,000 children, providing critical care to those in need. This proposal seeks support for the GKSD initiative to expand its impact.

Funding Request: \$7,500 for Give Kids Sight Day 2025

The Wills Eye Foundation respectfully requests \$7,500 from the Chester County Community Foundation (CCCF) to support *Give Kids Sight Day* on Saturday, October 4, 2025, at Wills Eye Hospital in Philadelphia. This annual event provides free vision screenings, glasses, and follow-up care to children aged 17 and under, with a focus on underserved communities. With over 700 attendees anticipated, Give Kids Sight Day (GKSD) tackles a crucial healthcare gap for children without access to essential vision care. This impactful event relies on the commitment of nearly 200 volunteers, including approximately 30 dedicated physicians, 20 medical students, medical staff, corporate volunteers, and other Wills Eye team members.

Support from the Chester County Community Foundation will make a lasting impact by ensuring that children in need receive vital eye care while helping families overcome barriers such as cost and healthcare access. Philanthropy plays a crucial role in sustaining initiatives like this, providing life-changing care to underserved families and ensuring that critical services are accessible to those who need them most. Through your partnership, you are helping to build a future where every child has the opportunity for clear vision and a brighter future.

Program Overview: Addressing the Vision Care Gap

Give Kids Sight Day was created to address the lack of follow-up care for children who fail vision screenings in schools across Philadelphia and surrounding suburbs. Untreated vision problems can severely affect a child's academic performance, confidence, and long-term well-being. This program ensures early detection and timely intervention, allowing children to thrive.

Key initiatives include:

- **Comprehensive screenings** to detect vision problems.
- **Free prescription glasses** for children in need.
- **Follow-up appointments** for serious eye conditions.
- **Parental education** on the importance of early detection and regular eye exams, particularly for families with histories of diabetes and other conditions that increase the risk of vision loss.

Specific Needs and Issues to be Addressed

In 2024, Wills Eye celebrated its 15th annual *Give Kids Sight Day*, demonstrating both the need for and success of this program.

- **1,200 appointments** were scheduled, with a 60% attendance rate.
- **448 refractive exams** were conducted, with comprehensive evaluations that went beyond standard screenings to assess eye health, alignment, and color vision.
- **300 children** received glasses, with each child given two complimentary pairs.
- **63 children** required follow-up care for serious conditions - nearly 10% of attendees.

Despite the event's success, many families continue to encounter barriers such as lack of insurance, transportation difficulties, and limited awareness of the importance of eye screenings. To address these challenges and reach more families, we are expanding our outreach by partnering with local public schools, faith-based organizations, and community health resource centers. These efforts will be further supported by targeted flyers and social media campaigns.

Wills Eye is steadfast in its commitment to serving underserved communities, particularly low-income individuals in Philadelphia's African-American and Hispanic populations, who are at greater risk for vision loss. Philanthropic support is crucial to ensuring that more children gain access to the vital vision care they need to thrive.

The Urgent Need for Funding

In underserved communities, vision care is often overshadowed by more immediate needs such as housing, food security, and general healthcare. However, the consequences of untreated vision problems are far-reaching and can significantly impact a child's academic performance, social development, and overall quality of life. Poor vision can lead to difficulties in reading, reduced classroom engagement, and developmental delays that hinder a child's ability to reach their full potential. Early detection and intervention are critical for identifying and addressing these issues before they become permanent, ensuring that children have the visual tools necessary to succeed.

The CCCF's support will help Wills Eye expand its outreach and provide free screenings, glasses, and follow-up care. This funding ensures that families who might otherwise be unable to afford care can receive it, offering their children a brighter future through better vision.

How We Measure Impact

Wills Eye Hospital measures success through:

- **Participation rates** and **attendance at screenings.**
- **Number of glasses distributed** and **follow-up appointments scheduled.**
- **Community feedback**, including testimonials from families and a **Gratitude Wall** showcasing stories of children whose lives have been transformed by receiving free glasses.

These metrics, combined with direct feedback from caregivers and the children themselves, demonstrate the profound impact GKSD has on children's lives and the wider community.

Thank You

The Wills Eye Foundation is grateful to seek the Chester County Community Foundation's partnership in support of *Give Kids Sight Day*. Your generous support would enable us to provide essential eye care to children in need, empowering them to excel in school and thrive in life. Together, we can continue creating a lasting impact for families throughout Philadelphia and its neighboring communities.

We respectfully request your consideration of a \$7,500 contribution to support this vital initiative. Your generosity will help ensure that every child has access to clear vision and good eye health, enabling them to achieve their full potential and thrive in all aspects of life. Thank you for considering this opportunity to make a meaningful difference in the lives of children and families in need.