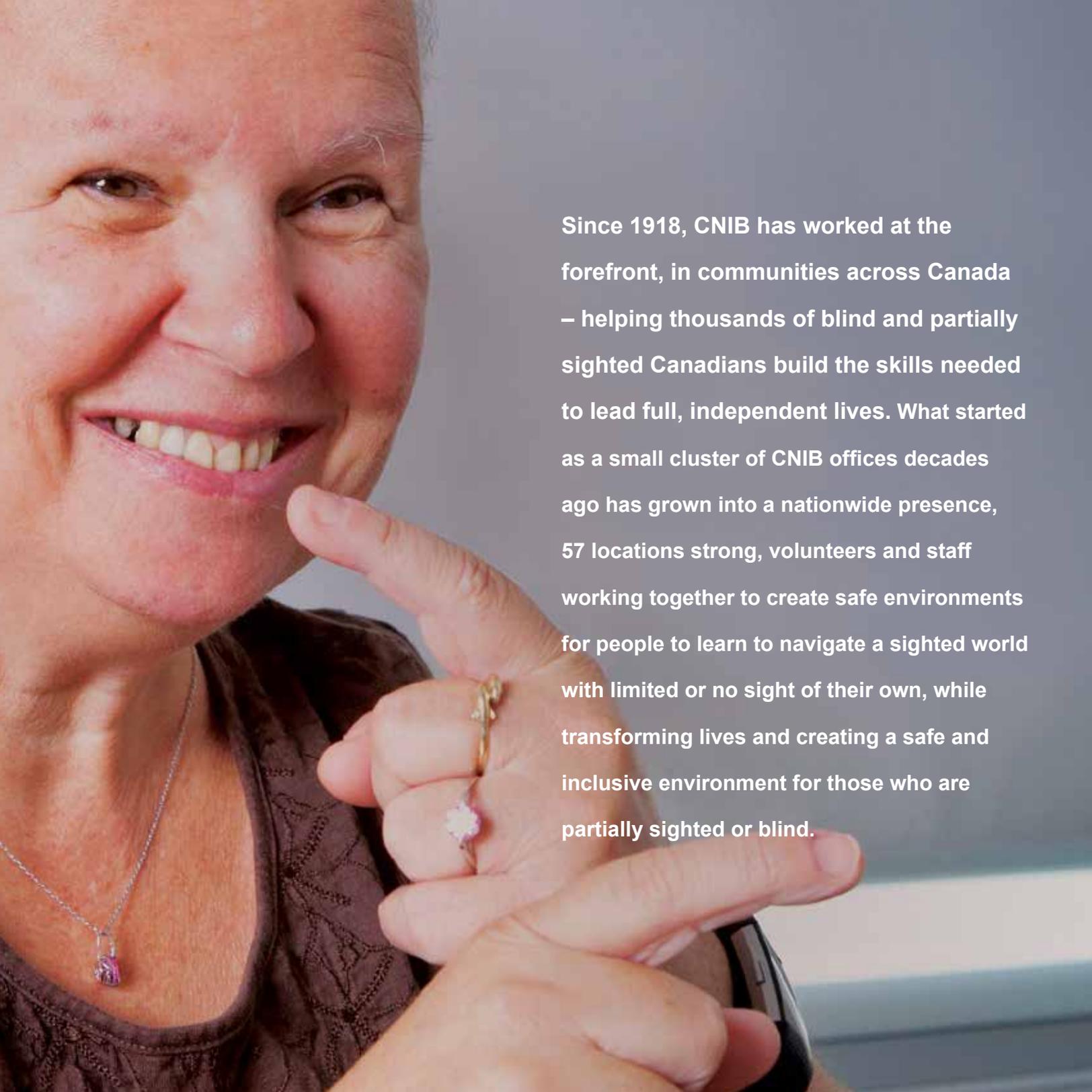




**Change. Lead. Empower.**  
**CNIB's Second Century of  
Change Campaign**





Since 1918, CNIB has worked at the forefront, in communities across Canada – helping thousands of blind and partially sighted Canadians build the skills needed to lead full, independent lives. What started as a small cluster of CNIB offices decades ago has grown into a nationwide presence, 57 locations strong, volunteers and staff working together to create safe environments for people to learn to navigate a sighted world with limited or no sight of their own, while transforming lives and creating a safe and inclusive environment for those who are partially sighted or blind.

# Introduction

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The many developments over the past 100 years would not have been possible without your support of CNIB and today we thank you – our many partners and champions across Canada – as we enter our next 100 years with a **bold new ambition to change what it is to be blind today.**

## **There is still much more we can do...right now.**

CNIB has a bold new vision moving forward – developed in consultation with our clients, volunteers and staff. This collaborative effort enabled CNIB to lay the groundwork for innovative quality-of-life programs and services to address the needs of the growing number of Canadians faced with blindness and sight loss.

**CNIB's Second Century Campaign has a goal to raise \$100 million across Canada over the next four years. Our goal is ambitious will be transformative, and one we know we will achieve with your help.**

- ✓ **Each business day**, CNIB's dedicated specialists and volunteers spend more than 3,600 hours transforming the quality of life of Canadians who are blind or partially sighted.
- ✓ **Every minute**, three Canadians turn to CNIB, for information and support to overcome the challenges of sight loss.
- ✓ **Each year**, Canadians who are blind or partially sighted receive over one million hours of vital support from CNIB, helping them build their independence and fully participate in life, helping over 10,000 children and youth overcome the challenges of growing up without sight and welcomes 29,000 participants to share skills and knowledge in peer support groups to reduce the isolation of sight loss.

# How We Started One Hundred Years Ago

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Blind veterans, c. 1918.  
Blind Veterans UK Archives

The story of CNIB begins in 1918 as blinded veterans returned home from World War I and found little support to help rebuild their lives. At that time, a person living with blindness was almost certainly destined for a life of poverty. Braille books were a rare commodity, even though the tactile code had been invented almost 100 years earlier. Education opportunities were few. What's more, there were no organized social services established for blind Canadians.

The struggles of wounded First World War veterans and the horrific eye-related injuries suffered in the 1917 Halifax Explosion highlighted the need for modern approaches to helping blind Canadians.

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Future CNIB leader Edwin Albert Baker lost his sight at Ypres in 1915. He and other veterans who were treated at St. Dunstan's Hostel in London, England brought home to Canada a revolutionary rehabilitation philosophy - and the confidence to advocate for change. Their work, and the ongoing activities of the Canadian Free Library for the Blind, set the stage for the creation of CNIB in 1918.

A dedicated group of seven Canadian men – five of whom were blind – founded CNIB in 1918 to meet the demand for support for blind Canadians. Among them were a solicitor, two doctors, an electrical engineer, an insurance professional, an accomplished fundraiser and a Librarian for the Canadian Free Library for the Blind, who spoke seven languages. These men were; Colonel Edwin A. Baker, Dr. Charles Carruthers, Dr. Charles Dickson, George Plaxton, Alexander Viets, Lewis Wood and Sherman Swift. Colonel Baker served as CNIB's managing director for the next 42 years.

**These men were passionate about the rights of people with sight loss and believed strongly that Canadians without sight should be able to shape their own destiny, speak for themselves and be heard.**

# 1920s and 1930s

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CNIB had, from its earliest days, a wide-reaching goal that comprised residential and employment programs, advocacy work and blindness prevention. CNIB also developed an impressive, world-class collection of accessible library books - a service now called CELA (Centre for Equitable Library Access). CELA is a public library service for Canadians with print disabilities which is operated by both CNIB and CELA.

Creating employment opportunities was a high priority for the organization from the very beginning. In the 1920s, CNIB developed a job placement service which was one of the first for the blind in North America. The organization also established industrial manufacturing centres across Canada for blind people to make brooms and do manual tasks like chair caning, industrial sewing and basket weaving.

CNIB also established successful cafeterias and canteen stands in federal public buildings across Canada which expanded through the 1930s into a full food operation and catering services, employing hundreds of those who are blind.

Although most of the work required only a small amount of training, it was revolutionary for blind Canadians to find employment and employment rates rose significantly during this period for the first time. Steadily, as CNIB's reach expanded to regions across the country, the organization's client base grew to include not only veterans, but civilian Canadians who were blind or partially sighted due to eye disease, accidents or aging.

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# Mid-Century

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Post-war Canada saw CNIB become the largest private not-for-profit charitable organization of its kind in the world – surpassing RNIB (England’s Royal National Institute for the Blind) – serving more than 17,000 blind Canadians from CNIB locations nationwide. Today, CNIB has expanded to directly serve over 150,000 people across Canada, becoming the preeminent provider of services and the national voice for blind and partially sighted people from coast to coast to coast.

in 1956, CNIB began to take its place on the cutting edge of assistive technologies for blind Canadians beginning with its landmark computer software education program, with changing attitudes and opportunities for blind persons. By the 1980s, social attitudes about disability were shifting away from segregated services and institutional models, and towards more integrative, community-based approaches. CNIB’s services evolved in parallel with these attitudes.

# Late 20th Century

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In the mid 1980s, the implementation of **Low Vision Services** meant the CNIB of the late 1900s through to the early 2000s had evolved and expanded its mandate.

CNIB’s scope broadened to serve more Canadians with varying degrees of sight loss maintain independence, enjoy a good quality of life and succeed in their career of choice despite sight loss. Meanwhile, advocacy continued to be a pillar of CNIB programming – as well as research into medical treatments that could improve sight or prevent sight loss.



# CNIB Today

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CNIB is proud to be a national organization that serves people in communities, large and small. As we celebrate our centenary in 2018, we are excited to step forward into a new era for CNIB and Canada's blind community, building on our legacy of impact. In our last strategic plan, **The Path to Change**, we took bold steps to transform the landscape of blindness services in Canada. Having achieved this goal, CNIB is now able to place a much stronger focus on vital Foundation programs in areas such as career empowerment, technology training and sports and recreation.

CNIB's vision is to be an organization that embraces its heritage, while looking to a future that is centered on people who are blind, with a holistic look at their needs across the full lifespan; a bold organization that embraces fun and a love of life, while rededicating itself to a strong advocacy and social justice voice.

**Our aim is to break barriers and change what it is to be blind.**

# The Challenges Faced by Those with Sight Loss

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- People with sight loss are at **greater risk of social isolation** and reduced community participation
- Have **increased risk of clinical depression** (three times the national average), particularly among seniors
- Have **lower graduation rates**, with only 65% of blind and partially sighted youth graduating from high school
- Report **less physical activity**, with only 26% of blind and partially sighted children participating in sports
- Only **one-third are employed**
- Approximately half are **struggling to make ends meet** on low incomes.

Canada has changed so much since 1918, and CNIB has kept pace and prompted advances that have transformed the lives of those who are blind or partially sighted.

**We want to fill the gaps and level the playing field for those with sight loss as we change what it is to be blind today.**

# Madeline's Story

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## 100 Years: "A Privilege!"

Madeleine was born in 1918, the same year CNIB was founded. She began losing her sight when she was 80 due to age-related macular degeneration. She can see silhouettes but no longer recognizes faces or colours. However, neither age nor vision loss stop her. She is totally independent, goes for walks twice a day and keeps up with current events. According to Madeleine, you need to "stay active and never give up."

Madeleine first learned about CNIB through its offering of audio books.

"All my life, I collected books to read in my old age, but since I lost my vision, I can't read them," noted the avid reader. "CNIB's audio books have been a blessing."

Recently, Madeleine signed up for a CNIB Peer Support Group. "The group got me out of the house, introduced me to other people like myself and I learned about their experiences." She was inspired by people who have less vision than she does and enjoys the various topics discussed, such as assertiveness and how to manage stress and grief. "The group applauded me twice!" she enthuses proudly. "It was the first time in my life that's happened!"

Today she participates in a University of Montreal research project to enable seniors with visual and hearing disabilities to remain at home, a cause that is dear to her heart. "You have to keep going and not feel sorry for yourself! I do what I can with what I've got. Being 100 years old is a privilege!"

# Walking the Next Steps of the “Path to Change”

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On the eve of our 100th Anniversary, CNIB is strategically focused on fundamentally shifting the way people with sight loss are perceived, treated and included within our society. Our business plan, “The Path to Change,” called for integrating funding for post-sight loss rehabilitation therapy into the public health care system, allowing CNIB to continue the journey and focus charitable funds toward programs that enhance the quality of life for those with sight loss.

CNIB’s evolution includes supporting social and emotional support groups, children’s camps and innovative youth programs, career support and employment programs, academic support, advocacy and education.

In most provinces and territories, Vision Loss Rehabilitation Canada, a CNIB health services organization, is providing training that enables people who are blind or partially sighted to develop or restore key daily living skills, helping enhance their independence, safety and mobility. Certified specialists work closely with ophthalmologists, optometrists and other health care professionals, providing essential care on a referral basis in homes and communities across each province.

CNIB’s new quality of life programs, services and advocacy will be funded by charitable dollars under CNIB’s new foundation.

**Our business plan, “The Path to Change,” called for integrating funding for post-sight loss rehabilitation therapy into the public health care system**

# Karine's Story - Regaining Independence

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At 36 years old, Karine lost her sight from retinitis pigmentosa, a degenerative eye disease that causes a gradual loss of sight over time. To regain her autonomy and adapt to the significant challenges caused by her sight loss, Karine participated in CNIB's technology training.

Currently working as a development officer at the Educational and Recreational Association of the Blind in Trois-Rivières and a psychology student at the University of Quebec in Trois-Rivières, Karine explains how the technology training offered by CNIB helped her regain her independence. Living far away from Montreal CNIB's office, remote training allowed her to learn how to use computer software from home. Using the screen reader JAWS, Karine can now operate Windows, Outlook, Excel, Word, PowerPoint, Skype and Facebook.

Robert, a CNIB trainer in assistive technology, supported Karine during university by teaching her how to use the university's portal email, write assignments and how to make PowerPoint presentations. For Karine, like many other people living with sight loss, re-learning basic computer skills allows her to regain access to information that helps build her up and leads to greater independence.

**“It's independence at work and in everyday life because we have access to information, access to everything such as social networks, recipes, music,” says Karine. “Anything that others can have on a computer I can too! I can do everything!”**

In addition to CNIB's trainings, Karine has also benefited from recorded library magazines, participated in CNIB's Vision Mate program and peer support groups, which helped her adapt to sight loss. “When you lose sight and you can talk with other people who are in the same situation as you, it can really help create meaningful friendships.”

Karine works in her region creating activities and adapted games for people with sight loss. For people who are blind or partially sighted, and are unsure of entering the labour market, she says “Everything is possible. You have to adapt, you must be determined to work a little more, but it is possible!”



# CNIB's Second Century of Change

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There is a bold new vision moving forward – enabling CNIB to lay the groundwork for innovative quality-of-life programs and services, developed in consultation with our clients, volunteers and staff.

## The seven key themes arising from these stakeholder consultations are:

- **Enhance the health care journey** for people with sight loss
- **Public Education is needed** to level the playing field and reduce the stigma of blindness
- **The employment gap** for people with sight loss needs to be addressed
- **Children need more support** in and beyond school
- **Many count on mainstream technology devices** that should be funded
- **There's a need to support human rights** through personal advocacy and CNIB-led campaigns
- **Transportation remains a barrier to participation** and inclusivity

Our Second Century of Change Campaign aims to fundamentally shift the way blind and partially sighted Canadians are perceived, treated and included in society. To reach this ambitious and transformative goal, we are building innovative programs delivered in communities across Canada that respond directly to the needs and goals of those we serve. CNIB will work to change societal biases and break barriers that the partially sighted and blind have faced for far too long.

# CNIB Second Century Foundation Programs at a Glance

Program Name	The Need It Addresses
<b>Advocacy, Accessibility &amp; Accommodation</b>	Clients can thrive through a strong voice; removing stigma to pave the way for a world with no barriers.
<b>Peer Support &amp; Mentorship</b>	Interaction with peers and mentors provides many therapeutic values of inclusiveness and connectedness.
<b>Youth Leadership</b>	Confidence, advancement and opportunity are derived from powerful leadership experiences.
<b>Beyond the Classroom</b>	A sense of inclusiveness, self-worth, value and acceptance through the optimum school experience from Kindergarten through Grade 12.
<b>Sports, Leisure, &amp; Recreation</b>	Physical activity is proven to address a multitude of issues, including self-confidence, weight management and positive thoughts.
<b>Career Support &amp; Employment</b>	Underemployment, unemployment, task- based work arrangements. Build skills and create employer awareness of abilities that those with sight loss can add to a workplace. Social enterprise and entrepreneurship amongst people with sight loss.
<b>Literacy and Accessible Publishing</b>	Literacy is critical to success in the developed world and yet blind people graduate at 75% the rate of sighted peers.
<b>Guide Dogs</b>	Faster access to exclusively Canadian-trained dogs for mobility, confidence, orientation and companionship.
<b>Accessible Technology</b>	Essential tools for life, employment, education, leisure, mobility and socialization.

# CNIB Second Century Foundation Programs at a Glance

## Why It Matters & What It Is

To promote systemic change and societal attitudes, policies and practices towards people with vision loss through activities that build self-advocacy skills on issues such as equal access to transportation and public spaces.

People can achieve fulfillment, happiness, comfort and acceptance through programs such as 1:1 peer support, drop-in groups, online forums and adjustment to sight loss.

Developing key lifelong skills at an early age prepares for a successful future. Workshops on skills building, communication, new technologies, employment, leadership and self-advocacy build a strong social network in a fun, safe and inclusive environment.

Navigating the 'system' is complicated and daunting, especially for the partially sighted or blind. Empower youth and their families through student panels, peer support groups, parent information nights, teacher and educator support and transition guidance from pre-school through post-secondary.

Kids need to play and gain value from safe, fun and inclusive interaction with sighted peers through frequent social, cultural and active opportunities like yoga, music, painting, woodturning, accessible sports and dancing.

Financial independence, self-worth, value to society, less dependence on social programs. Create in-house and external employment opportunities, placements, paid internships, co-op work opportunities and job retention assistance. Work with specific business and industry to accommodate a blind workforce. Align CNIB efforts in partnership with other community resources.

Literacy is critical to success in the developed world and yet blind people graduate at 75% the rate of sighted peers. Educational attainment, social interaction and leisure. Empower and build confidence and knowledge through exploration and access to alternative reading formats, book clubs, creative writing, tactile book making and public speaking workshops.

Safety, mobility, independence, respect and public awareness raising to ensure built environment and social attitudes change to universal acceptance of guide dogs.

Technology permeates society and clients develop personal value through accessibility. Provide training and workshops using accessible/assistive technology to remove barriers that prevent access to products and services.



# Benji and Jenni Derksen's Story

## "We Can Do Anything Together"

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Jenni Derksen is the mother of three young, vibrant children from rural Didsbury, Alta. At the age of three months, her youngest child Benji was diagnosed with albinism - a congenital disorder characterized by the complete or partial absence of pigment in the skin, hair and eyes. Albinism is associated with several vision-related medical conditions.

When his parents began noticing Benji struggled to make eye contact, they didn't think much of it. In 2014, Jenni started to notice Benji's nystagmus – a condition that causes involuntary eye movement and soon after that, an ophthalmologist confirmed that he had albinism. Jenni explains how they felt, "In comparing albinism to potential life-threatening conditions, we were very accepting. At the same time, it's still heartbreaking because having a baby you don't plan for him to have major struggles in life. Is he going to ever ride a bike? Are they ever going to do the things that I did as a kid? So many questions..."

After the diagnosis, Benji was referred to CNIB and NOAH (National Organization for Albinism and Hypopigmentation). Once connected with CNIB, Benji started receiving services from the Children's Department in the Calgary Early Intervention Program and they set Benji up with a white cane and gave the family emotional support and guidance on how to help Benji thrive.

Jenni raves, "You wouldn't really know what to do if it wasn't for CNIB. They taught us that when Benji faces an obstacle like a curb, he cannot see if it is high or low. Lara at CNIB taught us the verbal prompts, such as "big up or big down" or "little up or little down".

His siblings are also constantly providing support. While Benji's sister Faith is guiding him, and letting him know of curbs. Jenni believes these experiences are creating a closer bond. "It's taught my husband and I that we can do anything together and that just because someone is different that doesn't mean anything," she says. Benji has albinism but he's still Benji – a happy little three-year-old.

# Measuring Program Success

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When it comes to helping Canadians cope with the challenges of sight loss, success is our only option. That's why it's vital that each of our life-changing programs lead to proven, positive outcomes in the lives of those we serve.

CNIB is committed to measuring and maximizing the impact of each of our programs. We plan to leverage a range of methodologies to examine the impact of our programs from a range of perspectives, including:

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- **Uptake and demand** – How many children, youth, young and mature adults are registered and participating actively in each of our programs - with the goal of increasing program participation rates by at least 25%. How many programs can we fill, how many program partnerships can we establish – and how many more are needed?
  - **Participant outcomes** – To what extent are participants meeting the goals and objectives of the program? How much more knowledgeable, independent, confident, connected, optimistic etc., do they feel?
  - **Stakeholders' experiences** – What do participants, families, educators, employers, volunteers etc. like most about the programs? What learnings are the most helpful? Where do they see opportunities to enhance and expand the programs?
  - **Online engagement** – How engaged are participants with our phone and online resources? How do participants rate the quality of information and resources provided?
  - **Program Impact** – What are the short and long-term program impacts for participants?

Using formal evaluation tools that combine outcomes indicators (physical well-being, emotional well-being, social well-being and independence), we will analyze all the evaluation data gathered from all the categories listed here. The information collected will be shared anonymously with our stakeholders and used in future program development and ongoing improvement.



# We Need Your Support

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YOU can continue our original mission to help those with sight loss...**BE A PART OF THE CHANGE!**

As we approach CNIB's centenary in 2018, we are proud to unveil a new path for the future – one that sees us working in partnership with those who we serve, as well as provincial governments, school boards and program professionals, educators, the medical community, volunteers and supporters, to create a future in which every Canadian can fully participate in life, regardless of sight loss.

**We envision a day when CNIB is no longer needed. When Canadians who are blind no longer experience limitations.** A day when our society has evolved into a truly welcoming, inclusive place. Fear and ignorance will be gone; accessibility and inclusiveness will be everywhere. We will have moved from a world that sees disability, to a world focused on ability.

To meet the needs of the growing number of Canadians faced with blindness or sight loss, **CNIB is raising \$100 million across Canada over the next four years.** Our goal is ambitious - and one we know we will achieve. With your support, we will provide the quality of life programs and **change what it is to be blind.**

**But we cannot do it alone.** It is critical that we work together to ensure that these new programs are successful, and our bold vision is realized. **We can only accomplish this with your support.**

# How You Can Help

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Your contribution to a **CNIB Second Century Foundation Program** can make a significant impact on the life of all those living with sight loss:



## Advocacy, Accessibility and Accommodation:

**\$5,000**

to create an awareness raising and information video series to train advocates – people with sight loss, their friends and family - to confidently self-advocate, based on previous success stories.



## Sports and Recreation:

**\$13,000**

a year allows 10 program participants to take part in three recreational activities such as yoga, dance and woodturning.

**\$2,500** enables a child who is blind or partially sighted to experience a week at the Lake Joseph Outdoor Education Centre, CNIB's accessible lakefront facility in Muskoka, Ontario.



## Youth Leadership:

**\$6,000**

a year provides 50 youth the opportunity to attend an 8-week Youth Empowerment Program, where they learn to build their confidence and self-esteem through age-appropriate activities like fashion coordination, make-up application, arts projects and public speaking. .



## Beyond the Classroom:

**\$5,000**

a year provides transportation for 25 children to attend CNIB March Break and Summer Camps across the Greater Toronto Area, allowing them to experience fully accessible camp activities like cooking, art and crafts, music therapy, dance, tandem cycling and beep baseball.

# How You Can Help



## Peer Support and Mentorship Program:

**\$2,400** provides leadership training for 12 volunteer peer program facilitators, most of whom are partially sighted or blind, over three years.



## Career Support and Employment:

**\$10,000** provides four “Focus 40” portable braille displays, which act as tactile computer monitors, enabling job seekers to navigate and read information in dynamic braille.



## Literacy and Accessible Publishing:

**\$3,000** buys and produces 100 print braille books for children and their families.



## Guide Dog Program:

**\$50,000** provides for the cost of the training and veterinary expenses of a guide dog for its working life - plus an opportunity to name a CNIB Guide Dog puppy!



## Accessible Technology:

**\$8,000** buys 15 DAISY (Digital Accessible Information SYstem) Players, portable audio book readers making thousands of books and magazines accessible for the partially sighted or blind, and \$600 – helps one user learn how to read audio books with a DAISY player.

**Join us today!** Your gift will truly change lives and empower people who are blind or partially sighted to achieve their goals and reach their highest potential. **Your gift will make the difference.**

# To Make a Donation or Learn More

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To make a donation or learn more:

**Phone:** 1-800-563-2642

**Web:** [cnib.ca](http://cnib.ca)



@myCNIB



@CNIB

**Contact Information:**

Local contact information



# CNIB Mission

To change what it is to be blind through innovative programs and powerful advocacy that enable Canadians impacted by blindness to live the lives they choose.

# About CNIB

Celebrating 100 years in 2018, the CNIB Foundation is a non-profit organization driven to change what it is to be blind today. We deliver innovative programs and powerful advocacy that empower people impacted by blindness to live their dreams and tear down barriers to inclusion. Our work as a blind foundation is powered by a network of volunteers, donors and partners from coast to coast to coast.

