LILLIAN PRAVDA

Lillian@VisionForAndFromChildren.org

"Lillian is the reason the 21st Century will become known as the 'Century of Can-Do Women.'" -Tom Brokaw, 2014

***Founder & CEO (Chief Eyesight Optimist)*: Vision For and From Children**, Est. 2009

•U.S.-based, global 501(c)(3) dedicated to providing eye surgeries/vision services to children without access.

54,626 children have received the *gift of sight*	**$44,625,000** value of donated services	**1 Congressional bill** being drafted	**3 million people impacted** about public service

50 States mobile clinic program	**100 countries** represented

***Founder & CEO (Chief Enterprising Officer)*: GIVE Enterprise**, Est. 2013

•Digital technology, game, television production, and nationwide event centered on public service. Launching what is being referred to as the "*nation's greatest public service initiative ever*."

***Author*:** *Impact Begins with 'I,'*™ book's projected publication 2026

HONORS AND DISTINCTIONS

- G2 Crowd Entrepreneur Scholarship Winner, 2019
- Forbes 30 Under 30 Nominee, 2018
- CNN Heroes Nominee, 2018
- Power of Children Award Winner, 2017
- Induction into Children's Museum of Indianapolis- Indianapolis, IN, 2017
- Nickelodeon HALO Award Winner, 2016
- Cornell University Guest Lecturer- Ithaca, NY, 2016
- Johns Hopkins/Northwestern University Civic Leadership Program Keynote Speaker- Baltimore, MD, 2016
- Babson College Keynote Speaker- Boston, MA, 2016
- JWMG 36 Under 36, 2016
- Global Citizenship Action Conference Keynote Speaker- New York, NY, 2012-2016
- World Congress of Pediatric Ophthalmology Speaker- Barcelona, Spain, 2015
- Crain's New York Business 20 Under 20, 2015
- Fast Company Change Generation, 2015
- TEDx Invited Speaker, 2015
- Nexus Global Summit Speaker- United Nations, 2015
- The President's Volunteer Service Award Gold Medal Winner, 2015
- The Prudential Spirit of Community Award Distinguished Honoree, 2015
- Kohl's Cares Award Winner, 2015
- Caring Institute Award Winner, 2015
- Induction into Caring Hall of Fame- Washington, DC, 2015
- Veckans Affärer 20 Under 20, 2015
- Jefferson Award* for National and Global Public Service by a Young American Winner, 2014
- International Princess Diana Award Winner, 2014
- Diller Teen Tikkun Olam Award National Winner, 2014
- Atlantic Trust Generation to Generation Impact Conference Speaker- United Nations, 2014
- United Nations Social Innovation Summit Participant, 2014
- World of Children Award Nominee, 2014
- Jefferson Awards GlobeChangers Bootcamp Winner, 2013
- Induction into Society of Student Historians by the Office of Manhattan Borough President, 2013
- Kenneth E. Behring National History Day Individual Performance Finalist, 2013
- American Labor Studies Center Award Winner, 2013
- New York State History Day Individual Performance Winner, 2013
- New York City History Day Individual Performance Winner, 2013
- National Police Defense Foundation Humanitarian Award Winner, 2012
- Gloria Barron Prize for Young Heroes Nominee, 2012
- *Ambassador*, New York Eye and Ear Infirmary, Ongoing

MEDIA COVERAGE

ABC + CBS + Bloomberg TV + Fox Business + Wall Street Journal + Fast Company + NY Observer + Seventeen + Nickelodeon + Young Mind/Kind Hearts + Girls' Life Magazine + Daily News Kids Your Kids Should Know About + Crain's NY Business + Malibu Magazine + Cliffview Pilot + JTA Teen Heroes + The Dr. Steve Show + An American Story

* Referred to as the Nobel Prize for public service. Lillian was honored in NYC with Mariano Rivera (NY Yankees), Tom Brokaw and Andrew Shue. Past winners include U.S. Presidents, Supreme Court Justices, Secretaries of State, First Ladies, Oprah Winfrey, Bill Gates, Elie Wiesel, and others. Lillian has been referred to as a "*beacon of volunteerism*." Her trademarked maxim is "Impact Begins with 'I.'" ™



www.VisionForAndFromChildren.org

Lillian Pravda

Founder & CEO (Chief Eyesight Optimist)

Born with a cataract, Lillian underwent several surgeries to promote as much vision as possible given her congenital condition. She endured her first surgery nine weeks after birth, and a second surgery when she was five years old. It occurred to Lillian then, she could do something to help other children in similar situations. Rather than sit around worrying and hunting for information, including qualified medical resources, children and their families should have something to *ease their minds* before deciding to have surgery as well as when in the hospital. Lillian took the initiative and, at the outset, began distributing toys and books to children in a preoperative pediatric surgical unit, and assuring families that the "*children will be just fine*." The more time she spent in the hospital, the more Lillian learned that not all children in need of care are as fortunate as she was, and still is, to receive it. Many children in the United States and around the world do not have access to the right doctors, hospitals, medicine, glasses, and vision therapy. If, in fact, they do have proximity access, families may not have the necessary financial resources.

Lillian recalls waiting and speaking with a mother and father while their blind baby received a cornea transplant. They had travelled to New York City from the Caribbean because not only were corneas were available in New York, but also a qualified physician had agreed to perform the surgery *pro bono*, and another family arranged and funded their travel. Lillian learned, at that time, that while there are many children in need of eye care, there are also "generous people" in this world who are willing to help others gain the vital access and sight-saving measures including: medical practitioners, hospitals and ophthalmology centers, and contributors who provide financial support for those who cannot afford the services.

Lillian Pravda created ***Vision For and From Children*** at the age of nine to help children in need of and deprived of access to ocular surgeries and vision services get the care they so desperately need... and deserve.

To date, she has helped **54,626 children** receive the *gift of sight* and generated services valued at **$44,625,000**.

Vision for and from Children is a U.S.-based, global 501(c)(3) philanthropic foundation. Lillian continues to liaise in order to bring the *gift of sight* to children in the United States and abroad. She has sent and continues to send teams of ophthalmologists to developing regions to operate on and treat children with vision issues; she **launched a nationwide 50-state mobile clinic program**—delivering care into underserved communities throughout the U.S.

In addition to devising a model for fundraising, whereby her organization enables other children the opportunity to create and execute their own philanthropic campaigns by means of her self-designed "collection books," Lillian educates children and adults on the subject of social conscience via her public speaking engagements coupled with emerging technologies, including telemedicine.

More than **3 million** lives have been impacted through Lillian's message on the importance of public service and humanitarianism. Born out of her experiences in public service, Lillian founded **GIVE Enterprise**—ventures including an unparalleled digital technology, a game, television show, and special event concept that is being deemed "*the nation's greatest public service initiative ever*." In addition, she has authored a book, the title of which is her trademarked maxim, *Impact Begins with 'I.'*™

Lillian has the support of The Jefferson Awards, a service-oriented organization operating since the 1970s and founded by Jacqueline Kennedy Onassis, U.S. Senator Robert Taft and Sam Beard. She received a 2014 National Jefferson Award, referred to as the Nobel Prize for public service, in the category of Outstanding National and Global Service by a Young American. She was honored in New York City with Mariano Rivera (NY Yankees), Tom Brokaw and Andrew Shue. Past winners include former U.S. Presidents, Supreme Court Justices, Secretaries of State, First Ladies, TV personality and humanitarian Oprah Winfrey, professor and author Elie Wiesel, Bill Gates, and others. She has partnered with individuals, Fortune 500 corporations, the NFL and MLB, government officials, and local, national, and international businesses alike. She continues to *ignite the passions of others* to find their altruistic tendencies. Lillian has been referred to as a "*beacon of volunteerism*."

Peter Klein
Founder, PK ASSOCIATES LLC

Peter Klein founded PK Associates (www.pkassoc.com) on the belief that fact-based, information-driven insights, need-to-do analytics, and the proven experience of a proven 'seniors-only' team will meaningfully benefit clients in more predictably growing, managing and leading their businesses.

From March 2001 through September 2005, Mr. Klein was Senior Vice President and Corporate Officer of The Gillette Company, responsible for Strategy, Planning, Business Development and Global Marketing Resources; reporting to the Chairman/CEO. He left Gillette after change-in-control following the sale of Gillette to Procter & Gamble, in which he actively participated.

Previously, he was Executive Vice President and Corporate Officer of Strategy, Business Development, Marketing Services and Global e-Business at Nabisco Holdings Corp. from January 1998 through December 2000; and departed Nabisco, along with other senior executives, following Nabisco's public auction and sale to Phillip Morris/Kraft Foods in late December 2000.

Mr. Klein came to Nabisco with about 12 years of consumer product company experience and 17 years of management consulting experience. He directed Nabisco's long-term strategy, assured the alignment of corporate strategies with operating unit and functional group plans, developed and implemented cross-company internal and external business development (acquisitions, divestitures, licensing, JV's), and directed integrated marketing intelligence, marketing services (i.e., market research, consumer promotion, media buying) and global e-Business. He also directed the Nabisco acquisition of United Biscuit (voted European Deal of the Year in 2000) and the auction of Nabisco (largest auction of a U.S.- based public company and voted U.S. Deal of the Year in 2000).

Mr. Klein joined Nabisco from The Cambridge Group, where he was a Partner & Managing Director for 7 years of its east coast office, which he opened in 1991. Prior to joining The Cambridge Group, he was a senior partner for 10 years at Marketing Corporation of America, where he led the Consumer Products management consulting practice.

Before consulting, he worked in line sales, marketing and business development at Sterling Drug (Vice President, Business Development), The Gillette Company (Director of Marketing & Sales for Braun North America and Group Marketing Manager in Personal Care), Johnson & Johnson (Consumer Trade Promotion and Marketing), and Richardson-Merrell (Field & Headquarter Sales).

He co-authored the book **THINK TO WIN -- Unleashing the Power of Strategic Thinking**, published by McGraw-Hill in June 2015. The proven plan for making strategic thinking part of any organization's DNA to drive sustainable growth. In today's ultra-competitive business world, the difference between success and failure lies in the ability to get every employee to think and behave like a strategist. Think to Win helps business leaders expand strategic thinking out of the purview of "the elite few" and into the company culture as whole. It offers a simple, proven approach to analyzing and solving old or new challenges and provides a common language anyone at any level in the organization can understand. **The entire book is an Executive Summary!**

Mr. Klein was educated at Syracuse University (B.S. in Marketing & Finance) and Harvard Business School (MBA), and holds two U.S. patents. He is on the academic advisory board at Syracuse University's Whitman School of Management and is also on the board of The Jefferson Awards, a public service organization. Peter retired from the Braun AT board of directors in Germany and the advisory board of the business school at North Carolina A&T.

He currently provides 'of counsel, advisory' consultative services to CEOs and senior executives on a retainer basis, direct PK Associate consulting project 'dream teams;' and speaks and facilitates worksessions across a number of business management and process topics based on his strategic and hands-on experience working for blue chip public companies as well as management consultancies.