

## New vision. New future.

Embarking on the path to change, together





### Our mission

To ensure all Canadians who are blind or partially sighted have the confidence, skills and opportunity to fully participate in life and no Canadian loses their sight to preventable causes.

CNIB is one of Canada's oldest and most trusted charities, founded in 1918 to serve veterans blinded in WWI.

### We're proud

to serve Canadians from coast to coast, of all ages and from all walks of life.

# You helped lead the way

Message from the President and CEO

Thanks to your support, this year was an historic one for CNIB and the people we serve.

After many months of planning, and thousands of hours consulting with our stakeholders, including people who are blind or partially sighted and the vision care community across Canada, we proudly launched our new strategic plan: **The Path to Change.** 

This bold new plan will guide our direction over the next four years, as we work towards CNIB's centennial anniversary in 2018 – and with it, the commitment to create a better Canada for people who are blind or partially sighted in the hundred years to come.

To do that, we need to change the way vision loss is perceived in this country, as well as the way it's

addressed in our continuum of care. Working in partnership with those we serve, we need to build bridges with the medical community, government and our partner agencies to create a future in which every Canadian has full access to the services they need to thrive with blindness or partial sight.

That's the new vision we're working towards, and with it, we're building a new hope for the future. And none of it would be possible without your support. You helped us create **The Path to Change**. You helped lead the way. Now, we're about to embark on that path, together.

**Thank you** for your incredible support.



Muts

John M. Rafferty President and CEO

# You helped us transform lives

Because of your support and passion over the last year, we were able to be there for thousands of Canadians who are blind or partially sighted.



CNIB is proud to serve people who are blind or partially sighted out of more than **50 community** offices nationwide.



Our specialists provided **400,000+** hours of rehabilitation therapy to Canadians living with vision loss last year.



Every year, thousands of people with vision loss receive **emotional support** through CNIB's support groups.



This year we invested more than \$53 million into programs and services for Canadians with vision loss.



We have more than **500**professional staff who provide support directly to people with vision loss.

# The Path to Change

## Introducing CNIB's new strategic plan

CNIB is proud to launch **The Path to Change**, a bold new strategic plan that will guide our direction over the next four years, as we lead up to our hundredth anniversary in 2018.

Created in consultation with hundreds of Canadians who are blind or partially sighted, as well as members of the medical community across Canada, the plan represents the beginning of a new era for CNIB and those we serve – and calls for a fundamental shift in the way people with vision loss are perceived, treated and included within our society.

That plan is made up of many strategic targets, but at its heart, it has two main goals:

- To integrate rehabilitation therapy for Canadians living with vision loss into the continuum of care so essential services are available to and covered for every person who needs them.
- To redefine CNIB's role as a charity that is relevant and meaningful to all Canadians in anticipation of the organization's second century.

As Canada's blind and partially sighted community grows with the aging of our population, reaching these goals is critical. Unlike many developed countries the world over, Canada continues to turn to a charity, CNIB, to fulfill the basic rehabilitation needs of its blind and partially sighted community.

But that model is no longer sustainable, and doesn't begin to meet the needs of the hundreds of thousands of Canadians who are living with blindness or vision loss in this country.

The time for change is now. That's why we've created **The Path to Change**.

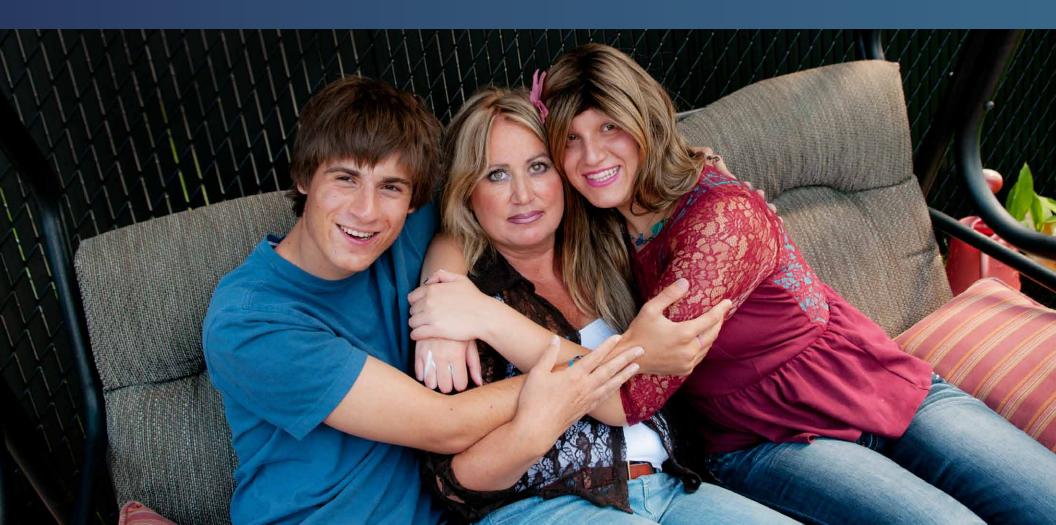
Meeting the goals of this plan won't be easy. We'll only be able to do it with support from you – our community, our supporters and donors, and our friends. When we have achieved this, we'll have a better Canada, and a brighter future for people who are blind or partially sighted for generations to come. And we believe that's a future worth striving for.

Visit **cnib.ca/pathtochange** to see the full plan and learn how you can get involved.

## Communitybased support

## You helped Johanne be the mom she was meant to be.

In 2010, Johanne Erdelyon, 52, lost her vision. A mother of two teenagers, one with special needs, Johanne sought out support to regain her confidence. The Laval, Quebec mother received counselling from CNIB and participates in support groups that she says give her a new energy. Today, when she's not on the go raising her busy teenagers, Johanne looks forward to weekly visits with her friend and CNIB Vision Mate, a sighted volunteer who helps her with everyday tasks, goes for walks with her and provides an open ear when she needs to talk.





Last year, we provided crucial one-on-one counseling to thousands of people living with vision loss.



Our Vision Mate volunteers nationwide provide companionship and ongoing daily living assistance.



Our dedicated employment specialists help Canadians with vision loss meet their potential and achieve their goals.

## Introducing kids to winter fun

This past year, CNIB was proud to partner with Para-Nordic Ontario to introduce cross-country skiing to children who are blind or partially sighted. Through this fun, exciting program, children not only learn to ski, but to improve their balance, depth perception and body awareness – and make some friends at the same time!

## Supporting Canadians at the click of a mouse

CNIB has produced more than 35 "how-to" videos designed to assist people with vision loss and their families with basic day-to-day skills-building. Featuring simple instructions on things like cooking, identifying money and using a white cane, the videos have been described and captioned bilingually, and are available on CNIB's YouTube channel.

## Empowering caregivers with advice and support

Last year, CNIB piloted a caregivers support group project in Quebec, specifically tailored for the spouses and loved ones of people who are blind or partially sighted. Unlike most of our support groups, which are for people living with vision loss themselves, this new group focuses on the caregiver's needs, helping them manage stress, learn caregiving techniques and reduce feelings of isolation.

### Rehabilitation

### You helped Maggie grow and thrive.

After a stroke left 16-month-old Maggie Costello with very little vision, her mother, Katie, turned to CNIB for help. We were there to support the Costello family and provide a lifeline during this crucial period in Maggie's life. Our expert staff worked with Maggie on strategies to stimulate her development and ensure she's meeting important childhood milestones. CNIB specialists in Newfoundland now work with Maggie's daycare to help ensure her environment is safe and engaging. Katie describes the impact on both their lives as nothing short of incredible.





Each year our staff spend the equivalent of 24 years teaching independent living skills.



We help thousands of people with vision loss travel independently through much-needed mobility training.



We spend the hoursequivalent of 27 years helping children and their families every year.

## Teaching children to navigate with confidence

Last winter, CNIB's B.C. team launched a new life skills camp for pre-school-aged children who are blind or partially sighted and their parents. Focused on helping children build their mobility and independence, and preparing them for the transition to elementary school, the new B.C. camp is another in a long list of innovative children's camps CNIB holds across the country every year.

## Ensuring a powerful impact in people's lives

In the last year, CNIB initiated a new project to monitor and evaluate the success of our services on an in-depth level – looking beyond skill attainment to ensure the people we serve are achieving larger life goals related to their wellbeing and quality of life. Going forward, these findings will help us improve the rehabilitation therapy for Canadians living with vision loss that we provide, and ensure it makes the most significant and positive impact possible in the lives of those we serve.

## Achieving the highest standards of service quality

After rigorous testing, CNIB has received a prestigious accreditation from CARF (Commission on Accreditation of Rehabilitation Facilities), the highest level of accreditation that can be awarded to an organization in the area of rehabilitation therapy, with renowned standards of excellence. This certification is a testament to our organization's longstanding expertise in the field and commitment to the highest level of service quality.

## Knowledge

### You helped Doris finally get some answers.

When Doris Heath, 93, was hallucinating that people were sitting on her bed at night, she looked to her doctor for answers, but he couldn't diagnose the problem. It wasn't until she turned to CNIB that Doris learned about Charles Bonnet syndrome, a condition that causes hallucinations in some people with vision loss. We talked to Doris about emerging research CNIB is doing on Charles Bonnet syndrome, and gave her coping strategies and techniques to help the hallucinations fade away.





This year, CNIB researchers determined that the price tag for vision loss in Canada had risen to \$19 billion per year.



Our research showed that one in five Canadian subjects with significant vision loss have experienced Charles Bonnet syndrome.



We reached millions of Canadians with crucial eye health messaging during Vision Health Month 2013.

## Shining a light on Charles Bonnet syndrome

Charles Bonnet syndrome is a largely unexplored condition marked by vivid hallucinations in people with vision loss. The condition is so little-known, in fact, that many sufferers go undiagnosed and are left questioning their mental wellbeing.

In order to raise awareness about the condition, CNIB led an international study with the New Zealand Blind Foundation to study the condition's prevalence, and found that it may be far more common than initially thought – as one in five Canadian

and one in three New Zealand participants was found to have experienced hallucinations. We're now leading the charge to investigate the condition, raise awareness among the medical community, and help those suffering from the syndrome realize they're not alone. Visit cnib.ca to learn more about Charles Bonnet syndrome.

## Exploring cutting-edge assistive technology

Over the past year, CNIB has been proud to support the studying of Brainport, a revolutionary device that sends visual information via

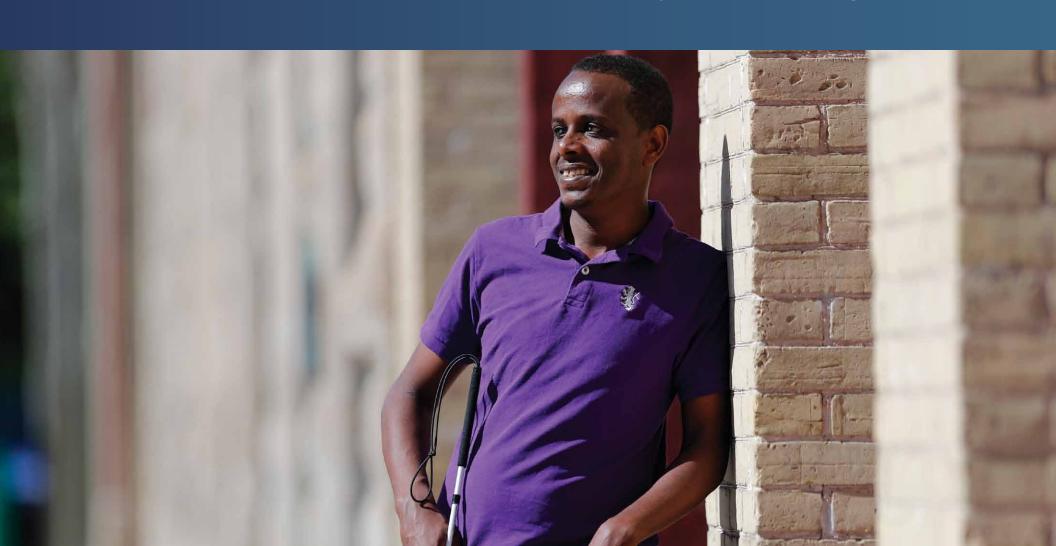
the tongue to the brain of someone who is blind. CNIB was one of six leading North American organizations to support the clinical study of Brainport, for which data was later submitted to the Federal Drug Administration for review.

As the process moves forward, CNIB has also agreed to provide interested Canadians with personal instruction in the technology's use.

## Advocacy

## You helped 33-year-old Getachew reach for a bright future.

We're proud to advocate for the provision of accessible technologies, which have the potential to level the playing field for Canadians with vision loss seeking employment. Getachew Addjeh contacted CNIB soon after immigrating to Manitoba from Eastern Africa. We provided computer and assistive technology training, which gave Getachew the opportunity to fulfill his dreams of pursuing a higher education. He's now a student at the University of Manitoba with a bright future.





More than half of workingage Canadians with vision loss are struggling to make ends meet on \$20,000 a year or less.



CNIB is proud to join forces with the World Blind Union to advocate for a barrier-free world.



Only one-third of Canadians with vision loss are employed full or part-time.

## Making corneas available for Albertans

After CNIB's Alberta team lobbied to increase the availability of corneas in the province and reduce the average three-year wait-times for those needing surgery, the Alberta government purchased 500 corneas to help more Albertans get the surgery they need as quickly as possible. The government also passed the Human Tissue and Organ Donation Amendment Act, which makes it easier for people to donate corneas.

## Standing up for accessibility

In the last year, our B.C. team was proud to take a leadership role in helping to produce a provincial government whitepaper, focused on how to make B.C. the most progressive in the country for persons with disabilities. With our extensive expertise on accessible accommodations for people who are blind or partially sighted, we were able to provide key recommendations on how to make community environments and public buildings as accessible as possible for people with all degrees of vision loss.

## Raising a voice for accessible public transit

After CNIB accessibility experts consulted on the recent redesign of Halifax's Metro Transit Dartmouth Bridge – Halifax's busiest public transit hub – the terminal is now much more accessible to passengers with vision loss, with features like large-print and braille signage, and tactile walking surface indicators that guide passengers to platforms and crosswalks. Later, the CNIB team also provided bus operators with training in effectively delivering services to passengers with vision loss.

## Library Services

## A new era in accessible library service

This year, a strategic partnership between the Canadian Urban Libraries Council (CULC) and CNIB saw the CNIB Library undertake significant changes to its services and operations – changes that will position us to support the delivery of accessible library service through Canada's public libraries in the years ahead.

In 2014, CULC launched the Centre for Equitable Library Access (CELA), which leverages the infrastructure and expertise of the CNIB Library to support public libraries in providing accessible library service for their patrons with print disabilities. Through this initiative, patrons will have access to a collection of close to 250,000 books, magazines and newspapers in the format of their choice.

As this project moves forward, the CNIB Library will continue to serve its existing users while encouraging them to join their local public library

and benefit from access to both the local library's collection as well as that of CNIB.



## Downloading the joy of books

Over the past several years, the CNIB Library has been increasingly developing download options for users who have access to an Internet-enabled computer or mobile device. But we also needed a download solution for users who do not have access to these technologies, primarily those in their senior years, who represent between 50 and 75 per cent of our user community. Our Direct to Player service makes it simple: no computer needed! Books are added to a virtual "bookshelf" and users can start reading immediately. Service is available for Internet-enabled DAISY players or, coming soon, mainstream devices such as an iPad.

### Putting kids first

Last year, children with vision loss across Canada spent their summers reading accessible books through the CNIB Library and the TD Summer Reading Club – and had some fun at the same time! More than 4,000 children and youth were invited to join the accessible TD Summer Reading Club.



More than **2.2 million** reading materials were read by more than 29,000 CNIB Library users last year.



615 library systems across Canada representing over **1,550 libraries** participated in CNIB's Library Partner's Program last year.

# You helped serve our community

Thank you to our dedicated volunteers

CNIB's volunteers are the lifeblood of our organization. They work tirelessly throughout the year supporting people with vision loss one-on-one, running peer support groups, acting as CNIB ambassadors at media events, working in our offices and local Shop CNIB store locations, and helping at events. We are forever grateful to our amazing volunteer team across the country.



## Kelly Picco Bringing students together

Kelly Picco, 21, started volunteering with CNIB three years ago when she moved to St. John's to attend university. Since then, she's been an enthusiastic part of the CNIB team, contributing wherever she's needed. Kelly was also an integral part of the development of a CNIB support group for students with vision loss in her area.

"At CNIB we're not like coworkers, but good friends. Each day I get to interact with other people with vision loss. This lets us joke around and have a positive attitude about our situation."

Kelly Picco, Newfoundland and Labrador



### Mark Chiang Supporting through friendship

Mark Chiang, 54, started volunteering with CNIB after seeing an inspiring TV commercial that featured a young man with vision loss who reminded him of his nephew. That was six years ago, and Mark has been a Vision Mate volunteer ever since. He says the relationships he's built as a Vision Mate are just as valuable to him as they are to the people he helps.

"CNIB's volunteer programs, like Vision Mates, serve an important and ongoing need that benefits people with vision loss in a long-term, meaningful way."

Mark Chiang, British Columbia



## Hilda Fair Two decades of devotion

Hilda Fair has been a dedicated CNIB volunteer for almost 20 years. She runs the Shop CNIB store in St. Catharines, facilitates the New Horizons New Dreams peer group for seniors who have recently experienced vision loss, and has been recognized for her work advocating to make the local transit system more accessible. Hilda also represents CNIB as an Ambassador, speaking to the public about issues the blind and partially sighted community faces.

"It's so rewarding, as a volunteer at CNIB, to see how people grow through their time here. It's an amazing experience." Hilda Fair, Ontario Every year, our volunteer team spends hundreds of thousands of hours serving Canadians with vision loss.

Thousands of our most dedicated volunteers spend time serving CNIB every single week.

# You helped guide our path

Message from the Chair

There is a change on the horizon for people who are blind or partially sighted in this country, and being a part of it as CNIB's Board Chair is an honour and a pleasure.

For too many decades, the rehabilitation therapy relied upon by many Canadians who are blind or partially sighted has fallen to the charitable sector. More specifically, they have fallen to CNIB. But no individual – blind, partially sighted or otherwise – should have to go to a charity to access services they need to thrive.

Now with our new strategic plan, **The Path to Change**, there is the possibility of something greater: a Canada in which every person has the rehabilitation therapy they need to live life to the fullest with blindness or partial sight, without reliance on the instability of charitable dollars.

The Path to Change represents an historic step forward for CNIB and people who are blind or partially sighted of all ages, across Canada. And I am grateful to all those who had a hand in bringing it to life – from our Board of Directors and leadership volunteers, to our staff and frontline volunteers, to health care practitioners, advocates and people with vision loss from coast to coast.

To the countless individuals who have guided and supported our path this year, I send a heartfelt 'thank you' to you all.



Jane beautas

Jane Beaumont
Chair, Board of Directors

# Financial highlights

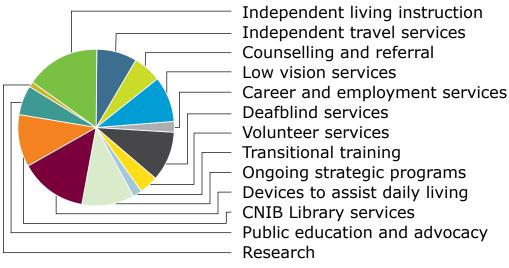
### Your donations in action

As a charter member of Imagine Canada Ethical Fundraising and Financial Accountability Code, CNIB takes pride in upholding the highest standard of ethics in the distribution of your donations. This financial statement and accompanying graphic presentation were prepared in accordance with generally accepted accounting principles, and our statements were audited by KPMG LLP Chartered Professional Accountants.

Seventy per cent of our funding goes directly into cause-related programs. Last year, 15.9 per cent of our expenditures went to fundraising, 3.1 per cent to administration, and 10.9 per cent to other activities like retail operations that garner income for the charity.

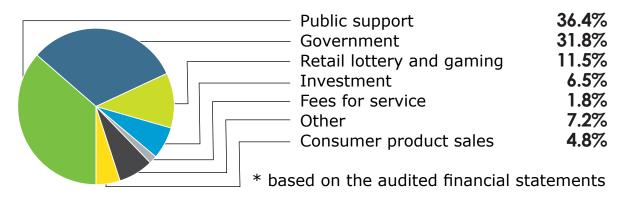
What follows is an abridged version of our 2013-2014 financial highlights. To explore our financials in their entirety, visit cnib.ca/2014.

#### Distribution of cause-related program expenses



<sup>\*</sup> based on the audited financial statements

#### **Breakdown of revenue**



15.5%

8.3%

5.9%

9.2%

2.3%

3.7%

2.0%

10.9%

13.9%

10.7%

6.2%

1.0%

10.4%

## Financial Statement

#### The Canadian National Institute for the Blind

#### **Summarized Statement of Financial Position**

(in thousands of dollars)
March 31, 2014, with comparative information for 2013

March 31, 2014, with comparative information for 2013			
		2014	2013
Assets			
Current assets	\$	8,106	\$ 5,637
Mortgage receivable		2,175	2,175
Investments		33,070	33,528
Capital assets		63,088	62,121
	\$	106,439	\$ 103,461
Liabilities, Deferred Contributions and Net Assets			
Current liabilities	\$	11,025	\$ 12,940
Property loans	·	6,667	4,663
Term loan		4,200	5,625
Accrued pension liability		3,399	5,150
Deferred contributions		22,761	23,037
Deferred contributions		48,052	51,415
Not accots		58,387	52,046
Net assets		20,20/	32,U <del>4</del> 0
	\$	106,439	\$ 103,461

### **The Canadian National Institute for the Blind**

### **Summarized Statement of Operations**

(in thousands of dollars)

Year ended March 31, 2014, with comparative information for 2013

		2014		2013
Revenue				
Support from the public	\$	30,004	\$	29,285
Government funding towards programs and services	т	26,192	Ψ	22,021
Retail lottery and gaming operations		9,499		9,605
Investment revenue		5,337		3,702
Fees for service		1,507		1,508
Consumer products and assistive technology sales		3,926		3,802
Other		5,426		4,535
Gain on sale of capital assets		516		2
		82,407		74,460
Expenditures Rehabilitation and other community-based programs and services Public education and advocacy Research		49,837 3,315 546		52,106 4,045 997
		53,698		57,148
Other:				
Fund development		12,147		13,765
Retail lottery and gaming operations		7,337		7,312
Administration		2,377		2,361
Other		1,016		1,681
		22,877		25,119
		76,575		82,267
Excess (deficiency) of revenue over expenditures	\$	5,832	\$	(7,807)

# You helped fund our mission

Thank you to our incredible donors

CNIB's supporters are as varied as the people we serve. They are mothers and fathers, neighbours and friends. They are seniors, adults and even kids. They come from all parts of the country, all walks of life. But what ties them all together is that they **care**. To every person who has cared enough to support our work this year, thank you!



## Vancouver Foundation Investing in communities

Through ongoing support, Vancouver Foundation and its fundholders have made an incredible impact in the lives of British Columbians with vision loss – with an annual investment of \$40,000 in CNIB's B.C. services for more than 15 years running.

"Vancouver Foundation supports CNIB because we want to build vibrant, healthy communities in B.C., and CNIB's programs help us do that." Kevin McCort, President and CEO, Vancouver Foundation



### The Honourable Dr. Asha Seth, Senator Standing up for Children

Dr. Asha Seth is not only a member of our Board of Directors, but has contributed more than \$100,000 to CNIB's children's services through fundraising; personal giving with her husband, Arun; and funding through her foundation, the Canadian Foundation for Health and Human Welfare.

"Some say we live by faith, not by sight. I support CNIB because I have faith that they are the best organization in Canada to help people overcome the challenges of losing their sight and make preventable blindness a thing of the past."

The Honourable Dr. Asha Seth, Senator



## Denise Allard Creating a legacy for the future

Denise Allard, 51, has been receiving support from CNIB for more than 30 years. Being totally blind herself, she knows first-hand how much of a difference our services make in the lives of people who need them. That's why she decided to leave a generous bequest gift in her will to help other people who rely on CNIB's support.

"It was through the assistance of CNIB that I've been able to lead a full and active life. I'm so very pleased to be able to give back through my bequest gift."

Denice Allard, Manitoba

Denise Allard, Manitoba

We rely on support from generous Canadians for about **70 per cent** of our funding.

Last year, hundreds of caring Canadians made a legacy gift in their will to help ensure CNIB's future wellbeing.

# Legacy supporters

CNIB sends its most heartfelt gratitude to the following generous individuals who passed away in the last year after leaving an estate gift in their will to support our services. Our sincere condolences go to their families and loved ones.

Alberni Vida Hampt Peene Albertina Preman Gobin Alexandra Haddad Alfred Fred Muth

Alice Ethel MacInnes

Alice M. Sykes Alice Ruth Stark

Alice Whitley

Alma C. Hudson Andrea Oliviero

Angele Paterson

Ann Elizabeth Ludlam

Anna Alberta Fowler

Anne Hetherington

Annemarie Sallustio

Annie M. Loggie Anonymous (2) Athol Lillian Beatty Cherry Audrey Jacqueline Boyce

Audrey Pye

Barbara Strang

Barbara Suffesick Betty Beattie

Blanche Elliot Matthews

Bruce McDonald

Camilla Horvath

Carrie Marguerite Muth Catherine Anne Gaudette Catherine Janet Blackburn

Charles Christie Charles Earl Upton

Charles Rickard Clemence

Christina Hendrina Bloemarts

Clara Jutzi

Clarke Herbert Mills Clifford Carr Hodgson David Campbell Barr David Edward Mower

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Donald William Frederick McDonald

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Dorothy Evangeline Mower

**Dorothy Hope Cummings** 

Dorothy Irene Wilker

Dorothy Jane McKay

Dorothy Pearl Gordon

Earl Ralph McKeough

Earle Kitchener Hawkesworth

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Edith Edna Johns

Edith Mae Scharf

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Wilhelmina Christina Hollenbach William A. Dunbar William Arthur Hares William Matthew Charles Clark Wilma Ella Rosetta Schaab Yvan Gariepy Yvonne L. Duff Zia Creet Pollock

# Extraordinary donors

We send our sincerest thanks to the following major donors, including generous individuals, corporations, foundations and service clubs, who made an exceptional gift to CNIB in the 2013-2014 fiscal year.

3D Petroleum

Alberta Association of Optometrists

Ambutech Inc.
Ann Bucke

Anonymous (22)

ArcelorMittal Dofasco

B.C. Association Of Optometrists

Bell Aliant PEI

**Betty Plewman** 

**BHP Billiton** 

**Britton Smith Foundation** 

**Browning Harvey Limited** 

Canadian Association of Optometrists

Canadian Boat Shows Inc.

Canadian Foundation for Health and

Human Welfare

Cenovus Employee Foundation

City of Kingston and United

Way serving KFL&A Community

Investment Fund

CNIB BC-Yukon Endowment Fund

Craig Gives Back

Delta Gamma Foundation

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We've made every effort to ensure the accuracy of this list, but please accept our apologies for any errors or omissions. We sincerely thank all of our generous supporters.

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- Our full, detailed financials
- Our risk management strategy
- Our governance structure

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Every year, more than 50,000 Canadians lose their sight. For many, adjusting to life with vision loss is one of the most challenging experiences they'll ever face. You can get involved today by donating, volunteering, fundraising or participating in an advocacy initiative near you. Learn more at **cnib.ca/getinvolved**.

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