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August 29, 2008

Tammy Lemke  
Prevent Blindness America  
211 West Wacker Drive  
Suite 1700  
Chicago, IL 60606

Dear Tammy Lemke:

On behalf of Charity Navigator, I wish to congratulate Prevent Blindness America on achieving our coveted 4-star rating for sound fiscal management.

As the nonprofit sector continues to grow at an unprecedented pace, savvy donors are demanding more accountability, transparency and quantifiable results from the charities they choose to support with their hard-earned dollars. In this competitive philanthropic marketplace, Charity Navigator, America's premier charity evaluator, highlights the fine work of efficient charities such as your own, and provides donors with essential information needed to give them greater confidence in the charitable choices they make.

Based on the most recent financial information available, we have calculated a new rating for your organization. We are proud to announce Prevent Blindness America has earned our 4-star rating for its ability to efficiently manage and grow its finances. Approximately a quarter of the charities we evaluate have received our highest rating, indicating that Prevent Blindness America executes its mission in a fiscally responsible way, and outperforms most other charities in America. This "exceptional" designation from Charity Navigator differentiates Prevent Blindness America from its peers and demonstrates to the public it is worthy of their trust.

*Forbes*, *Business Week*, and *Kiplinger's Financial Magazine*, among others, have profiled and celebrated our unique method of applying data-driven analysis to the charitable sector. We evaluate ten times more charities than our nearest competitor and currently attract more visitors to our website than all other charity rating groups combined, thus making us the leading charity evaluator in America. Our irrefutable data shows that users of our site gave more than they planned to before viewing our findings, and in fact, it is estimated that last year Charity Navigator influenced over \$10 billion in charitable gifts.

We believe our service will enhance your organization's fundraising and public relations efforts. Our favorable review of Prevent Blindness America's fiscal health will be visible on our website as of August 1st and to help you share this significant accomplishment with your donors, we will be sending you a direct link to Prevent Blindness America's rating page and our 4-star logos. We will email these links on September 5th to the following email address, [tlemke@preventblindness.org](mailto:tlemke@preventblindness.org). If you would like this forthcoming email sent to an email address other than the one listed above, please contact Leonie Giles at [lgiles@charitynavigator.org](mailto:lgiles@charitynavigator.org) and identify your organization in the subject heading. Should you have further questions, feel free to email or call Leonie at (201)818-1288, extension 113.

Sincerely,

Ken Berger  
President, Executive Director