


FOUNDATION **FIGHTING  
BLINDNESS**

LOSS OF SIGHT  
*WON'T BLIND*  
OUR VISION



Kenyetta  
Stargardt Disease



April & Brandon  
Retinitis Pigmentosa

**RADIO PUBLIC SERVICE CAMPAIGN**

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## About Foundation Fighting Blindness

The Foundation Fighting Blindness was established in 1971 by a passionate group of families driven to find treatments and cures for inherited retinal diseases that were affecting their loved ones. At that time, little was known about these blinding retinal diseases. Very little research was being done, and there were no clinical trials for potential treatments.

The Foundation's goal was clear and focused: To drive the research that would lead to preventions, treatments, and cures for blinding retinal diseases, including age-related macular degeneration, retinitis pigmentosa, Usher syndrome, Stargardt disease and Leber congenital amaurosis (LCA). Together these conditions affect more than 10 million Americans and millions more throughout the world.

Today, the Foundation Fighting Blindness is the world's leading private funder of retinal disease research. That funding has been a driving force behind the progress toward cures, including the identification of more than 270 genes linked to retinal disease, and the launch of over 40 clinical trials for potential treatments.

Learn more at [FightingBlindness.org](http://FightingBlindness.org).



**Innovative Research  
Educational Resources  
Supportive Community**

## Learn more about Foundation Fighting Blindness

[FIGHTINGBLINDNESS.ORG](https://fightingblindness.org)



[FACEBOOK](#)



[INSTAGRAM](#)



[YOUTUBE](#)



[LINKEDIN](#)



[TIKTOK](#)

Dear Public Service Director,

Being blind doesn't always look how others may think. Blinding diseases such as retinitis pigmentosa (RP), Stargardt disease and Usher syndrome are commonly diagnosed during childhood or young adulthood. RP can cause severe vision loss leading to legal and/or complete blindness, while children born with Usher syndrome can have varying degrees of deafness and vision loss.

Age-related macular degeneration (AMD) is characterized by a progressive loss of central vision. It is the leading cause of blindness in adults over age 55 in the U.S. and other developed countries. While living with vision loss can be difficult there are resources and support available to those who need it.

The Foundation Fighting Blindness, a 501(c)(3) nonprofit organization, was established in 1971 by a passionate group of families driven to find treatments and cures for inherited retinal diseases that were affecting their loved ones. At that time, little was known about these blinding retinal diseases, with little research being done and no clinical trials for potential treatments.

Today, the Foundation Fighting Blindness is the world's leading private funder of retinal disease research. That funding has been a driving force behind the progress toward cures, including the identification of more than 270 genes linked to retinal disease, and the launch of over 40 clinical trials for potential treatments.

We hope that you will help inform your community about the importance of research for blinding diseases by airing the new PSA titled "**Being Blind**" (:60, :30, :15). The PSA addresses the misconceptions of what blindness looks like and demonstrates how those affected by blindness can overcome their challenges and highlights the ways in which the Foundation Fighting Blindness works to find treatments and cures for blinding diseases. The PSA, which is available in donate and non-donate versions, also encourages audiences to visit [FightingBlindness.org](http://FightingBlindness.org) for more information. We hope that you will air this PSA, which has **no end date for use**, as soon and as often as possible.

Thank you in advance for your support of this public service campaign.

Sincerely,



Chris Adams  
Vice President, Marketing & Communications

## "Being Blind" (:60)

**KENYETTA V/O:** Being blind doesn't always look how others may think. Stargardt disease was supposed to define me.

**APRIL V/O:** Retinitis pigmentosa aimed to overwhelm my family.

**BRANDON V/O:** It tried to cut me down.

**TYLER V/O:** A blinding eye disease attempted to force me away from doing what I was born to do.

**KENYETTA V/O:** But it cannot stop me. I have the tools.

**BRANDON V/O:** And I will keep moving forward.

**APRIL V/O:** Pushing past the limits of this disability.

**TYLER V/O:** I know where to find support and where I can be seen.

**NARRATOR V/O:** Loss of sight won't blind our vision. Innovative Research. Educational Resources. Supportive Community. The Foundation Fighting Blindness is leading the charge in finding treatments and cures for blinding diseases. Learn more at [Fighting Blindness dot org](#). A public service message from the Foundation Fighting Blindness.

## "Being Blind" (:30)

**KENYETTA V/O:** Being blind doesn't always look how others may think.

**APRIL V/O:** Retinitis pigmentosa aimed to overwhelm my family.

**BRANDON V/O:** It tried to cut me down.

**TYLER V/O:** I know where to find support and where I can be seen.

**NARRATOR V/O:** Innovative Research. Educational Resources. Supportive Community. The Foundation Fighting Blindness is leading the charge in finding treatments and cures for blinding diseases. Learn more at [Fighting Blindness dot org](#). A public service message from the Foundation Fighting Blindness.

## "Being Blind" (:15)

**KENYETTA V/O:** Being blind doesn't look how others may think.

**APRIL V/O:** Retinitis pigmentosa aimed to overwhelm my family.

**BRANDON V/O:** It tried to cut me down.

**TYLER V/O:** I know where to find support.

**NARRATOR V/O:** Learn more at [Fighting Blindness dot org](#). A public service message from the Foundation Fighting Blindness.

## AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

[www.c360m.com/PSAConnect/ffb/](http://www.c360m.com/PSAConnect/ffb/)

### **NO END DATE FOR USAGE**

Being Blind (:60, :30, :15)

Being Blind - Donate (:60, :30, :15)

Connect360 has developed an easier way for stations to report PSA airings via a new website. This replaces our PSA reply forms and sending responses by fax or e-mail.

Please visit the following website to provide PSA usage information for this campaign:

<http://psa.c360m.com/?p=P143526>

Please let us know your preferences on receiving PSAs by contacting Holly Mulé via email at [hmule@c360m.com](mailto:hmule@c360m.com) or by phone at: (212) 624-9196.

# 501 (c)(3) certificate

 **IRS** Department of the Treasury  
Internal Revenue Service  
P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0248230137  
Mar. 03, 2021 LTR 4170C 0  
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BODC: WI

  
  
  
FOUNDATION FIGHTING BLINDNESS INC  
% ANNA WANGER  
6925 OAKLAND MILLS ROAD #701  
COLUMBIA MD 21045

006819  
  
Person to contact: Customer Service

Dear Taxpayer:

We're responding to your request of Feb. 24, 2021, about the tax-exempt status of Foundation Fighting Blindness Inc

We issued a determination letter in February 1973, granting this organization exemption from federal income tax under Internal Revenue Code Section 501(c)(3).

Our records show this organization is not a private foundation within the meaning of Internal Revenue Code (IRC) Section 509(a) because it's described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions to this organization as provided in Internal Revenue Code (IRC) Section 170. Bequests, legacies, devises, transfers, or gifts to the organization or for its use are deductible for federal estate and gift tax purposes if they meet the requirements of IRC Sections 2055, 2106, and 2522.

If an organization fails to file a required annual return or notice for three consecutive years, its tax-exempt status is revoked by operation of law. This is stated in IRC Section 6033(j)(1). The revocation is effective on the filing due date of the third annual return or notice. For more information about filing requirements, you can visit our website at [www.irs.gov/eo](http://www.irs.gov/eo).

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific time).

Thank you for your cooperation.



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