

Annual review 2014-2015



Steps Forward

Gaining momentum on the Path to Change



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.

Approximately **half a million Canadians** are living with significant vision loss that **impacts their quality of life.**

More than 5.5 million Canadians have one of four major eye diseases and are at **serious risk of losing their vision.**

A transformative year

They say that a journey of a thousand miles begins with a single step. Last year, we took the first step on our new strategic plan, the Path to Change. And with tremendous pride and excitement, we've continued on this crucial journey.

As you'll learn in the next pages, CNIB has made significant progress toward achieving the goals of our strategic plan over the last year. Though we have a long journey still ahead of us, this progress has surpassed even our own expectations.

Suffice it to say, it's been a transformative year, one that has seen positive dialogue with provincial governments across Canada

regarding the future of post-vision loss rehabilitation therapy. This service for Canadians with vision loss is essential to safety, mobility and independence. At the same time, we also began the exciting work of envisioning the types of charitable programs our organization will deliver in the years to come. The excitement of CNIB staff and volunteers – as well as the vast community of blind and partially sighted Canadians who we've worked with during this journey – is absolutely palpable.

None of this would be possible without the support of friends and stakeholders like you. So thank you. A thousand times, thank you. Now let's continue down the Path to Change, together.



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

John M. Rafferty
President and CEO



A handwritten signature in black ink, appearing to read 'John R. Matheson'.

John R. Matheson
Chair, Board of Directors

Walking the Path to Change

A bold new plan

For almost a century, Canadians who are blind or partially sighted have had to rely on CNIB, a charity, for the post-vision loss rehabilitation therapy they need to thrive. But we believe that no one in Canada should

have to turn to a charity to access services required to achieve basic independence and to live a full and productive life.

That's why in September 2014, CNIB launched our bold new strategic plan, the Path to Change. CNIB is asking

provincial governments to take responsibility for this rehabilitation therapy by integrating it into the public health care system in every province so that high-quality, timely and essential services are available to and covered for every Canadian who needs it. In doing so, CNIB will be able to focus our resources on providing Canadians with vision loss with an even greater range of vital, life-enhancing services, like recreation programs, emotional support and advocacy.



Key breakthroughs

As we took our first steps down the Path to Change in the last year, our critical focus has been reaching out to stakeholders to share our strategy, engaging communities and creating dialogues with members of government in every province.



As a result of this outreach, we've seen promising early progress in several provinces across Canada. In Ontario, discussion on this topic has begun with Premier Kathleen Wynne, and in Alberta, our advocates known as CNIB Champions secured commitments for full funding from candidates representing all major political parties during the provincial election in May. In Saskatchewan, the Ministry of Health has been supportive of integration and is working towards a sustainable funding model. And excitingly, Newfoundland and Labrador is leading the way by



taking responsibility for rehabilitation therapy within the public health care system. We look forward to sharing positive news from all provinces in the months to come.

To keep up to date on Path to Change progress, please be sure to follow your local CNIB Facebook and Twitter accounts. To learn more about the plan itself, visit **cnib.ca/pathtochange**.

Listening to those who matter most

In order to ensure our new strategic plan represents the needs of those we serve, CNIB undertook extensive consultations with Canadians who are blind or partially sighted in communities across the country before creating the Path to Change.

2014-2015 highlights

Rights Charter puts patients first

Last year, CNIB was proud to lead the charge in the development of a landmark document, The Canadian Patient Charter for Vision Care, jointly created by CNIB, the Opticians Association of Canada, the Canadian Association of Optometrists and the Canadian Ophthalmological Society. Through 28 individual patient rights and responsibilities, the Charter provides a blueprint for ensuring optimum care is delivered across all stages of the vision loss journey – and most importantly, represents the first time in history that Canada’s eye health and vision loss community have come together as a united front to take a stand for patient-centered, seamless care.



Vision Mates serve more clients than ever

Through CNIB’s Vision Mate program, our team of dedicated Vision Mate volunteers provides one-on-one community support to people who are blind – helping reduce feelings of isolation and offering assistance around the home. In the last year, we

were thrilled to expand the program to include a total of 953 Vision Mates across Canada. Together, these volunteers spent a combined 122,000 hours visiting and assisting CNIB clients – more than double the previous year.



Literacy kit fosters kids' love of reading

For children with vision loss, learning to read can be a challenging process. To help overcome these challenges and encourage a lifelong love of reading, CNIB created the Readasaurus kit, which is filled with kid-friendly books and

activities, and a practical guide to help parents support their child's literacy skills. More than 300 families received Readasaurus kits last year, generating rave reviews from young readers coast to coast.

"The [Readasaurus] kit's Family Guide taught me things I never would have thought of on my own, like the importance of describing pictures. If Kaiden hadn't gotten that kit, he would have been missing out. He is enjoying books so much more now."

- Lisa, mother to Kaiden, 5

Your support In action

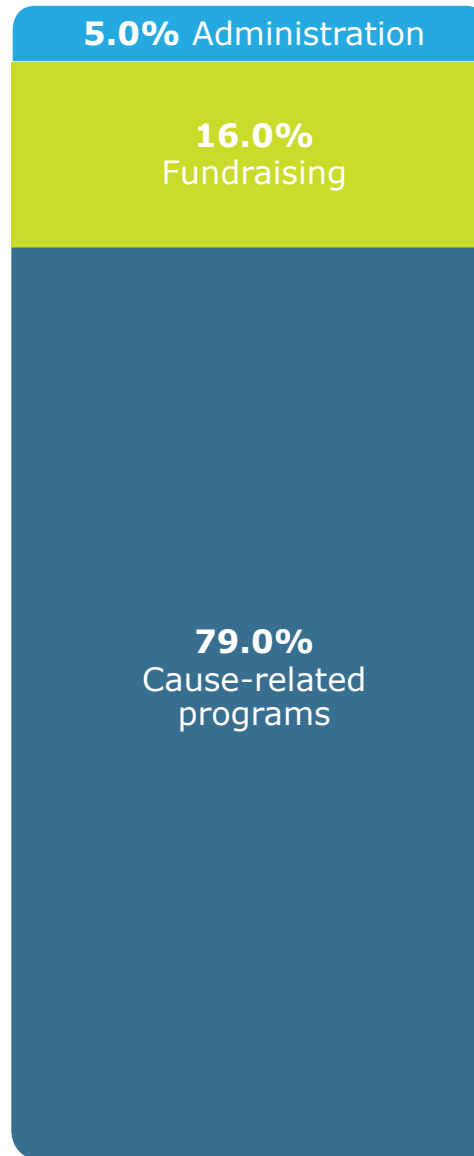
How your contributions make all the difference

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. Our financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations, and were audited by Deloitte LLP.

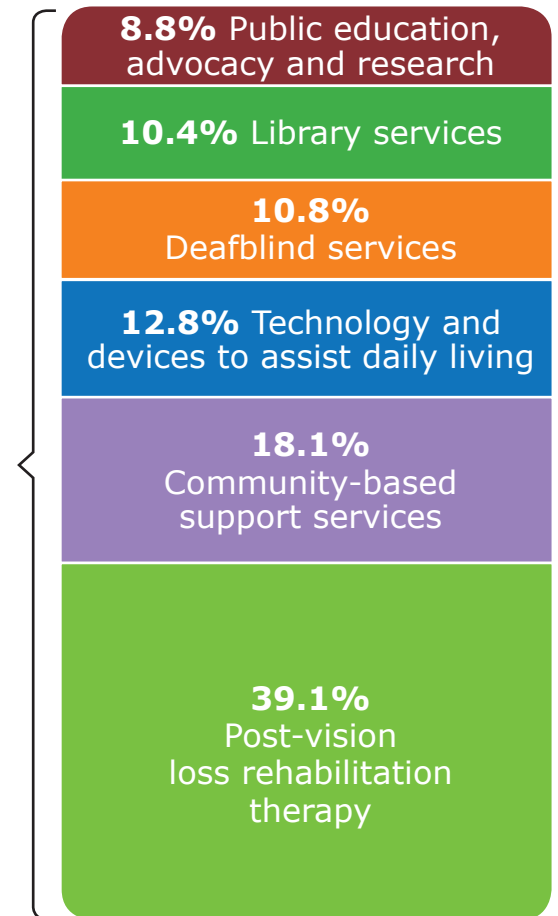
This year, we invested more than \$57 million directly into services and programs for Canadians with vision loss. The financial support for these programs comes from government funding (38.5%), public support (38.3%), investments (7.3%), consumer product sales (5.4%), retail lottery and gaming (2.7%), fees for service (2%), and other fundraising initiatives (5.8%).

What follows is an abridged version of our 2014-2015 financial highlights. To explore our financials in their entirety, visit cnib.ca/2015.

Distribution of expenditures



Cause-related expenses



Note: Retail lottery and gaming operations are not included as they are self-funding and do not use donor dollars.

The Canadian National Institute for the Blind
Summarized Statement of Operations

(in thousands of dollars)
 Years ended March 31, 2015 and 2014

To view our full audited financial statements, visit cnib.ca/2015.

	2015	2014
Revenue		
Support from the public	\$ 26,692	\$ 30,002
Government funding towards programs and services	26,836	26,192
Retail lottery and gaming operations	9,670	9,499
Investment	5,070	6,986
Fees for service	1,363	1,507
Consumer products and assistive technology sales	3,733	3,926
Other	3,947	3,779
Gain on sale of capital assets	98	516
	77,409	82,407
Expenditures		
Rehabilitation and other community-based programs and services	52,339	50,459
Public education and advocacy	4,456	3,330
Research	604	555
	57,399	54,344
Other:		
Fund development	11,588	12,184
Retail lottery and gaming operations	7,772	7,351
Administration	2,353	2,529
Other	1,293	1,015
	23,006	23,079
	80,405	77,423
(Deficiency) excess of revenue over expenditures	\$ (2,996)	\$ 4,984

Our amazing supporters

Every year we are astounded by the incredible support of our donors. Some of you organized a fundraising event, others made a gift in your will, signed up to be a monthly Partner in Vision, or donated in memory of a loved one. However you chose to help, you made it possible for thousands of Canadians with vision loss to live full, independent lives. Thank you!



David and Pat Hilchey, Prince Edward Island Rallying the community

After seeing how much CNIB's programs and services helped their daughter Michelle, David and Pat Hilchey couldn't have been more inspired to get involved and give back. Looking for an original fundraising idea, the Hilcheys held a Dining in the Dark event in Charlottetown, in which participants experience a meal while blindfolded and learn about the challenges and abilities of people with vision loss while raising funds to support CNIB. Over the years they've held six Dining in the Dark events, and watched their idea spread from coast to coast, becoming one of CNIB's signature fundraising events. In addition to the more than \$250,000 they've raised during that time, they've also given back through volunteering, with David becoming vice-chair of CNIB's local advisory board.

Mr. and Mrs. P.A. Woodward's Foundation, British Columbia

Supporting independence

As part of its commitment to supporting the health and welfare of British Columbians, Mr. and Mrs. P.A. Woodward's Foundation chose this year to make a significant commitment to help people with vision loss achieve employment and independence through technology. Their gift of \$50,000 enabled CNIB to purchase Desktop Video Magnifiers (also known as CCTVs) to help people with vision loss read essential workplace documents, webpages and correspondence they otherwise may not be able to access. In addition, their support allowed CNIB specialists to train clients to use this technology, helping them become more workplace-ready than ever.

Photo: Kip Woodward, President, Mr. and Mrs. P.A. Woodward's Foundation



You helped us provide service directly where it's needed most through **more than 50 community offices** across the country.

With your support, our specialists provided **more than 410,000 hours** of rehabilitation therapy to Canadians living with vision loss in the last year alone.



Ernie Ooms, Alberta

Thinking about the future

A few years ago, Ernie Ooms spontaneously developed a macular hole that left him blind in his left eye. After turning to CNIB, he says he was blown away by all the programs and resources available right in his hometown of Calgary to help him adjust to life with vision loss. When he and his wife were redoing their wills, they decided to leave a gift for CNIB to support other Canadians who were losing their sight, and give back to a program that gave him so much.

We receive **less than 35% of our funding** from government sources – the rest is thanks to our amazing donors and supporters across the country!

In the next 10 minutes, someone in Canada **will begin to lose their sight.** Your support gives them a place to turn.

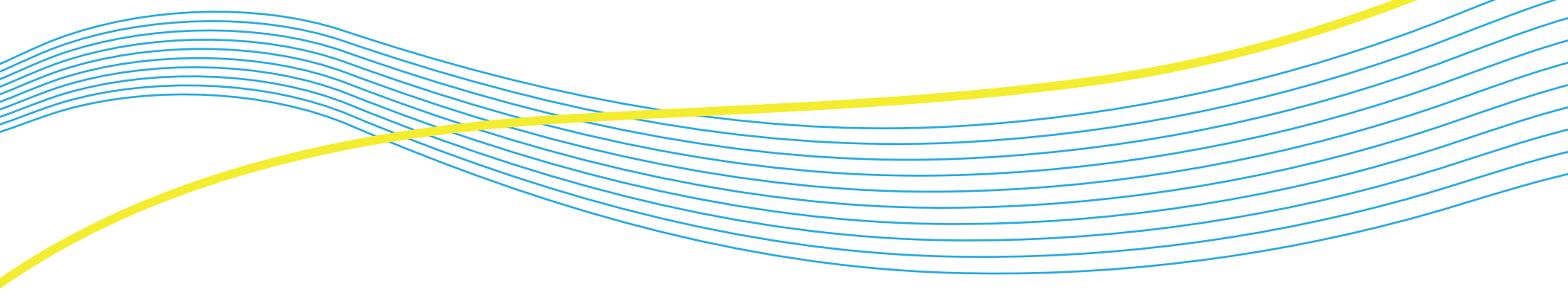
Extraordinary donors

We are immensely grateful to everyone who has supported us over the past year and made our work possible. Every dollar you give helps ensure that we can be there for people when they need us most. In particular we'd like to thank the following supporters, as well as those who have chosen to remain anonymous.

3D Petroleums
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Mr. & Mrs. P.A. Woodward's
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We've worked hard to ensure the accuracy of this list, but please accept our apologies for any errors or omissions.



Legacy supporters

We sincerely appreciate the generosity of the following individuals who left an estate gift in their will to support CNIB, as well as those who have chosen to remain anonymous. Our deepest condolences go to their families and loved ones.

Alberni Vida Hampt Peene
Alfred Fred Muth
Alice Cameron
Alice Ethel MacInnes
Alice Ruth Stark
Allan Taylor
Alma Kruse
Anna Alberta Fowler
Annemarie Sallustio
Annie M. Loggie
Arthur Leslie King
Athol Lillian Beatty Cherry
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Bessey Anna Dalby

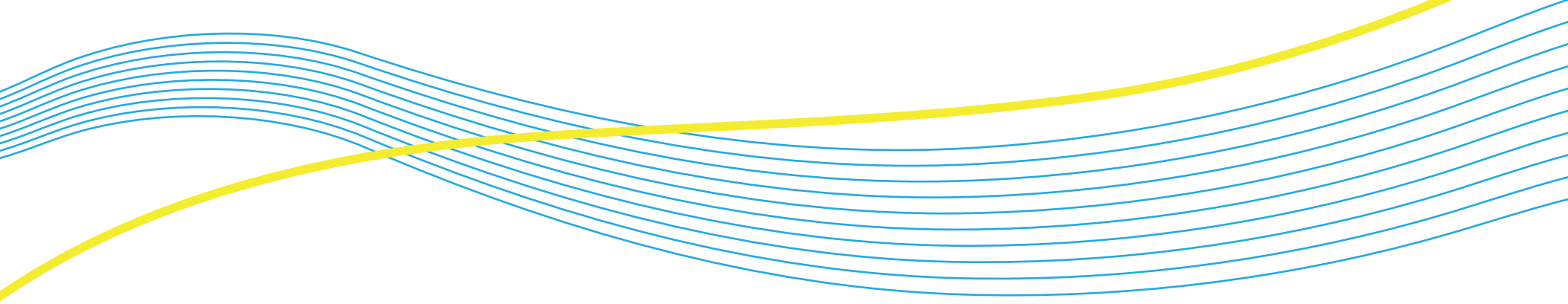
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Blanche Elliot Matthews
Blodwen Myfanwy Whittaker
Cameron Kitching
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Carl Bjarnason
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Carroll Jean Holland
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Helen Allen Stacey
Helen Marie Caskey
Helene Mikolayew
Henriette and Leonard White
Endowment Fund
Hilda Elizabeth Sawyer
Hilda MacKimmie England
Howard Stanley Smythe
Hubert Beresford Clinch
Ida May Keith

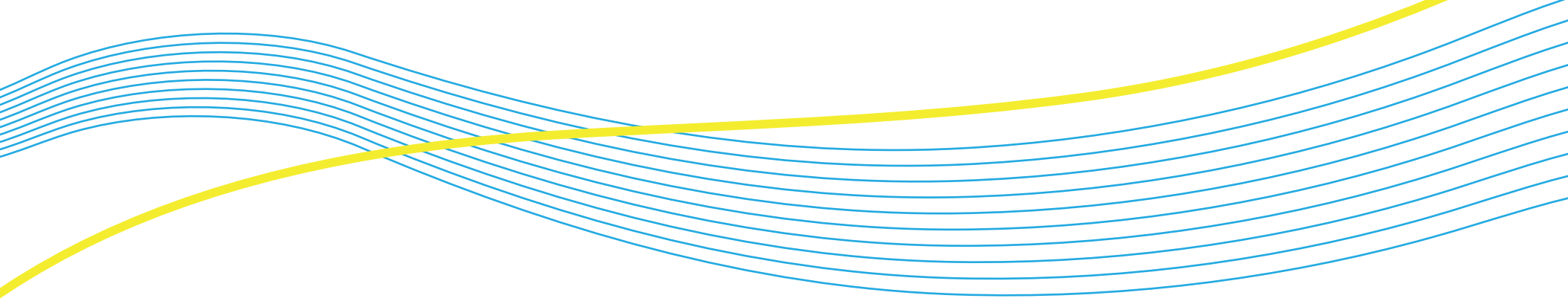
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Iris Christine Sampson
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more about our year, visit**

cnib.ca/2015

Join us on our Path to Change

Learn how you can support Canadians with vision loss today

Make a donation

You can make a real difference in helping us be there for people who are blind or partially sighted. Visit cnib.ca or call 1-800-563-2642 to donate today.

Take part

Discover all the ways you can get involved with fundraising, volunteering and raising your voice for the rights of Canadian with vision loss at cnib.ca.

Call us if you need support

If you've experienced vision loss, we can help. Call our CNIB Helpline at 1-800-563-2642 for immediate, confidential support.

Learn more

The best way to learn about our work is through our website at cnib.ca. Visit us online today!



CNIB Helpline: 1-800-563-2642
Website: cnib.ca
Contact: info@cnib.ca
Charitable registration number:
119219459 RR0003

