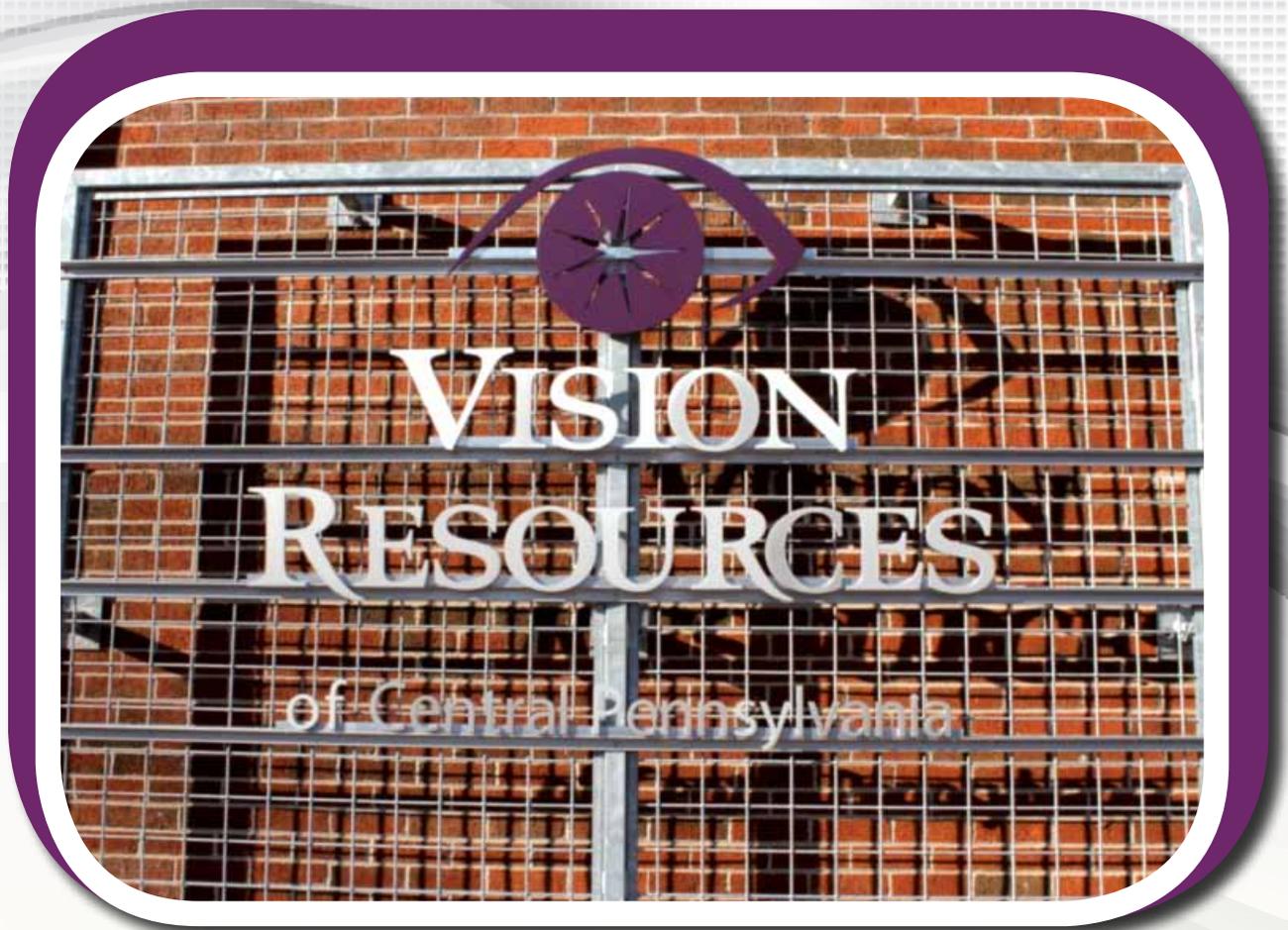


*Only The Name Has Changed*



**ANNUAL REPORT  
FISCAL 2012-2013**



# Opening New Doors

## FROM THE CHAIRMAN OF THE BOARD

It has been an exciting and gratifying first year serving as the Chairman of the Board for Vision Resources of Central Pennsylvania (VROCP). The year was exciting because our community-benefit organization changed our name, no small task, and completed the process in an incredibly smooth transition; a tribute to the skill and commitment of those employees, board members and volunteers involved. My first year provided much gratification because of the honor I have to lead so many individuals that are dedicated and passionate about the VROCP mission to the region.



Vision Resources has been able to exist for the past 93 years because the organization remains fluid, creative and always moving forward. The name change became an apparent need when the organization adopted Franklin County to its service area, but the need for a name that the board felt better describes “who we are”, was just as obvious. We are all proud of our name now and how it represents us as an organization prepared to meet the needs of individuals that are blind or visually impaired, and help raise their quality of life. How can I not feel great about overseeing a board for an organization such as this agency?

I look forward to the coming year and anticipate developing new partnerships throughout the community, extending our services and broadening the scope of the programs and services we provide.

Regards,

Randy C. Knapp

## FROM THE EXECUTIVE DIRECTOR

In my thirteen years of employment as the Executive Director I never cease to be amazed at how our board, employees and volunteers work hand-in-hand, to keep our agency on solid ground. Whether it is holding a fundraising event, writing a grant, obtaining a new business contract, meeting the needs of the blind and visually impaired to support our communities, it all happens because of our people working together. We function as a “team”, but we act like a “family.” This makes it easy to come back to work each day and feel confident that we will continue to excel in our accomplishments.



- This year VROCP maintained important programs and services while always looking for ways to improve on all we provide.
- Case management continued social services to assist clients and helped them enjoy some independence in their lives.
- Computer training by Access Technology continues, but has now extended their services to introduce new touch technologies.
- No-cost eye examinations and vision correction is still available at no-cost to children or uninsured adults.
- The first full year for the Vision Rehab Center was completed.
- In Production VROCP completed an entire state-of-the-art upgrade to our commercial mail services equipment allowing us to offer competitive contract services for years to come.
- Carpet services sales and installations reached new levels of revenue generation.
- Reading Services began looking at new and better methods of communicating and strengthening connections to their audience.
- Prevention once again performed thousands of free vision screenings for pre-school children and elderly resulting in critical referrals for vision problems detected.

This is not even a complete list of what has taken place in this historic year of change for VROCP. There are always challenges: those expected and some you cannot prepare for. I am certain as this organization is confronted with challenges in the coming year, the *human* resources that I am fortunate enough to work with will guide Vision Resources of Central Pennsylvania to a brighter future.

Sincerely,

Danette Blank

# Mission and Vision Statement

## Our Mission:

To support and promote the interests of people who are blind, visually impaired and otherwise disabled, and to provide blindness prevention services.



## Our Vision:

To be the premiere resource for blindness prevention services, and to maximize opportunities for individuals who are blind and visually impaired to maintain independence.

## VOLUNTEERS

Vision Resources continues to attract talented and passionate volunteers that help to make all that we do possible. Our volunteers include professionals, retirees, students and business partners that provide their time and service to just about every area of operation in our organization.

The estimated value of their volunteer time for 2012 is \$22.14 per hour (source: independentsector.org). Calculations for Vision Resources total volunteer service dollars is \$157,978, a substantial increase over 2012. (\$18,059)

Our appreciation for each volunteer and their sacrifices cannot be overstated. A small measure of our thanks was shown at the 2012 Volunteer Recognition Luncheon, held at the Harrisburg Sheraton Hotel, in September. We had forty-seven volunteers attend the event and applaud our two Volunteers of the Year honorees, Fran Grimm and Fred Bell, as well as all we accomplished together.



## VOLUNTEER HOURS BY DEPARTMENT

Board (meetings).....	323	Radio Reading.....	3510
Clerical.....	728	Social Services.....	1,025
Development.....	456	Community Business Partners.....	242
Eye Clinic Doctors.....	76	(Ohio Casualty 30, Deloitte 40, United	
Eye Clinic Admin.....	187	Way 42, McNeese Wallace & Nurick LLC	
Prevention.....	299	85, Young Marines 45)	
Production.....	434		
		<b>Total Volunteer Hours .....</b>	<b>7,377</b>



## FUNDING SOURCES

*VROCP would like to thank the following organizations for their financial support:*

Capital Blue Cross  
Country Meadows Home Office  
H.B. McClure  
Hempt Brothers Inc.  
Highmark Blue Shield  
Intrepid TV Repair Inc.  
James T. Hambay Foundation  
Lower Paxton Township Lioness Club 14-T  
McCormick Family Foundation  
PNC Charitable Trusts  
Donald B. & Dorothy L. Stabler  
Foundation

Charles A. & Elizabeth Guy Holmes  
Foundation  
Pennsylvania Retina Specialists  
Pinnacle Health System  
Centric Bank  
Hershey Lions Club  
The Patriot News/Advance Central Services  
Lobar Construction Management  
McInroy-Sheffer People Trust  
McNeese, Wallace, & Nurick, LLC  
Members 1st Federal Credit Union  
PA Lions District 14-T  
Paxtang Lions Club

Phillips Office Solutions  
PSECU  
Harrisburg Lions Club  
Ames True Temper  
Lion's International Foundation  
John Crain Kunkel Foundation  
Josiah W. & Bessie H. Kline Foundation  
Metro Bank  
George A. Kint Inc.  
Premier Eye Care Group  
David A. Smith Printing  
Boyer & Ritter  
Gunn Mowery

# Case Management



**Highlights for 2012-2013:** Number of individuals served, including non-customers, information/referral services and low-vision support: 355  
Number of service hours: 6055

**Staff:** One Director of Services, 4 Part-time Caseworkers and 13 volunteers. Our volunteers contributed 1,025 hours during the fiscal year.

**Specialized Services:** Specialized services are provided to visually impaired individuals who are deemed financially and visually eligible as defined by our contract held with The Bureau of Blindness & Visual Services /PA Association for the Blind. These services include Ancillary Case Management (intakes, assessments, reassessments, record keeping), Support Services (assistance with mail reading, bill paying, grocery shopping, necessary errands, etc), Transportation & Escort (to medical appointments and other necessary appointments), and Quality of Life (life skills, independence skills, education and support groups).

**Life Skills Education** – VROCP hosted five life skills education meetings per month. These were held in four locations throughout the VROCP service area. Monthly meetings were held in Carlisle, Shippensburg and Chambersburg, and semi-monthly meetings were held in Harrisburg. In addition, in-home life skills education meetings were held in Perry County every other month.

## Specialized Services Customers Served

Number of customers served: 142

Total number of service hours: 5899 hours

Ancillary Case Management: served 142 customers, 701 hours

Support services: served 136 customers, 1955 hours

Transportation & Escort: served 95 customers, 2415 hours  
Quality of Life/Life skills education: served 58 and 866

Number of new cases opened: 15

Number of cases closed: 15

# Access Technology

The Access Technology department utilizes state-of-the-art computers to teach people who are blind or visually impaired to use the computer. An on-site computer specialist provides training for software applications such as word processing, database management, and use of the Internet. Other training programs include evaluation and training for stand-alone personal digital assistants or Note takers. The department has also added training on mobile devices such as iPhone and iPad as well as Android devices.



## Computer Training

- Clients evaluated or trained on-site - 18
- Office of Vocational Rehabilitation (OVR) clients - 11
- Hours of training - 186 (includes evaluations and large group training)
- Clients supported by phone or e-mail - 27

## Highlights

- The department purchased 3 iPads and an iPad mini through a grant. The devices will be used to train clients in touch technology.
- Access Technology continues to assist Reading Services department.

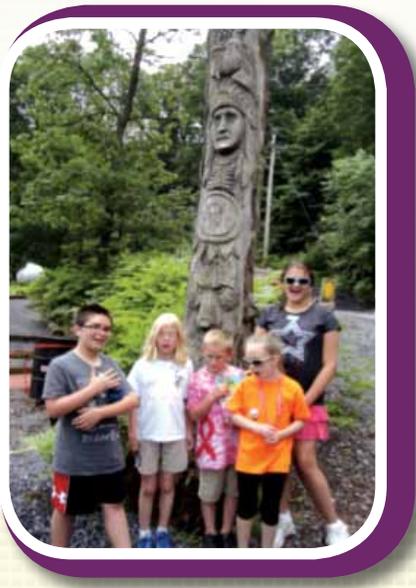
## Additional Services

- Braille production - 2,762 pages  
This includes work for FEMA as well as various state and private customers.

# Prevention Department

Summary: Staff & volunteers of The Prevention of Blindness/Education/Camps Department serviced 11,402 individuals at 370 locations in Dauphin, Cumberland, Perry & Franklin Counties in fiscal year 2012-2013. Our wonderful volunteers contributed 299 hours to our causes.

# preschool children's vision screenings .....	3410
# locations.....	140
# referrals.....	104
# adult vision screenings.....	230
# locations.....	16
# referrals.....	53
<b>Eye health &amp; safety programs:</b> # preschoolers & 1st graders.....	4719
# sites .....	126
# adults who participated in educational programs.....	3032
# sites .....	74
# children and teens who attended summer camps.....	11
# sites visited.....	14



*Friendships!*

## CAMP HIGHLIGHTS-10th ANNIVERSARY YEAR:

### Out of Site Camp July 2012:

Hot air balloon rides, airplane rides including co-piloting, boat ride on the Pride of the Susquehanna (paddle boat), tour of Indian Echo Caverns, farm fun activities at Cherry Crest Adventure Farm, Dutch Wonderland amusement park, and a lesson on healthy habits from the Susan Byrnes Center.

### Out of Site Camp June 2013:

A day in Lititz visiting Wilbur Chocolate Factory, Sturgis Pretzels and the Pretzel Hut; bouncing fun on inflatable objects at Bounce-U; day-camp activities at KOA Campground; fishing (everyone caught fish!), swimming, bar-b-q and water play at Little Buffalo State Park; and farm fun activities including critters at Verdant View Farm in Lancaster County.



*Summer Fun!*

Note: The teen Adventure Camps were held in June 2012 & July 2013 – so 2012 was reported in the 2011-2012 Annual Report, 2013 will be reported next year.

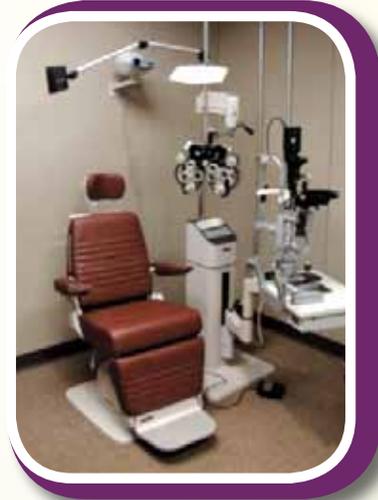
# Vision Rehab Center

The goal of the Vision Resources Rehab Center is to improve a clients remaining vision so that they may live as productive and independently as possible. The Rehab Center Specialist assists clients in learning how to use low vision aids and devices, as well as new methods of performing everyday tasks.

Working in conjunction with the Low Vision Rehabilitation Optometrist, the Rehab Center Specialist works one on one with clients, training in the use of low-vision and access technologies devices. Both visual aids and education are utilized to improve the patient's functional vision. Training focuses on assisting patients with the practical difficulties caused by reduced vision including reading, writing, computer access, and job performance.

## Highlights

- Fiscal 2012-13 was the first full year of the Vision Rehab Center.
- The clinic was open for appointments every other Thursday from 8 a.m. until 4 p.m.
- The Center saw 40 total patients, and 22 were first-time visits.
- The Center was able to accept insurance from the following participants: Medicare, Capital Blue Cross, Highmark Blue Shield, TriCare, Aetna, Aetna Medicare, Geisinger Gold, Health America and United Health.



*New Eye Exam Equipment*

# Low Vision Services



Vision Resources Low Vision Services department is committed to assisting individuals of all ages with “low vision” diseases like macular degeneration, glaucoma, diabetic retinopathy, and cataracts. Our goal is to identify and determine the low vision device that best meets the client’s visual goals. The low vision service provides evaluation, training and low vision products to help increase independence and improve quality of life. Vision Resources makes every effort to help clients utilize their remaining vision to maximum benefit. Low Vision aids benefit individuals with employment, educational pursuits, independent living and leisure activities.



## Highlights

- Evaluations conducted for BVS/OVR customers - 39
- Private evaluations conducted - 64

## Necessity Store

The items for sale through the Necessity Store offer a selection of low-vision aids, tools and technology created for the specific needs of our Low Vision and Blind clients.

These items are selected to assist clients to enjoy a quality of life that allows them to stay active and independent.

- Video Magnifiers sold, delivered and set-up - 18
- Hand held magnifiers sold - 31

# Eye Clinic/Eyeglass Shoppe

The Eye Clinic provides no-cost eye exams for individuals who do not have health insurance. The clinic is staffed by a volunteer eye doctor from our community, as well as a trained staff optician, one morning per month.

Vision Resources in-house Eyeglass Shoppe stocks new eyeglass frames for children and adults. Eyeglasses are available at a reduced cost for the eye clinic clients as well as the general public that have a current eyeglass prescription. Funding has been established to provide eyeglasses for those who qualify for financial assistance.

Total no-cost eye exams provided: 53  
 Adult eye exams: 37  
 Children's eye exams: 16

Total discounted eyeglass fittings: 101  
 Adult eyeglasses: 97  
 Children's eyeglasses: 24  
 Eyeglasses at no cost: 37

## Reading Services

TOTAL Clients served: 1112

### Highlights

- Installed computers in record booths
- Added "Breaking News" from Penn Live to broadcast
- Conducted a listener survey
- Added an 800 call line for Obituary listing

### Equipment on loan

- Active cassettes players ..... 862
- Active radios ..... 210
- Issued radios to new clients ..... 2
- Issued cassette players to new clients..... 38
- Returned equipment ..... 40

### How listeners access the programming network

- Listen via Comcast – 1% of 102,900..... 10,290
- Radio listeners ..... 210
- Podcast unique visits..... 72,450\*
- \*2013-14 will report number of persons using, not unique visits
- Obituary calls ..... 38,061

### Volunteers

- Total number of volunteer hours ..... 3510.5
- Total number of active volunteers ..... 52
- Highest number of hours-Mary Richart..... 634
- Second highest –Dick Anliot ..... 366

During the fiscal year Reading Services lost two volunteer readers to retirement; one to a prolonged illness; and one who passed away. Reading Services added five new readers and one clerical volunteer.

Live reading of the Patriot News on Penn Live each weekday morning



# Production/Manufacturing Highlights

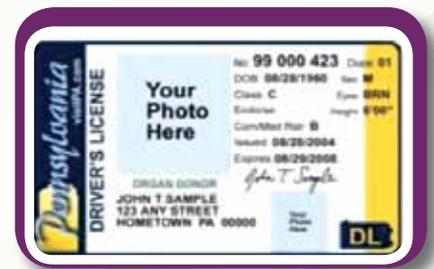
- Business services generated the majority of VROCP revenue for the fiscal year.
- The department acquired all new commercial mail equipment including a printer, high-speed dryer and tabbing component. This will provide new opportunities to offer a greater variety of services for contract work and employment for individuals with disabilities.
- Received first printing contract with the Department of General Services.
- Hired a sales person to develop new VR Business Services relationships.
- Production/Manufacturing employed 13 disabled persons.
- Total department volunteers: 8
- Total volunteer hours: 434



*New Commercial Mail Equipment*

## PHOTO ID

- Photo ID points are as follows:
- Managed and scheduled staffing for the Queen Street PennDot Photo ID Center and Runkles Photo ID Center in York, PA
- Hired and trained an additional staff member as a Member Agency Representative and Photo License Technician
- Employed 11 individuals with disabilities as Photo License Technicians
- Attended Member Agency Representative Conference and Photo ID License Technician Seminars



*New Floor  
Cleaning  
Equipment*



## CUSTODIAL SERVICES

- Staff experienced fewer turnovers due to stable management team.
- The division acquired state-of-the-art cleaning machines for better, more efficient, results
- Received a donation of two used commercial vans for custodial use
- Received three new private cleaning services contracts
- Custodial Services provided employment to 43 disabled persons, 14 non-disabled

## CARPETING AND FLOORING SERVICES

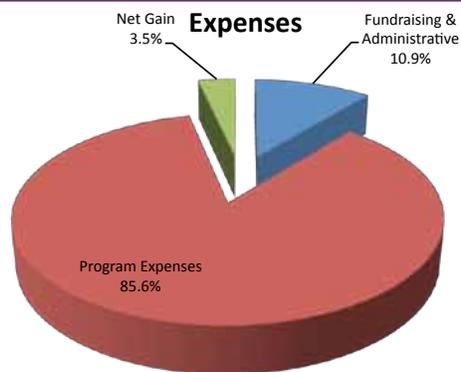
- Exceeded budget goals for year.
- Integrated lift system equipment into carpet installations that enables workers to complete projects without having to sacrifice work space or displace employees. This flexibility allowed the division to secure contracts that would otherwise not have been obtainable.
- Provided expertise and monitored the implementation of the new carpet contract for fiscal 2013-14.
- Expanded the residential carpet showroom and selection, creating new revenue opportunities.
- Employed 7 disabled employees, 3 non-disabled individuals.



*Lift System Equipment*

# Financial Statement - June 30, 2012

STATEMENT OF FINANCIAL POSITION		STATEMENT OF ACTIVITIES	
<b>ASSETS</b>		<b>REVENUE AND SUPPORT</b>	
Cash	708,329	Commonwealth of Pennsylvania	116,650
Receivables	656,343	Contributions and Bequests	252,772
Inventory	149,776	Sales to Public	2,615,462
Other current assets	24,623	United Way	123,348
		Grants	139,436
Net Property Plant and Equipment	3,307,178	Other	9,859
<b>TOTAL</b>	<b>4,846,249</b>	<b>TOTAL</b>	<b>3,257,527</b>
<b>LIABILITIES AND NET ASSETS</b>		<b>EXPENSES</b>	
Accrued expenses	251,380	Cost of Goods Sold	1,709,875
Accounts payable	127,262	Salaries and benefits	852,623
Loans payable	1,360,000	Operations	375,610
Unrestricted Net Assets	3,095,107	Interest expense	71,949
Restricted Net Assets	12,500	Depreciation	134,083
<b>TOTAL</b>	<b>4,846,249</b>	<b>TOTAL</b>	<b>3,144,140</b>
		Change in Net Assets	113,386



# 2013 Board of Directors

Randy Knapp – *Chair*  
Megan Aschenbrenner – *1st Vice Chair*  
Rachel Jarabeck – *2nd Vice Chair*  
Alvin Goodman – *Secretary*  
George West – *Treasurer*  
Dr. Wesley Britton  
Sarah Clark  
Nate Desmarais  
Kimberley Frank, Esq.  
Laura Gargiulo, Esq.  
Andrew Leitzel, O.D.  
Lynne Ross  
Cheryl Sakalosky  
Jay Snyder  
Baba C. A. Sontyanna  
Mark Totaro  
Pete VanZandt

## Community Advisory Members

Helen Gemmill  
Timothy Grunsta

## Management Team

Danette Blank, Executive Director  
Andrea McPherson, Controller  
Paul Zavinsky, Director of Development & PR  
Nancy Altemose, Director of Services  
Doug Peterson, Director of Manufacturing  
Mark Leib, Director of Flooring Services  
Elizabeth Stanley-Swope, Director of Reading Services



# VISION RESOURCES

of Central Pennsylvania

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Harrisburg, PA 17104-2912

Phone: 717.238.2531

Fax: 717.238.0710

[info@vrocp.org](mailto:info@vrocp.org)

[www.vrocp.org](http://www.vrocp.org)

## SOCIAL MEDIA SUMMARY

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### LinkedIn

Linked In for Vision Resources-Danette Blank  
Linked in for VR Business Services-Michelle Filler



### Twitter

Vision Resources  
[@vrocp](https://twitter.com/vrocp)  
[Twitter.com/vrocp](https://twitter.com/vrocp)  
249 followers  
231 tweets



### Facebook

Vision Resources of Central Pennsylvania  
[www.facebook.com/visionresources](https://www.facebook.com/visionresources)  
"likes": 222

People talking about Vision Resources: 500% increase

Weekly total reached: 148% increase

Most popular age group: 45-54 years of age