



Looking
back,
moving
forward

CNIB Group
Annual Report
2017 – 2018

cnib
a century of change

100
years

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.

Values

Empowerment

Inclusiveness

Innovation

Passion

Collaboration

Integrity



A historic turning point

Capping off 100 years of service to Canadians who are blind or partially sighted, 2017-18 has been a remarkable year for CNIB.

It's been a year to reflect on our beginnings, our past achievements, and the many ways we've helped change what it is to be blind in this country. And it's been a year to honour and thank everyone who helped us along the way.

Not only have our centennial celebrations have been joyful, they've also been deeply meaningful. They've reminded us what can be accomplished with a bold vision, drive and determination.

With that in mind, 2018 has also been a turning point – pivoting us toward an even more ambitious future and bigger change-making role.

This year, we introduced innovative new programs, enhanced key services and advocated forcefully for inclusion and accessibility. We also consulted Canadians impacted by blindness in unprecedented numbers, and built our new strategic plan, “Bold dreams, bright futures,” around their collective input.

As we enter our second century of operation, we're moving forward with purpose and conviction – more determined than ever to drive change and open up new worlds of opportunity for those we serve.

To everyone who's helped us this year, and for the past 100, we thank you. With your continued support, we'll keep changing what it is to be blind.

John M. Rafferty
President

Ronald J. Kruzeniski
Chair, National Board of Directors



Vision Loss Rehabilitation Canada – Highlights

Embracing technology

Screen readers, magnifying software, tablets, apps, and smart phones with built-in accessibility features are revolutionizing the way people with sight loss can access and explore their world. Understanding how to use these technologies is the key to unparalleled levels of independence. That's why this year, our specialists placed a strong focus on incorporating technology training into the rehabilitation programs we deliver to Canadians with sight loss – including introducing them to exciting apps that can identify people and objects, read printed text, and assist in navigating public spaces.

Investing in skilled talent

To deliver vision loss rehabilitation services from coast to coast, we need a large team of highly skilled professionals. However, few programs exist to train and qualify specialists in orientation and mobility and independent living – meaning talented staff can be hard to find. To overcome this challenge, we have begun to establish an in-house apprenticeship program to train more vision loss rehabilitation professionals and enable existing staff to specialize in additional disciplines. Launching next year, this program will ultimately ensure we can meet the needs of the growing number of Canadians needing our services.

Raising the bar for quality care

Although we know from years of experience that vision loss rehabilitation changes lives, being able to measure that human impact is critically important. Using the Canadian Occupational Performance Measure (COPM), we work with our clients to set specific goals to overcome everyday challenges, and then evaluate the impact of our low vision, orientation and mobility, and independent living services in helping them achieve their desired level of independence. This year's results show our rehabilitation services continue to have a strong impact, with clients reporting improved skill performance and a high degree of satisfaction with their results.





CNIB Deafblind Community Services – Highlights



Providing support in times of crisis

In emergency situations, it's critical for people who are Deafblind to be able to understand, communicate and participate in what's happening. In these cases, our emergency intervenor services continue to be a vital resource. Clients can request an intervenor for any emergency, 24 hours a day, seven days a week through an accessible call centre. Our intervenors have completed extensive training so they can partner effectively with hospitals, paramedics, fire departments and police to support people who are Deafblind.

Making health education accessible

When information about nutrition isn't provided in accessible forms, eating a healthy, balanced diet can be a challenge. So this year, we worked in partnership with other agencies to give people who are Deafblind better access to nutrition information and training opportunities. Our literacy instructor and intervenors empowered clients in southwestern Ontario to take part in cooking workshops, and we collaborated with dietitians and educators to create an easy-to-read diabetes food guide in braille, to be published next year.

Looking to the future

Our intervenor services and literacy programs help people who are Deafblind maximize their independence and engagement with the world around them – and we want to make sure they're strong and sustainable for the future. This year, we worked with the Government of Ontario to strengthen our services and increase intervention hours for Ontarians who are Deafblind. Going forward, we'll explore opportunities to expand our services to other provinces, so they are available to every Canadian who needs them.





CNIB Foundation – Highlights

Accessible communities through technology

In Toronto, we launched our first ever “ShopTalk” campaign with the goal of transforming the area around our new community hub into Canada’s most accessible neighbourhood. We installed more than 200 BlindSquare beacons in local businesses and public venues, each one programmed with detailed location descriptions that people with sight loss can access using the BlindSquare smartphone app. In addition to empowering people to independently explore their environment, the initiative has been a catalyst for new local partnerships to further enhance accessibility. We look forward to expanding the concept to other cities going forward.

Paving the way for career success

Landing your first job is often challenging – even more so if you’re blind. This past year, we laid the groundwork for our new National Internship Program. Designed to provide new opportunities for people with sight loss, our program targets both youth just finishing school and adults who felt they needed to stop working due to their loss of sight and are ready to try a new career.

Internships are great, but not enough. We need to expand our mandate to boost engagement in the world of work by helping to create meaningful employment opportunities at CNIB and with all Canadian employers. This is why our teams in Ontario and Quebec will be taking the lead in launching a new partnership-based employment program, under the name “Come to Work”, in the fall of 2018.

Our British Columbia team created a week-long residential mentorship and training program to help youth aged 19-25 expand their career horizons and develop the skills to succeed in the world of work. The intensive program gave participants training and practical experience in leadership, team-building public speaking and communication, as well as the chance to hone the rehabilitation skills they’ll need on the job.

CNIB Guide Dogs expands its pawprint

In our first year of operation, CNIB Guide Dogs has seen rapid growth in every aspect of our work. We welcomed 24 specially-bred puppies into our program, placing the first ones with volunteer puppy raisers in Toronto, and then expanding to Winnipeg and Halifax as part of our commitment to a truly national program. By the spring, the first of our future guide dogs were ready to begin their formal training. Meanwhile, we also made important advocacy strides this year, pushing back successfully on denials of service and wrongheaded service animal standards.



Leading the charge for an inclusive Canada

This year, we continued to raise our voice on critical issues affecting people with sight loss from coast to coast. We played a critical role in bringing our community together to provide input to the development of the Accessible Canada Act, Canada's first-ever federal accessibility legislation. We also attended Parliamentary committees, providing input to ensure a proposed Passenger Bill of Rights meet the needs of travelers who are blind, and to make future federal elections more inclusive, from the start of the campaign all the way to the ballot box.



Celebrating a century of change

This year, we proudly celebrated CNIB's 100th anniversary from coast to coast. We kicked our centennial year off with "Eye Believe," a Toronto event where we set the Guinness World Record for the largest formation of the human eye.



What followed was a year filled with storytelling and celebrating our extraordinary first century:

- We held over 60 celebration events across Canada, including our national celebration at the Canadian War Museum.
- The Royal Canadian Mint created a limited-edition commemorative silver coin and bronze medallion set, designed by partially sighted artist Meghan Sims.
- We launched "That All May Read", an online, fully accessible, multimedia exhibit highlighting our role, since our founding, in literacy and the right of people living with sight loss to enjoy equal access to information.
- AMI broadcast the CNIB documentary "CNIB: A Century of Service", looking at our past, present and future.
- Over 600 news stories featured CNIB and our 100th anniversary celebrations and initiatives across the country.



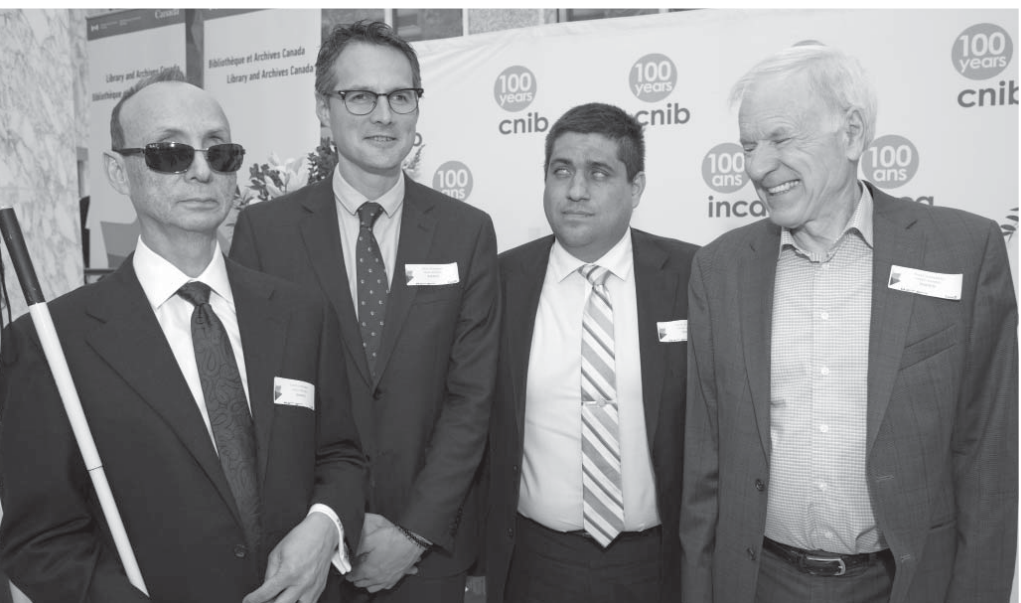
Recognizing extraordinary change-makers

In our first 100 years, we've made an inspirational impact in the lives of people with sight loss and on Canadian society itself. The credit for that impact belongs to the leaders, volunteers, funders, community partners, advocates and champions who have worked with us tirelessly to change what it is to be blind.

To honour these remarkable people and their contributions to our organization and community, we established the CNIB Century of Change Award as part of our centennial celebrations.

We're proud to have recognized over 1,000 people with this special award. To each of them, we send our deepest gratitude.

To learn more about the CNIB Century of Change Award and our winners, visit [**cnib.ca/awards**](https://cnib.ca/awards).







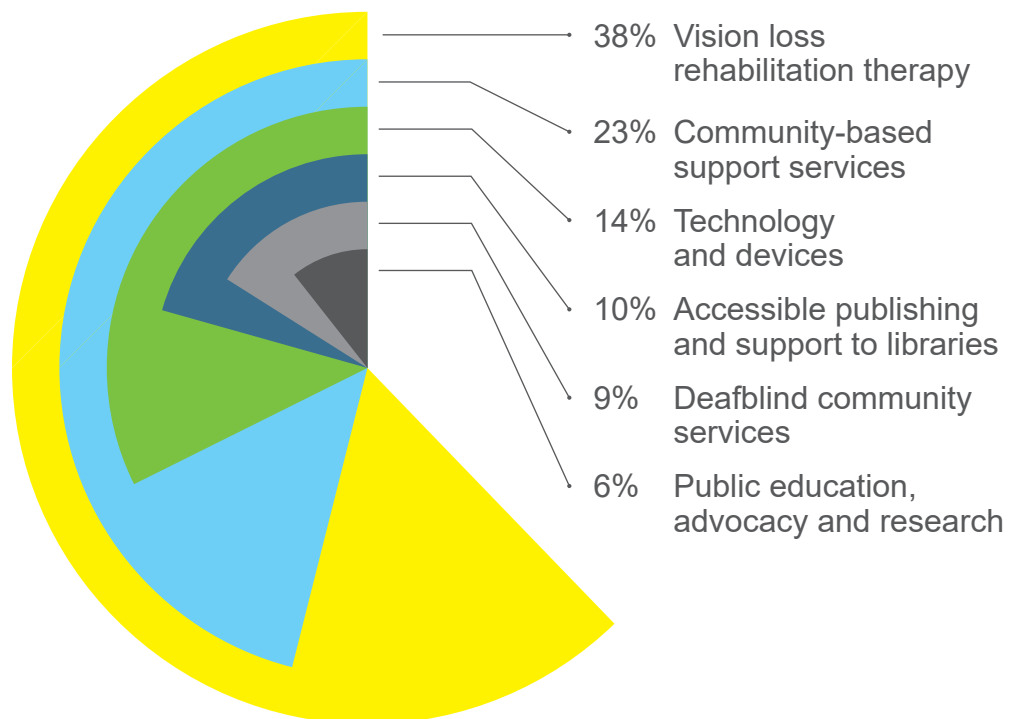
Your money at work

As a charter member of the Imagine Canada Ethical Fundraising and Financial Accountability Code, CNIB takes pride in upholding the highest standard of ethics in the distribution of donations.

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

Last year, we invested more than \$56 million directly into programs for Canadians with sight loss. The financial support for these programs comes from government funding (40%), public support (31%), investments (5%), retail lottery and gaming (2%), fees for service (1%) and other fundraising initiatives (21%).

Cause-related program expenses



For CNIB's complete audited financial statements, visit **cnib.ca/financials**.

Thank you

Many things have changed over the last century, but what hasn't is the powerful role our supporters play in driving real, positive change for Canadians impacted by blindness.

Whether you're a donor, a partner, a volunteer or an advocate, we couldn't be more grateful for your contributions to our mission. Together, we are changing what it is to be blind.

To read the names of the people and organizations who've generously supported us this past year, visit **cnib.ca/thankyou**.



VISION LOSS REHABILITATION

CANADA

visionlossrehab.ca

CNIB DEAFBLIND COMMUNITY SERVICES

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