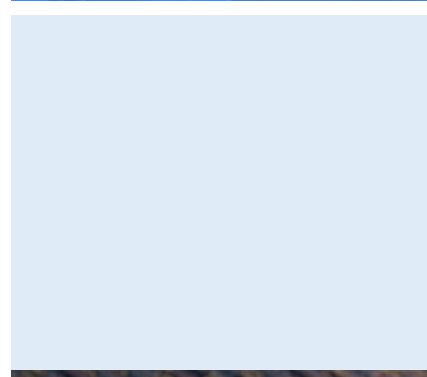
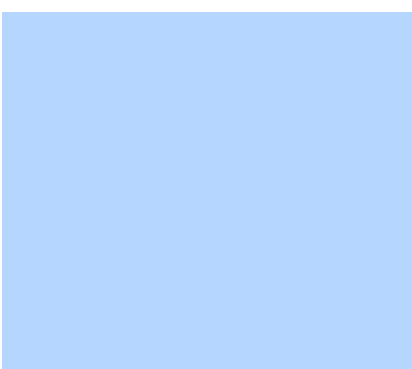




2024-2025

# ANNUAL REPORT



# About KidSight

## Our Mission

KidSight's mission is "to prevent vision conditions and promote healthy eyesight in children."

## Our Values

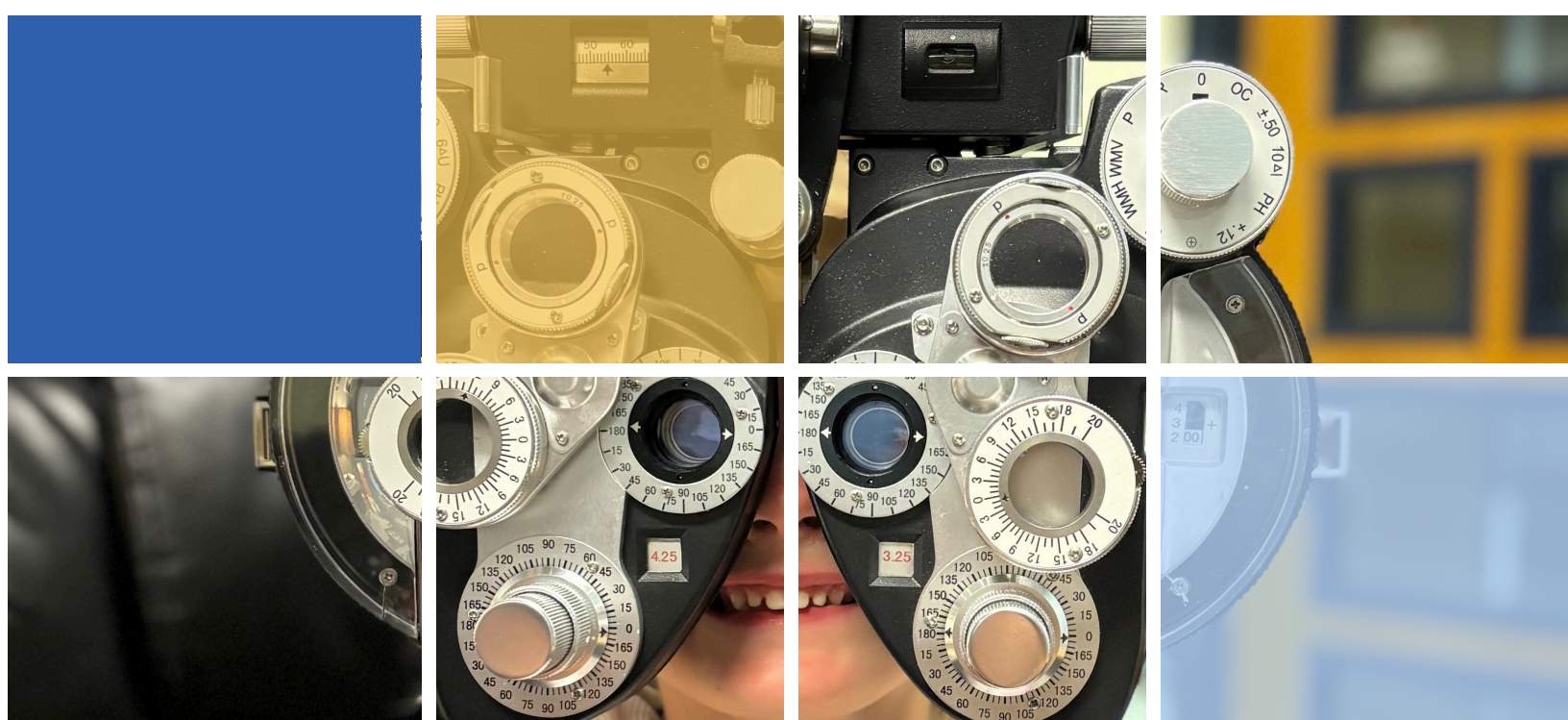
- Put children first
- Be the gold standard
- Be professional, consistent, & reliable

## Who We Are

KidSight is working to ensure every child has clear, healthy vision so they can learn, play, and thrive. We bring free vision screenings directly to schools, childcare centers, and community events, using specialized equipment to quickly and accurately detect potential vision issues in young children.

If a child needs help, we guide families through the next steps with referrals, resources, and personal follow-up to connect them with care. For families in need, we offer no-cost eye exams and glasses through our network of partners.

We believe that vision should never be a barrier to a child's future, and with the support of donors, volunteers, and community partners across Missouri, we're helping kids see a brighter tomorrow.



# Board of Directors

Our Board of Directors ensures KidSight stays true to our mission of giving Missouri kids clear, healthy vision. We are grateful for their dedication, guidance, and leadership.

## Patrick Martchink

### President

St. Louis, Missouri

## Susan Paden

### Vice President

Mexico, Missouri

## Dr. Jamie Weiser, OD

### Secretary

Kansas City, Missouri

## V. Jene Crook

### Treasurer

Marshall, Missouri

## Don Beckham

### Member

Cape Girardeau, Missouri

## Bob Crump

### Member

Seymour, Missouri

## Lieu Lowrie

### Member

Kansas City, Kansas

## Mary Jane Noellsch

### Member

Bowling Green, Missouri

## Jeaneth Puriel-Foot

### Member

Parkville, Missouri

## Harold Spire

### Member

Maryville, Missouri



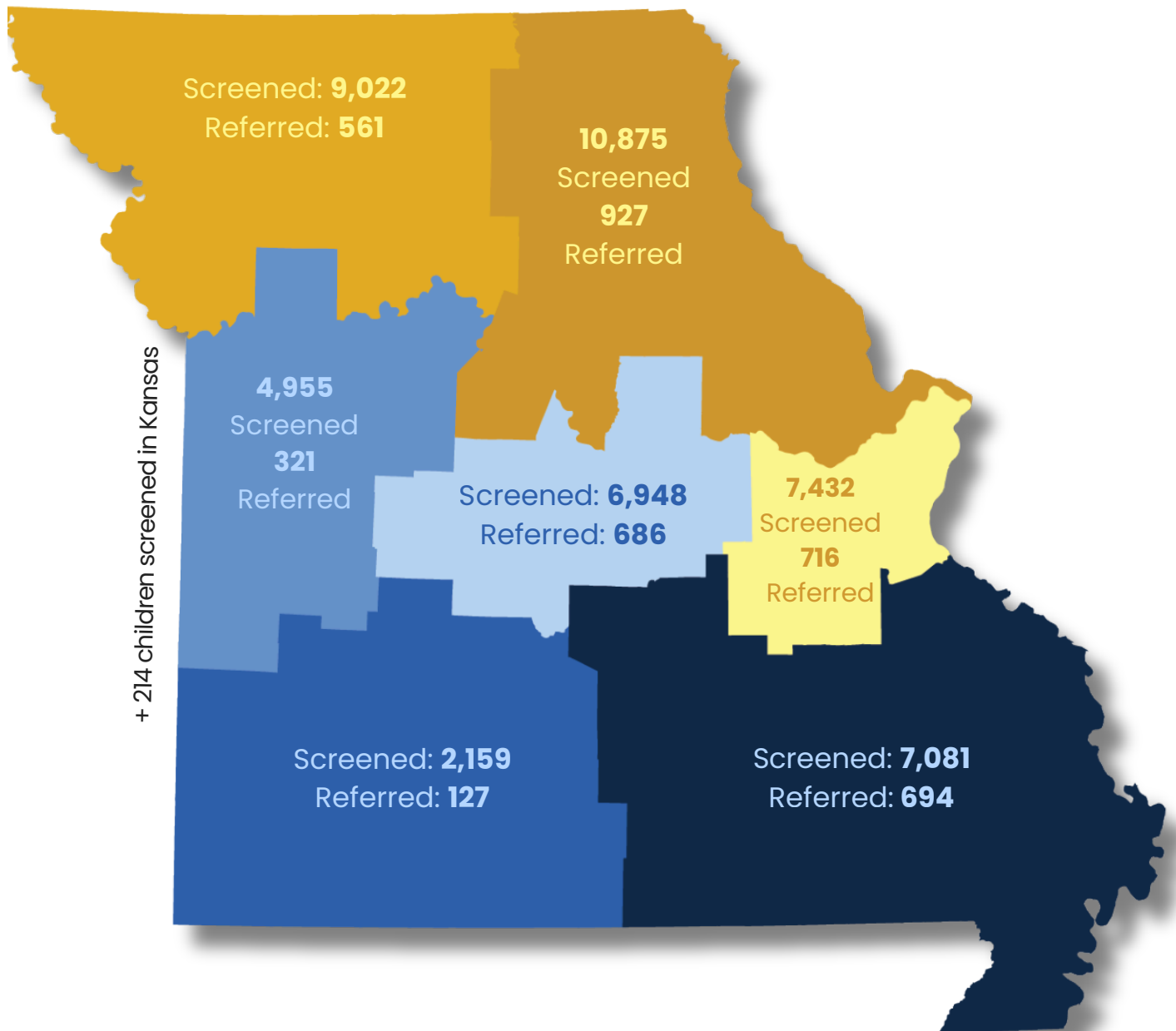
# A Year in Focus

This year, KidSight helped more Missouri kids than ever before. Every screening, every referral, and every pair of glasses provided brings us closer to a future where every child can see clearly.

Screenings	48,686	children screened
	769	screening events
	101	counties served
Referrals	4,322	children referred
	24%	high risk referrals
	60%	completed follow-up
Clinics	52	eye exams provided
	44	eye glasses provided
	6	mobile clinic days



# Screenings by Region



**101** Missouri counties served



# Connecting Kids to Care

A vision screening is just the first step. When a potential issue is found, KidSight connects families with the resources and support they need to ensure every child can get the care they deserve. We walk alongside families to remove barriers and help kids get the glasses or treatment they need to see clearly, learn confidently, and thrive.

## How We Help Families Take the Next Step

- We notify parents if a screening indicates their child may need an eye exam.
- We provide families with information about next steps and local eye doctors.
- We follow up with families to check if they've been able to schedule an exam.
- For families needing additional help, we provide enhanced follow-up, connect them to resources, or help cover the cost of eye exams and glasses when needed.

**Last year, 60% of children referred by KidSight got an eye exam after their screening, helping them see clearly in school and fully experience childhood.**

## Referrals and Follow-Up at a Glance

**4,322**

children were referred  
at a KidSight screening



**238**

children received enhanced  
support, including free  
exams and/or glasses

**24%**

of referrals were  
flagged as  
"high risk."





# The Sight Squad:

## KidSight's Volunteer Program in Action

KidSight's network of **over 100 volunteers** that we fondly call the "Sight Squad" are the hands and feet of KidSight's mission. This year, we welcomed **two new screening teams** bringing our total to **20 teams across the state!** These volunteers bring our vision screening services to communities big and small, ensuring every child has the chance to see clearly and thrive.

KidSight volunteers pour their time and hearts into making sure no child's vision problem goes unnoticed. They bring KidSight's mission to life in schools, community centers, and childcare programs across Missouri, meeting families where they are and **ensuring kids get the clear vision they need** to learn, play, and thrive.

### KidSight's Volunteer Program: At a Glance

**4,483**  
volunteer hours  
donated to KidSight.



**20** dedicated screening  
teams serving kids  
statewide.

**80%**  
of KidSight  
screenings were  
provided by  
volunteers.

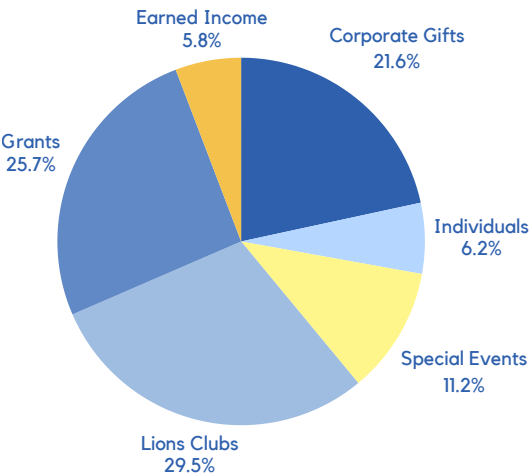


# Financial Snapshot

## Income

Corporate gifts include Saving Sight’s donations, a reduction in facility expenses and smaller corporate matching gifts. Grants include both corporate and family foundation grants. Special Events include income from the board-sponsored Trivia Night, PDG Mystery Bus Tour, M2 Mystery Magic event, and other smaller events. Earned income includes vision practice sponsorships, fee-based vision screenings, and income from interest.

**Total Income: \$589,261<sup>1</sup>**



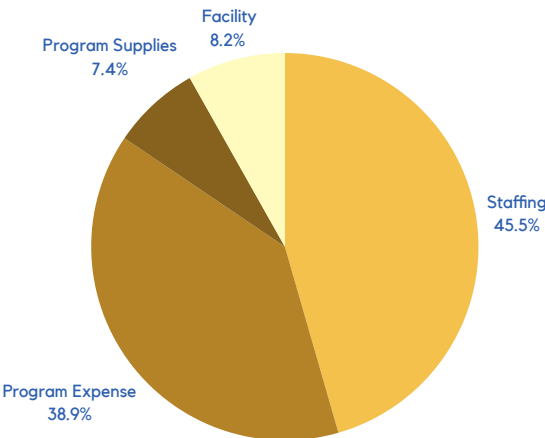
<sup>1</sup> Includes a \$204,000 pledge to be received and used as \$68,000 per year over three years (2025–2027).

## Expense

KidSight’s mobile vision screenings do not require additional space or consumable supplies (aside from printed materials.) The majority of expenses are the people who run the programs and support the volunteer teams.

- Staffing
- Program Expense
- Program Supplies
- Facility expense

**Total Expense: \$343,828**





# See the Change

We gratefully recognize those whose support brought vision screenings to thousands of children. By supporting KidSight, these donors are seeing the real change they're making for children and communities across the state.

## LUMINARIES (\$10,000+)

Alcon Foundation  
Lions Eye Foundation of MD26-M2  
Mader Foundation

A.P. Green Foundation  
KC Childrens' Assistance Network  
Saving Sight

## VISIONARIES (\$5,000-\$9,999)

Bausch Foundation  
Concordia Lions  
Griffin Family Foundation  
House Springs Lions  
Mervyn Jenkins Foundation  
United Way of Central Missouri

Cape Girardeau Lions  
Ed Smith  
Home State Health  
Jefferson City Host Lions  
Mosaic Life Care Foundation  
PDG V. Jene Crook

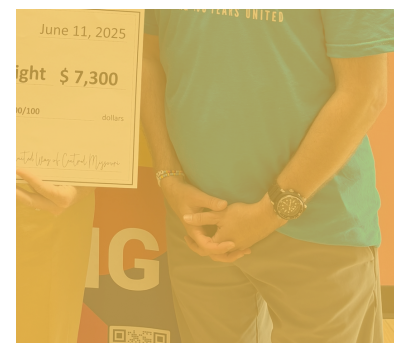
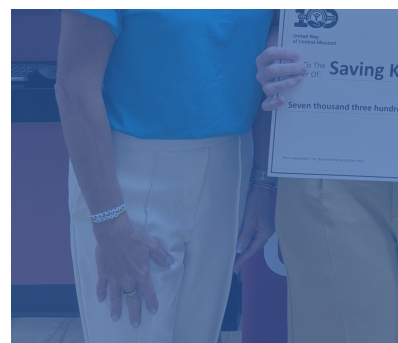
## CHAMPIONS OF SIGHT (\$2,000 TO \$4,999)

PCC Alvin Blumenberg  
Chillicothe Lions  
First Capitol Lions  
Leet Eyecare  
Orschlen Industries Foundation  
St. Joseph Host Lions  
St. Louis Southside Lions  
Washington Lions

Boone Electric Community Trust  
Family Focus Eyecare  
Grant City Lions  
Maryville Host Lions  
Owensville Lions  
St. Joseph South Side Lions  
Wayne and Susan Cunningham

## DEFENDERS OF SIGHT (\$1,000 TO \$1,999)

Boonville Lions  
Bowling Green Lions  
Branson-Hollister Lions  
East Side Lions  
EquipmentShare  
Harrisburg Lions  
Harvester Lions  
Hermann Lions  
Jefferson City Evening Lions  
PDG Julie Koirtyohann  
Lake Winnebago Lions  
Missouri Lions District 26 - M3  
Monett Lions  
Paris Lions  
Prairie Home Lions  
Riedel Foundation  
Sedalia Lions  
Seymour Lions  
Springfield Host Lions  
Webster Groves Lions





## Program Partners

At KidSight, partnerships are at the heart of our mission. These partners give time, trust, access, and support that are vital. Together, we're reaching more children, earlier, and more effectively than ever before.





# The KidSight Impact: Xena's Story

At just six years old, Xena had already learned to adapt to a blurry world. She didn't complain, and no one around her suspected anything was wrong. She smiled, played, and kept up in her classroom. What no one knew—what Xena couldn't have known—was that she couldn't see clearly. Everything changed the day that KidSight came to her school.

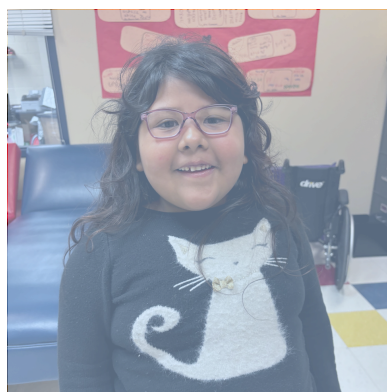
Using a quick, non-invasive vision screening, our team detected signs of severe nearsightedness and astigmatism in Xena's eyes. She received a no cost eye exam through our mobile clinic program, where the results confirmed what the screening had found: **Xena's vision needed immediate attention.**

With the help of KidSight staff, Xena chose a pair of rainbow frames and was excited for what came next. When our team returned to deliver her new glasses, Xena gently put them on, looked around, and gasped: "WOW!" The classroom, the playground, the trees outside—they had always been a blur. **Now, the world had come into focus.**

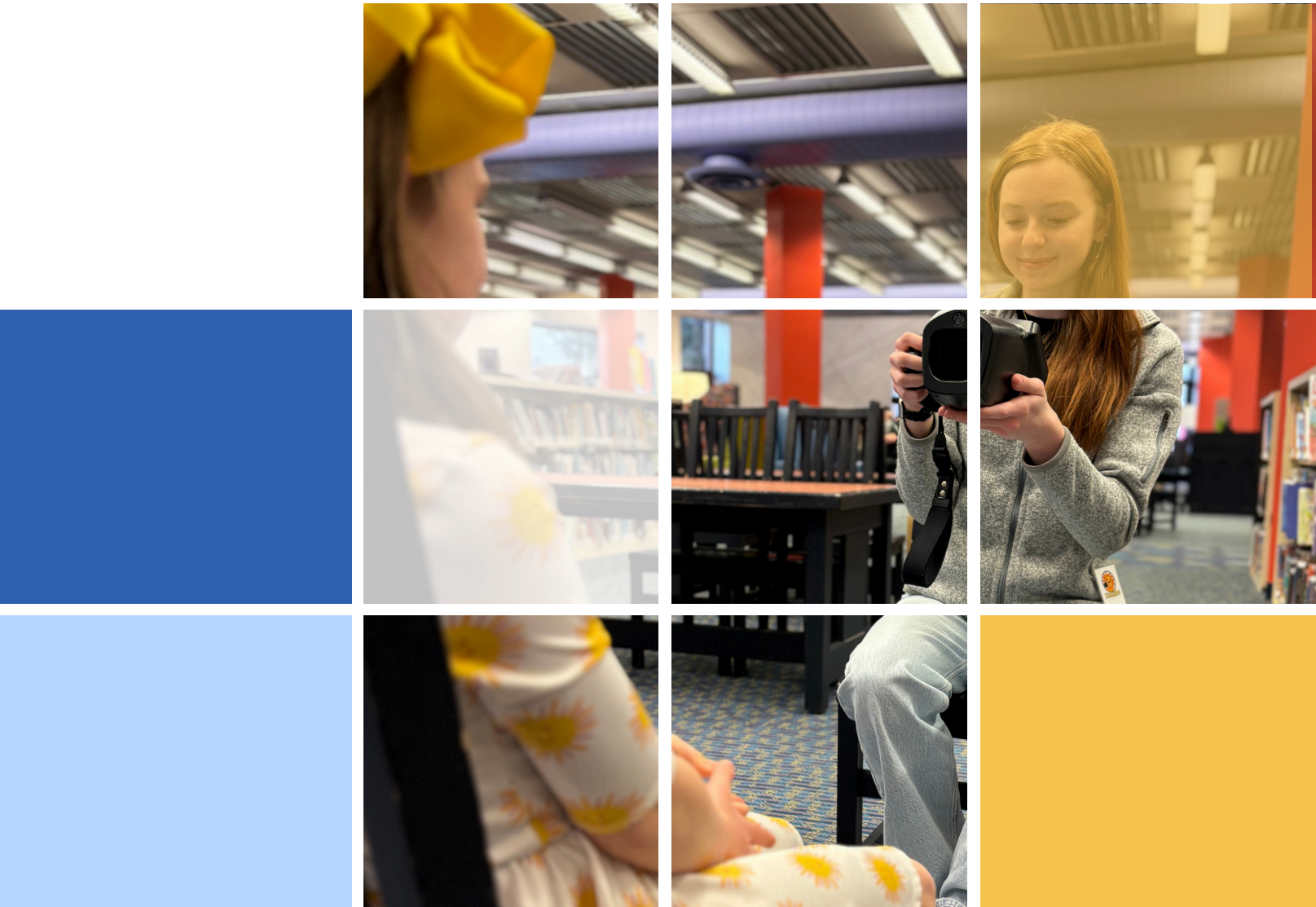
**Xena's story is just one of thousands that show what early vision screening can do.**

In 2024, KidSight screened 48,686 children across Missouri and referred 4,322 for further care. Each one of those numbers represents a child, like Xena. A child whose future is brighter because someone cared enough to help them see it clearly.

Thanks to our supporters, children across the state are seeing more, doing more, and dreaming bigger. **Together, we're helping Missouri kids "See the Change."**



Xena, age 6



# Thank You

Thank you for being part of the KidSight impact. Because of your support, thousands of children across Missouri received the vision screenings they need to see clearly, learn confidently, and thrive fully. As we look ahead, we remain committed to expanding access, deepening impact, and ensuring that no child's potential is limited by an undetected vision problem.

**Together, we're changing lives—one child at a time.**



855-454-3744



10560 N Ambassador Drive, Suite 210, Kansas City, MO 64153



[www.kid-sight.org](http://www.kid-sight.org)