



CNIB Annual Review 2009-2010

seeing beyond  
vision loss



# Fast Facts About CNIB

**Every  
12 minutes**

someone in Canada develops significant vision loss.

By 2032, the number of Canadians with blindness or partial sight will grow by

**100%.**

**1 in 3**

adults over 65 will experience blindness or partial sight in their lives (greater than their odds of being diagnosed with cancer).

**75%**

of vision loss can be prevented or treated.

Elderly adults with blindness or partial sight have

**3 times**

the risk of clinical depression and double the risk of falls.

Vision loss costs Canadians

**\$15.8 billion every year.**

**9 out of 10**

people that CNIB assists have some degree of vision.

Every year, CNIB provides more than

**500,000 hours,**

of service, helping Canadians with vision loss live independently in their communities.

Since 2003, more than

**306,600**

Canadians have become blind or partially sighted, and Canada still has no vision health plan to deal with the crisis.

Letter from the President & CEO and Board Chair

# Seeing Beyond and Going Beyond

"Relax. I'm blind. Big deal. I live an independent life and I can accomplish things that anyone else could." These are the words of Tamara Tedesco in one of CNIB's new television public service announcements. But they also capture perfectly the spirit of CNIB today and tomorrow. We want Canadians – whether they are blind, partially sighted or fully sighted – to "see beyond" when it comes to thinking about blindness or partial sight. We are focused squarely on positivity and possibility – and there is a lot to be extremely positive about. Just ask Tamara, who in April 2010 aced her second year in the marketing/communications program at the British Columbia Institute of Technology.

"Seeing Beyond Vision Loss" is the idea that drives CNIB's new three-year strategic direction. We're

delighted to share an overview of our plan with you (p. 10), a plan guided by CNIB's mission.

Our strategic direction breaks down into three priority areas, and in these pages, you'll learn how CNIB has focused on these priorities over the past year. Our national voice is growing increasingly stronger on issues such as the discrimination faced by Canadians with vision loss in terms of library services and Canada's urgent need for a national vision plan. We also work tirelessly to promote better vision health and eliminate avoidable sight loss for all Canadians. Our commitment to community-based support is demonstrated through hundreds of thousands of interactions with our clients each year, providing the highest possible quality of service. We also share our knowledge every day, through innovative research



John M. Rafferty



Al Jameson

and public education programs. We are proud to report that CNIB achieved a balanced budget in 2010, but we're not resting on this achievement. We will continue to strive to find additional improvements while working to improve our services for Canadians who are blind or partially sighted.

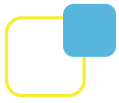
Our sincere thanks to all of our valued donors, volunteers and employees across Canada for your continued support. Together, we are seeing beyond vision loss.

A handwritten signature in black ink, appearing to read "John M. Rafferty".

John M. Rafferty  
President & CEO

A handwritten signature in black ink, appearing to read "Al Jameson".

Al Jameson  
Chair, Board  
of Directors



wide-open possibilities

# dream and encourage

**Stephanie Eveleigh** of Grand Bank, NL, first started thinking about a medical career in Grade 7. At that age, she had lost some of her vision, and she spent a lot of time visiting eye specialists in hospitals, where she started to think that medicine might be a rewarding, fast-paced and exciting career – something that appealed to her. She began receiving services from CNIB, and when it was time for her to transition to high school, CNIB eased the way, helping her adjust.

Today CNIB is helping Stephanie again, only this time she's transitioning to university. The now 18-year-old honours student, who boasts an impressive resume of work experience and extra-curricular involvement, is starting at Memorial University in the fall of 2010, in a program that will eventually lead to a medical degree. She's considering becoming a family doctor or obstetrician, or she might explore public health. At this point, there are so many possibilities.

Along the way, CNIB has encouraged her to follow her dream – and given her lots of practical assistance, such as orientation and mobility training around campus and help acquiring adaptive technology. In the spring, she attended a one-week university preparation course with other students at the St. John's CNIB office, where two career specialists (who also happened to have low vision) talked to them about employment options. Instead of trying to fit the students to careers, they started by learning what the students' passions and interests were, and then worked to help them discover career ideas that fit them. Stephanie learned that her choices were wider than she had thought, and that her dream of a future in medicine really was achievable. "They really backed me up," she says. "It was tremendously encouraging."



**“CNIB’s help with the transition to university has been great. It’s taken a big weight off my shoulders now that I’m so well prepared. The specialists at CNIB have also been very encouraging about my interest in medicine. It’s been a real boost, and I feel extremely optimistic about my future.”**

**Stephanie Eveleigh  
Grand Bank, NL**



“The CNIB grant is critical support and really shows how important this work is. We can make a big difference for elderly people in long-term care by improving their vision. We can improve their lives and put a smile back on their faces.”

Dr. H el ene Kergoat  
Montreal, QC



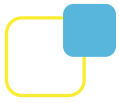
# care and collaborate

**Hélène Kergoat** thinks that when it comes to vision care, more can be done for Canadians in nursing homes. “I feel there’s a barrier there, that maybe we can improve the service,” she says. As founder of the Université de Montreal’s geriatric optometric clinic, she had previously demonstrated it was possible to test the vision of frail elderly people – even when they had cognitive disorders (such as dementia) or difficulty communicating (such as a stroke affecting speech). Not only that, most of their eye conditions were treatable, showing the importance of eye exams for people in long-term care.

But the study pointed to a large gap in research: almost nothing is known in Canada about the vision care or rehabilitation available in nursing homes. And people with cognitive or communication disorders are typically excluded in the few studies that exist, under the assumption they cannot respond in eye exams.

Funded by CNIB, Hélène and her team of specialists have just begun to survey 500 nursing homes, looking at the eye care services offered and perceptions about residents’ vision needs. She hopes to do follow-up research, planning and collaboration down the road that will result in improved eye care in nursing homes throughout Quebec and the rest of Canada.

She already knows from experience that vision improvements can affect quality of life for people in long-term care, and wants to do further research with her team around the impact of improved vision on things like mobility, social engagement, falls and depression. “Often all it takes is a very simple treatment or intervention,” she says. “We might help someone recognize the people that come and see them. Or have the confidence to get out of their room more. These things make a big difference.”



fundamentals for life


# play and learn

In November 2005, **Necole Hoskins** moved with her three boys to Calgary, AB, to take advantage of a booming job market. A single parent, Necole didn't know anyone in the city. Her youngest son **Joshua** was three and had been diagnosed with a condition that causes low vision. Necole wanted to be proactive about getting a good support network in place for Joshua, so she called CNIB to get started.

CNIB connected Necole to many community resources that made her life a lot easier, including an assistant who picked Joshua up at daycare, and later on, an itinerant teacher to help him in the classroom. When she decided to enroll Joshua in French immersion, she called CNIB for advice about whether it was feasible for him to learn French braille along with large print, as a backup in case his vision worsened. It was possible, and Joshua is now, in Grade 3, a French braille whiz. They

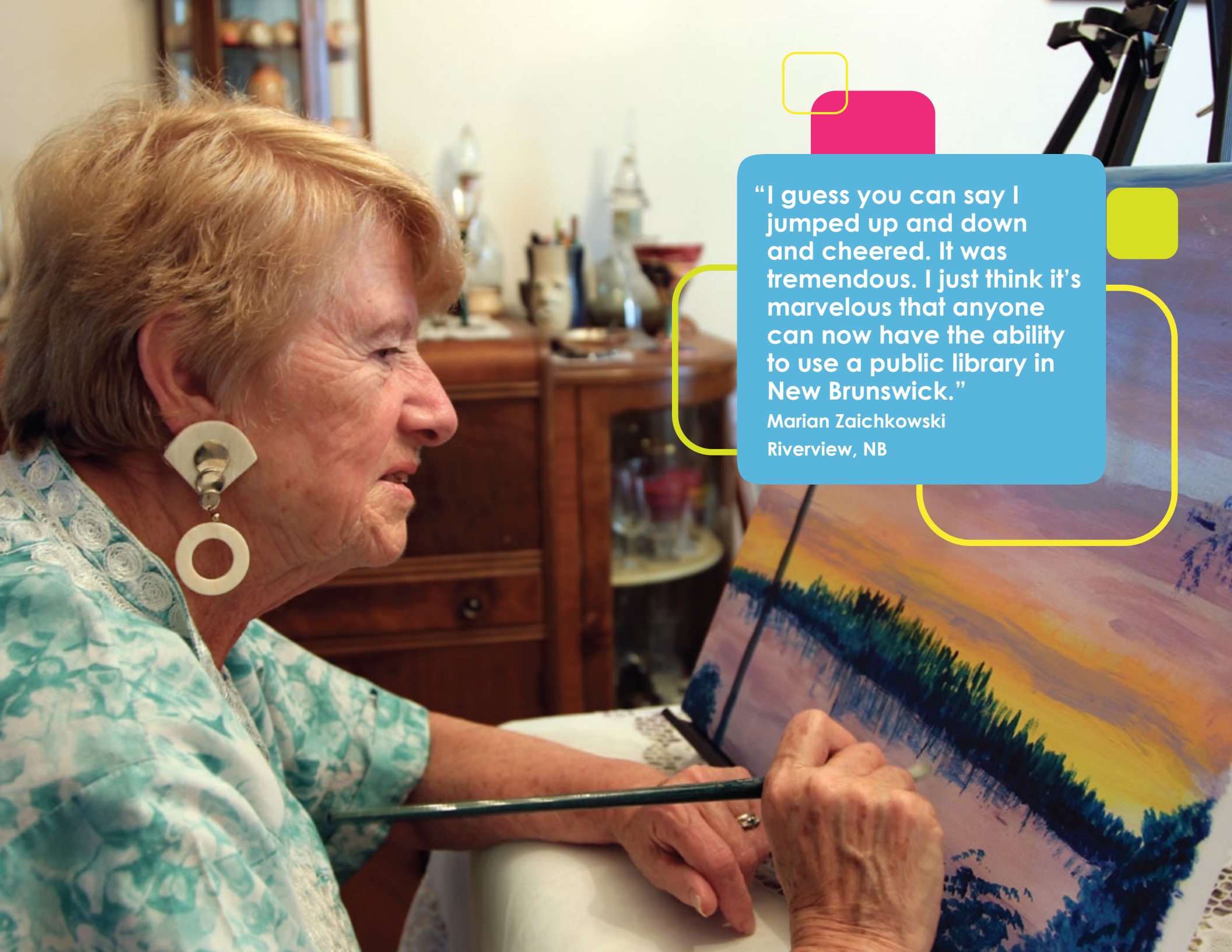
also made use of a CNIB toy lending library. A CNIB assistive devices program allowed Joshua to get a portable electronic magnifier that also works as an accessible camera and music/video player ("It's pretty fabulous," Necole says).

His latest adventure with CNIB was at summer camp, where Joshua went indoor rock climbing, had a water gun fight, learned to cook rotini, visited the CNIB Outdoor Classroom, saw firefighters demonstrate the "jaws of life" on a pop can and dressed up for superhero day – all in one week. He also made a close friend at camp, and heard about the CNIB Library, which he plans to explore next. "He's totally enjoying what he does with CNIB," says Necole. "He's so comfortable there. He just loves it!"



**“The difference CNIB has made for Joshua has been huge. He has become more optimistic and fearless because of CNIB. He’s quite a confident kid now – and he’s quite fun!”**

**Necole Hoskins  
Calgary, AB**



“I guess you can say I jumped up and down and cheered. It was tremendous. I just think it’s marvelous that anyone can now have the ability to use a public library in New Brunswick.”

Marian Zaichkowski  
Riverview, NB



equitable access to information

# effect change

In January 2010, **Marian Zaichkowski**, then 77, began working the phones and pounding the pavement. CNIB had just launched the Right to Read campaign asking Canada's provincial, territorial and federal governments to fund library services for Canadians with print disabilities. As chair of CNIB's government relations committee in New Brunswick, Marian was ready to do what she could.

Together with a CNIB staff member, she began setting up appointments with her MP and every provincial MLA in her area. "They seemed very receptive," Marian says. "They listened." She tapped into a vast network from her lengthy history of charitable, volunteer and non-profit involvement, asking influential friends to support CNIB's campaign and spread the word, outreach that likely resulted in hundreds of letters to the New Brunswick government. She even scheduled an appointment with the premier's wife on the

issue. "She's a very interesting person. She had dyslexia as a child and now talks openly about it," she says.

The issue was personal for Marian. A lifelong reader and library user, she had also come to appreciate reading as a board member for the Literacy Coalition of New Brunswick. Then in 2004, when she had just started a B.A., she lost her central vision due to macular degeneration. With help from the CNIB Library and her public library, she finished her degree.

The meeting with the premier's wife never occurred, but for good reason – the Government of New Brunswick announced a \$130,000 contribution to CNIB's campaign before it could happen. Thanks to Marian and many other advocates in New Brunswick, CNIB's alternative-format collection is now available to 73,000 New Brunswickers who need it – right from their local libraries.

# Seeing Beyond Vision Loss: CNIB Strategy 2010-2013

Passionately providing community-based support, knowledge and a national voice to ensure Canadians who are blind or partially sighted have the confidence, skills and opportunities to fully participate in life.

## Priority – Community-Based Support

Helping people who are blind or partially sighted develop the confidence, skills and opportunities they need to fully participate in life.

### Program

Deliver core services that build confidence and skills for all Canadians who are blind and partially sighted.

### Program

Work with children and families, from birth to graduation, ensuring they have the fundamentals for life.

### Program

Provide training, support and technology for blind and partially sighted adults with a goal of full employment.

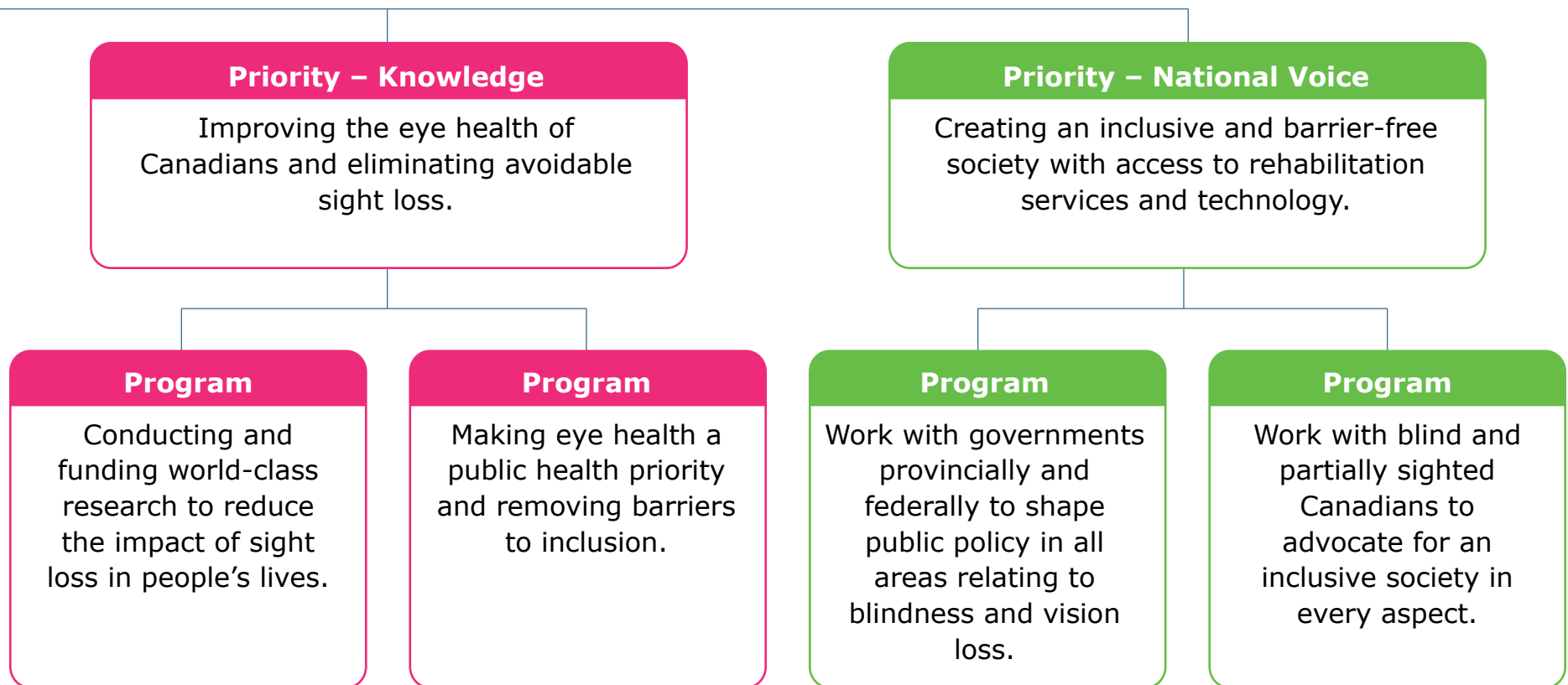
### Program

Foster a culture of health and wellness by providing the opportunities to experience social and physical programs that promote well being.

In October 2009, CNIB mapped out an ambitious plan that will guide our work over the next three years. Our aim: to empower all Canadians to see beyond vision loss. In other words, we will improve the lives of people who are blind and partially sighted, help create an equitable, inclusive society for all, and tackle the epidemic of unnecessary vision loss.

These goals are far-reaching, but our plan to achieve them is specific and focused. Our efforts will be concentrated in three priority areas, each supported by programs of work that will have a measurable impact in the lives of those we serve.

We're very proud of this blueprint. Although there is much more work to be done, we know, very clearly, where we're going. And we will know what it looks like when we have arrived. We'll be reporting our progress in future. On the next six pages, you'll see what we've already done in 2009-10 to "see beyond vision loss."



# Community-Based Support

Through more than 50 offices and outreach to hundreds of additional communities across Canada, CNIB empowers people who are blind or partially sighted to develop the confidence, skills and opportunities to fully participate in life. Here are a few examples of our community-based support in 2009-10:

## Groups and Activities

CNIB offers many social, networking and skill-building groups for people with vision loss including peer support, book clubs, public speaking, advanced physical training, rock climbing, wakeboarding, “build your own kayak” and rocket launching. Some of the latter activities happened at CNIB’s Lake Joseph Centre, which in 2009 saw program demand grow by 28 per cent over the previous year.

## Seeing Beyond in the North

■ CNIB, in partnership with the Canadian Council for the Blind and the Government of the Northwest Territories, offered a two-week computer and adaptive technology course for Northerners with vision loss. Participants came from remote communities including Fort Smith, Hay River, Fort McPherson, Inuvik, Edzo and Behchoko.

■ Behchoko, a small First Nations (Tlicho Dene) community north of Yellowknife, was also the site of a one-week CNIB workshop where participants learned independent living skills, soap stone carving and beadwork.

■ CNIB worked with the Yellowknife Public Library and Katimavik Youth Volunteer Services to research the language needs of Tlicho speakers

with vision loss in the North Slave region. The CNIB Library then produced a deposit collection of audiobooks reflecting local legends to fill an important cultural gap.

■ Telephone support programs are becoming a popular service for adjustment to vision loss counselling in Northern Ontario and Manitoba. In Ontario, the Eye Van continues to offer vital screening and treatment services to more than 5,000 patients in remote communities each year. The Eye Van has also collaborated with TeleHealth Ontario in a pilot program delivering vision health services in Northern Ontario.

## Open for Business

Clients in 18 communities across Canada now have the option to discover and purchase some of our most popular accessible products

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and technologies, right in their local CNIB office. The in-store range features a selection of items that help people of all ages live well with vision loss, with additional products available online or by mail order.

## Places and Spaces

■ In 2009, CNIB partnered with Dr. Samuel Markowitz, one of the most highly trained ophthalmologists specializing in low vision in Canada, to offer a low vision clinic in Toronto. After their assessment, clinic visitors receive rehabilitation and training from CNIB. In 2010, CNIB formed a similar partnership with Dr. Murari Patodia, an ophthalmologist in Sarnia.

■ CNIB in Charlottetown celebrated its grand re-opening in 2009 with a new facility that now houses a low vision assessment unit.

■ With funding from the United Way of Newfoundland and Labrador, CNIB launched an Assistive Technology Centre in St. John's. CNIB also took the show on the road with a "Tech Tour" so that people in isolated areas could try out some assistive technology products for themselves.

## Service Enhancements

■ CNIB is now able to reach more Ontarians who are deafblind with literacy training thanks to enhanced funding from the Ontario Ministry of Training, Colleges and Universities.

■ In 2009, Quebec saw a 52 per cent increase in new clients coming to CNIB.

■ The CNIB Library has expanded its monthly audio magazine service to include issues of popular newsmagazines *Oggi* (Italian),

*Focus* (Polish), and *Du zhe wen zhai* (Mandarin).

■ The CNIB Library has developed digital book processing, similar to that employed by commercial publishers, to create highly accurate XML-to-braille. This new process automatically transcribes electronic text files to electronic braille with near 100 per cent accuracy, which has resulted in a significant drop in production time for braille materials. The Library uses similar technology to produce synthetic-speech indexes and bibliographies for audiobooks, freeing volunteer narrator time to record more books.

# Knowledge

CNIB is committed to sharing its vision health expertise with Canadians. Through our Research and Public Education programs, we're improving the eye health of Canadians and eliminating avoidable vision loss.

## Research and Service Quality Highlights

■ In 2009, CNIB integrated its research and service quality departments to benefit from synergies between the two areas. CNIB research is now better positioned to inform the quality of CNIB services, and gaps in knowledge about service quality will also inform CNIB research.

■ CNIB is working on the second phase of a study on barriers to the use of vision rehabilitation services in culturally diverse communities.

By surveying community-based cultural organizations across Canada, we will learn how to implement phase one findings and design services in response to the needs of these communities. By 2011-12 we expect to start implementing recommendations, including offering educational forums, peer support and interpretative services specifically targeted to diverse communities.

■ Working with the University of Waterloo School of Optometry, CNIB has completed a study on uncorrected refractive error. A screening of 768 people in Brantford, ON, showed a high prevalence of this eye condition causing some degree of vision loss, the majority of which was treatable with corrective glasses or contact lenses. The study is the first population-based

data available on the prevalence of uncorrected error in Canada.

■ CNIB has completed an inventory of services across the country to identify gaps and best practices. Independent living skills, orientation and mobility, and low vision services were found to be strong and consistently offered, with assistive technology, employment and counselling identified for further development in some regions. The results of this inventory will form the foundation of a service model based on new strategies and benchmarks.

## 2010 Research Grants

**Mahyar Etminan**, University of British Columbia. Project: Prescription drug use and risk of glaucoma and cataracts: a pharmacoepidemiologic study

**Cindy Hutnik**, University of Western Ontario (Barbara Tuck MacPhee Award). Project: Oxidative stress in the pathogenesis of Age-Related Macular Degeneration: the Relationship between Oxidative Stress and Connexin43 in Human Retinal Pigment Epithelial Cells

**Hélène Kergoat**, University of Montreal. Project: Survey on eye care delivery in long-term care facilities in the province of Quebec

**Przemyslaw Mike Sapieha**, University of Montreal. Project: Retinal Ganglion Neurons Contribute to Vascular Degeneration and Misdirected Vessel Growth in Proliferative Ischemic Retinopathies; Pathological Contribution of Semaphorin3A

**Jennifer K. Steeves**, York University. Project: Sensory plasticity and adaptation to monocular blindness

### 2010 Research Fellowships

**Clara Carwei Chan**, University of Cincinnati Medical Centre (Cornea and external disease)

**Jean Yin Chuo**, University of British Columbia (Neuro-ophthalmology)

**Letartre Laurence**, University of Western Ontario (Retina)

**Garfield Miller**, University of Toronto (Glaucoma – Pfizer Fellowship)

**Sonia Niki Yeung**, University of Toronto (Cornea and external disease)

### Public Education

Through these public education programs, CNIB has helped Canadians to take good care of their eye health:

■ In March 2010, CNIB launched **Eye Care About Canada**, a glaucoma awareness campaign, during World Glaucoma week. Sponsored by Pfizer Canada, the campaign was a continuation of the successful 2009 Eye Care About You program. The month-long event showcased the importance of prevention, early detection and treatment for glaucoma through a

photo contest, media stories and glaucoma screening clinics.

■ In 2009-10, CNIB conducted hundreds of **public education events** to promote steps Canadians can take to safeguard vision health or live life fully with blindness or partial sight. In one such initiative, CNIB made a presentation on glaucoma to the Jamaican-Canadian community (a group with a higher risk for glaucoma) in partnership with Pfizer, the Lions Club, the Canadian Jamaican Society and the Eye Foundation of Canada.

■ In 2009, CNIB commemorated the 200th birthday of Louis Braille at our annual conference. The conference brings together a global community of transcribers, educators, independent living skills specialists, parents and braille readers.

# National Voice

CNIB is committed to upholding the rights of Canadians who are blind or partially sighted – and speaking out about the vision health of all Canadians. We work hand-in-hand with Canadians with vision loss, coordinating our efforts to ensure an inclusive and barrier-free society. Here are some of the ways we've recently been working to make change happen.

## The Right to Read

Until now, Canadians who are blind or partially sighted have not had access to equitable library services – services comparable to what other Canadians enjoy as a right of citizenship. But thanks to CNIB's Right to Read campaign, a lot has changed over the past year.

In 2009, CNIB began urging Canada's federal, provincial and

territorial governments to partner with CNIB to provide immediate and fair funding for nationwide accessible library services. By January 2010, CNIB launched the public Right to Read campaign – a massive push that saw thousands of advocates across the country joining CNIB and speaking out with one voice. Over four weeks, Canadians sent an impressive total of 33,000 letters to government leaders across Canada in support of public funding for library services for people who are blind or partially sighted.

The campaign was promoted through print and online media and through local events such as canvassing on city streets and in transit systems, malls and Indigo bookstores. Numerous partners such as learning disability associations, literacy associations, library

associations and disability groups rallied to the cause. In a short time frame, we set up meetings with hundreds of senior bureaucrats, MPPs, MLAs, MPs, provincial ministers and premiers, senators and the Prime Minister's Office.

By the end of the campaign, five governments (Alberta, Ontario, New Brunswick, PEI, and the Northwest Territories) had all signed on with funding commitments. As a result, 1.8 million Canadians with print disabilities in these areas – including nearly 500,000 who are blind or partially sighted – can access CNIB's vast collection of accessible materials through their local library, and CNIB's Library has been protected in the process. However, our commitment doesn't end here. We are continuing to advocate on this issue for the rest of Canada.

## Community Advocacy Highlights

One step at a time, CNIB advocates were working hard in communities across Canada:

■ CNIB provided ongoing advice on municipal accessibility issues in St. John's, NL. CNIB also met with engineers from the City of Edmonton to consult on accessible pedestrian signals.

■ In Ontario, we made presentations about accessibility to the Ministry of Community and Social Services and Ministry of Transportation. We also collaborated with the Canadian Council of the Blind to discuss concerns about the delayed Ontario non-driver identification card.

■ In New Brunswick, CNIB played an important role in ensuring universal design principles were incorporated in the provincial building code.

■ CNIB worked with Saskatoon Transit in Saskatchewan to develop a new pass card system.

## Bus Pass Victories

In 2009, advocates in Halifax, NS, mobilized quickly when it became clear the city was considering cancelling the bus pass program for people with vision loss. CNIB made presentations to the mayor and council members and ran an extensive media campaign. More than 200 CNIB clients called their elected officials. Through a unanimous council vote, the program was renewed. Advocates in London, ON, scored a similar victory that year when CNIB helped to overturn a proposal to eliminate passes for blind and partially sighted transit users.

## Cost of Vision Loss

CNIB's Cost of Vision Loss research calling for national and provincial plans to address the vision loss crisis in Canada continued to make waves in 2009-10. CNIB is using the study extensively in advocacy efforts across Canada, and a number of governments have indicated they are using it in vision health planning. The Government of Newfoundland and Labrador is already at work on a

vision health strategy and has asked CNIB, together with representatives from five government departments, health boards, consumers, eye care professionals and community agencies, to make policy recommendations towards it.

## The Right to Sight

In 2009-10, Manitoba, Prince Edward Island and New Brunswick joined governments in British Columbia, Alberta, Saskatchewan, Ontario, Quebec, Newfoundland and Labrador and the Yukon in reimbursing the wet AMD treatment Lucentis. CNIB urges Canada's remaining provinces and territories to include this sight-saving medication in government health plans as soon as possible.

# Major Donors

## Gifts of \$100,000 or more

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 Aqueduct Foundation  
 Calgary Foundation  
 Estate of Andrea E. Wingert  
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 Pfizer Canada Inc.  
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 Stitch It Group Inc.  
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## Gifts of \$50,000 or more

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## Gifts of \$25,000 or more

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While we have made every effort to ensure accuracy, please accept our apologies for any errors or omissions. Please contact Ann Rosenfield at [ann.rosenfield@cnib.ca](mailto:ann.rosenfield@cnib.ca) or 1-800-563-2642 if you believe we have made an error on this list.

CNIB sincerely thanks all our supporters. Please visit [cnib.ca](http://cnib.ca) to see a fuller list of our donors.

# Financial Statement

## Summarized Statement of Financial Position (in thousands of dollars)

March 31, 2010, with comparative figures for 2009	2010	2009
<b>Assets</b>		
Current assets	\$ 6,424	\$ 5,067
Investments	36,693	31,219
Capital assets	55,981	59,154
	<b>\$ 99,098</b>	<b>\$ 95,440</b>
<b>Liabilities, Deferred Contributions and Net Assets</b>		
Current liabilities	\$ 9,427	\$ 11,594
Mortgage	6,664	7,331
Accrued pension liability	3,682	3,999
Deferred contributions	26,341	25,168
	<b>46,114</b>	<b>48,092</b>
Net assets	<b>52,984</b>	<b>47,348</b>
	<b>\$ 99,098</b>	<b>\$ 95,440</b>

## Summarized Statement of Operations (in thousands of dollars)

March 31, 2010, with comparative figures for March 31, 2009	<b>2010</b>	2009
<b>Revenue</b>		
Support from the public	\$ <b>33,542</b>	\$ 37,912
Government support	<b>22,966</b>	20,136
Investment	<b>1,704</b>	1,749
Fees for service and miscellaneous	<b>6,552</b>	7,435
Consumer products and assistive technology sales	<b>3,430</b>	2,765
Gaming	<b>8,873</b>	5,361
Gain on disposal of capital assets	<b>1,847</b>	
	<b>78,914</b>	75,358
<b>Expenditures</b>		
Client services:		
Rehabilitation	<b>38,397</b>	40,099
Consumer products and assistive technology	<b>5,793</b>	5,775
Library services	<b>6,796</b>	8,653
Public education	<b>1,990</b>	1,546
Research	<b>1,079</b>	1,847
	<b>54,055</b>	57,920
Administration	<b>3,575</b>	3,518
Fund development	<b>13,682</b>	14,516
Gaming	<b>7,598</b>	3,399
	<b>78,910</b>	79,353
Excess of revenue over expenditures	\$ <b>4</b>	\$ (3,995)

# You Did It!

# 20

Your gifts of volunteering and donations showed so much kindness in 2009-10 (and often amazing fortitude and creativity), that we can only mention a few highlights! Here are some of the ways you made a difference and helped provide services for Canadians who are blind or partially sighted:

- Sent 33,000 letters to elected officials
- Let us test your sight in Brantford, ON, for research (1,536 eyes screened)
- Sang your heart out
- Bought and sold Chuck-a-Puck tickets, played bingo and dressed down for casual day
- Took to the streets for Raise a Reader
- Helped on a committee
- Shared your stories at events and media appearances as Speakers

- Bureau volunteers, Everyday Heroes and Ambassadors
- Danced the night away
  - Attended a Blind Boys of Alabama benefit concert in Winnipeg and other cities
  - Provided medical expertise on the Eye Van
  - Recorded a talking book or provided a DAISY player to a child who needs one
  - Planned and worked at hundreds of educational conferences and events
  - Attended a gala Visions Lunch or Gretzky golf tournament
  - Raised \$407,000 for the Red Deer Campaign – six months earlier than targeted!
  - Tested your limits in an Ironman triathlon
  - Worked with your municipal government to ensure accessibility in public spaces
  - Dined in the dark

- Supported a dozen blind or partially sighted post-secondary students with scholarships and sent hundreds of kids to summer camp
- Donated in honour of someone special

## CNIB's Got Talent

In the summer of 2009, CNIB held its first gala musical competition and fundraiser, **The i Factor**. With 46 entries submitted online by CNIB clients with vision loss 16 and older, the contest got off to a roaring start as Canadians cast 1.6 million votes for their favourite performers. Ten finalists then competed in three thrilling rounds at CNIB's Lake Joseph Centre in Ontario in front of an audience of 200 guests and a panel of celebrity judges: SCTV alumni Catherine O'Hara and Martin Short, former NHL player Paul Coffey and Juno-nominated

# 09-2010

singer-songwriter Terry Kelly. At the end of the night, winner Becka deHaan mesmerized the crowd with her powerful rendition of the Etta James classic "At Last." DeHaan, a vocalist, instrumentalist, composer and lyricist from Fredericton, NB, has just released her first full-length album, and will be the opening act at an upcoming concert by Terry Kelly. Best of all? The event raised \$25,000 for CNIB programs and services.

## Going the Extra Mile

CNIB would like to thank the many enterprising and energetic fundraising volunteers who in 2009-10 ran a **Share Your Vision** event to raise money for CNIB. Launched in April 2009, Share Your Vision ([www.cnib.ca/shareyourvision](http://www.cnib.ca/shareyourvision)) supports individuals, corporations and service groups in organizing fundraising events in support of

CNIB. From poker night to aerobics, and bonspiels to block parties, the possibilities are endless! Here are two examples from 2009:

■ Maureen McLafferty of Canpages organized a corporate team to take part in the Scotiabank Toronto Waterfront Marathon. Her colleagues and their families signed up for a 5k, half marathon or marathon and collected pledges for CNIB. The fundraiser not only raised over \$6,000, but built team spirit in the workplace too!



■ Guy Tremblay, his son Jordan and sister Rosane invited friends and family to a beach volleyball tournament on Guy's country property in Delburne, AB. Twelve teams took part and, with each player making a minimum \$20 donation, raised an amazing \$2,700.



# Financial and Service Highlights

## Funding Sources

Many people are surprised to learn that the government only provides 29% of the funds CNIB needs to run our vital programs and services. The generous support we receive from the public is essential to our mission. In fact, the majority of our revenue comes from individual Canadians through such sources as direct mail fundraising, events, lotteries and gaming, and bequests.

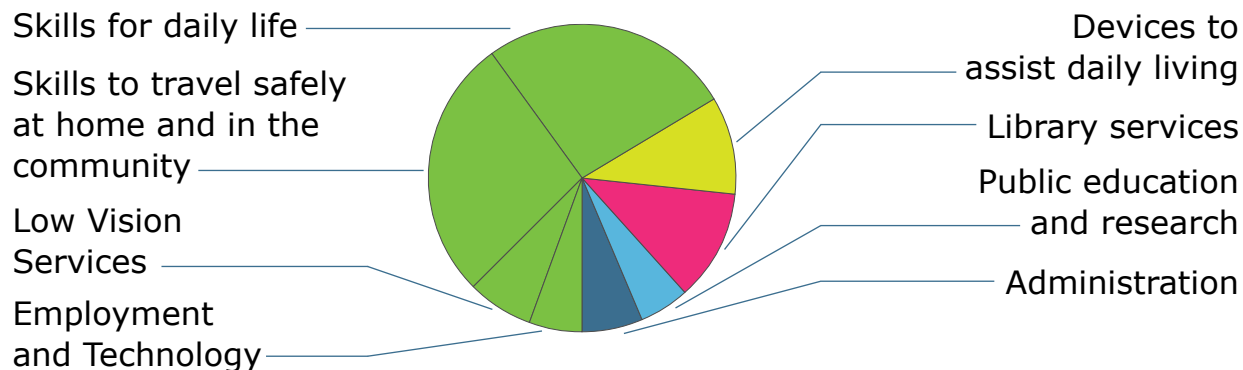
CNIB's skilled staff and volunteers work to find and create solutions so that blind or partially sighted people can take transit, cook for themselves, prepare reports at work, and enjoy the latest bestsellers. We also work to break down larger societal barriers so that people who are blind or partially sighted have the same opportunities as everyone else.

## Financial Accountability

CNIB is committed to being fully transparent in our accounting practices. Ultimate responsibility for governance and financial oversight rests with the CNIB Board of Directors, assisted in this capacity by the Finance and Risk Management Committee. Our full financial statements, audited annually by KPMG LLP Chartered Accountants, are available at [www.cnib.ca](http://www.cnib.ca) or by calling 1-800-563-2642.

## How we spent your gifts in 2009-10

- Rehabilitation
- Devices to assist daily living
- Library services
- Public education and research
- Administration



# 836,000

Canadians live with blindness or partial sight.

Each year, more than

# one million

Canadians contact CNIB for support, advice and information.

With more than 10,000 dedicated volunteers across Canada, CNIB's ratio of volunteers to employees is

# 11 to 1.

## Ways to Help

Are you looking for more ways to support CNIB this year? Here's how you can help us make a difference from coast to coast:

### **Donate**

Make a donation, a gift in memory or even a gift in your will and help us continue to assist blind and partially sighted Canadians as they develop confidence, skills and opportunities to fully participate in life.

### **Volunteer**

Share your time and skills with the people we support each day. A wide range of fulfilling volunteer positions are available.

### **Host a Share Your Vision event**

From golf tournaments to garage sales, planning a fundraising event is an easy way to have fun and support CNIB.

### **Advocate**

Join our e-advocacy network and help ensure all Canadians have full and equal access to the rights of citizenship, regardless of vision loss.

For more information, call us toll-free at 1-800-563-2642 or visit [cnib.ca](http://cnib.ca).

# National Structure

## Patron

Her Excellency the Right Honourable Michaëlle Jean  
Governor General of Canada

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\*Officers



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