



The CNIB Foundation's Second Century Campaign

Introducing a bold new vision



A century of change

In 2018, we were proud to celebrate our 100th birthday, and with it, a **century of change** for people who are blind or partially sighted.

For the past hundred years, we've worked in communities across Canada, keeping pace with the changing times and helping generations of people with sight loss lead better lives.

Introducing the CNIB Foundation

But the needs of the people we serve are constantly evolving - and we need to keep evolving too. That's why in 2018, to mark our centenary, we launched:

- **New and enhanced programs** for the people we serve, from technology programs to career internships to our coast-to-coast guide dog program
- **A whole new look** that's designed to be as high-contrast and accessible as possible to people living with sight loss
- **A new name**, the CNIB Foundation, to quell the common misconception that we're a government-funded organization



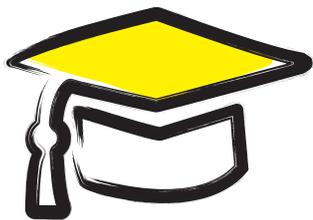
There's so much left to do

Although we're tremendously proud of what we've achieved over the last century, we know there's vastly more to be done in the future. Unfortunately, there are still many barriers facing Canadians with sight loss...

**ONLY
65
PER
CENT**

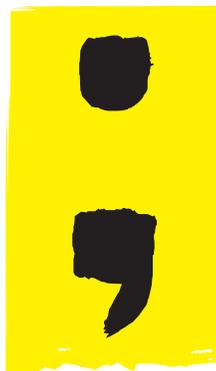
OF YOUTH

with sight loss
graduate high school,
compared to 90% of
sighted youth.



63 PER CENT

of Canadians with sight loss
aren't employed, and half live on
\$20,000 a year or less.



Depression among
people with sight loss is

**3X THE
NATIONAL
AVERAGE**

Our participants want and deserve more from life

Leading up to our centennial year, we asked more than 4,000 Canadians impacted by blindness what they want from life and how we can help them achieve it. Here's what they said:



**We want
to work**

91

**PER CENT
OF RESPONDENTS**

said employment levels are a serious problem facing people with sight loss in Canada



**We need
technology**

97

**PER CENT
OF RESPONDENTS**

with sight loss said accessible technology is important in leading an independent life



**We demand
equality & respect**

69

**PER CENT
OF RESPONDENTS**

with sight loss reported experiencing social stigma related to blindness

A bold new vision

Introducing our Second Century Campaign

Throughout history, people who are blind or partially sighted have had to fight their whole lives. Fight to be accepted, fight to be included, fight for the same opportunities as everyone else.

With your support, **our goal is to end the fight.** We want to create a future in which Canadians who are blind don't have to battle for equality, inclusion and accessibility anymore - because they'll have it. They'll have all the same opportunities as everyone else.

Every dollar matters

This is a bold ambition. To achieve it, we need to be bold, too. That's why we've launched our Second Century Campaign.

Our challenge?

To raise \$100 million over the next four years.

These much-needed funds will make it possible for us to deliver a range of new and enhanced programs that will be absolute game-changers for people with sight loss from coast to coast. But we need your help to bring them to life.

What we're working towards

Our strategic ambitions

Through our new strategic plan, Bold Dreams, Bright Futures, we've identified three crucial ambitions that will drive our work for the next four years...



Ambition 1: Boost participation in the world of work

A job is so much more than just a paycheck: it's a means to self-reliance, a source of identity and pride and a gateway to a brighter future. From the moment children are old enough to dream what they'll be when they grow up, through every stage of their education and careers, we'll fuel their ambition and champion their equal participation in the world of work.



Ambition 2: Unleash the power of technology

Technology can level the playing field for people who are blind or partially sighted - but only when it's accessible, available and affordable. We'll fight to connect people of all ages with the cutting-edge technology they need and want and help them build the skills to capitalize on its potential.



Ambition 3: Drive achievement and equality

Life is a beautiful, wonderful, crazy thing. Life with blindness should be no different. We'll embolden people who are blind or partially sighted to lead independent, active lives and chase their dreams - and we'll smash the stigma and barriers that stand in their way.

How we'll do it

Revolutionizing our programming

With your support, we're proud to be enhancing our existing programs and introducing a range of new, innovative, quality-of-life programs that respond directly to the needs and goals of the people we serve. These programs are divided into five key areas that address a person's needs across all areas of life...



LIVE

Our “**Live**” programs are about building a rich, full life with blindness. They connect participants with a community of support and help enhance daily living skills so participants can seize the future with confidence.

Programs include:

- Guide dogs
- Emotional support groups
- Tools and products for better living

Your Impact: Changing the life of someone who is blind

Meet Megan

Megan Miller, 16, has come a long way with the help of the CNIB Foundation.

Blind since she was in Grade 8, Megan's family moved to Brantford from Oakville Ontario, so Megan could attend the W. Ross Macdonald School for the Blind (WRMS). Last year, Megan received a guide dog named Luca. Megan got involved in the CNIB Foundation's youth programs, art classes, and technology support. And in a couple years, we'll help Megan transition to university. “It blows me away how supportive CNIB is,” says Megan's mother. “CNIB has become our community. We are all bonding together as people going through a similar experience.” She says that Megan's attitude and confidence have improved a great deal since attending WRMS and getting support from the CNIB Foundation.

“I now know what I can do, not what I can't do,” says Megan.





Our “**Play**” programs make having fun easy, whether someone is learning how to paint or hitting the streets on a tandem bike. They’re all about connecting with others and demonstrating that people with sight loss can do anything.



Our “**Work**” programs give participants the skills and resources to achieve their career ambitions, and help employers tear down barriers for blind job-seekers and employees.



Our “**Learn**” programs foster social development and independence for students who are blind, and teach braille literacy skills to people of all ages.

Programs include:

- Accessible sports teams
- Arts and crafts groups
- Camp programs for people of all ages

Programs include:

- Internships and “returnships”
- Support for budding entrepreneurs
- Job skills training

Programs include:

- Braille literacy workshops
- Student support
- Youth empowerment programs



TECH

Our **“Tech”** programs open up new worlds of information and accessibility, with access to innovative devices, tools and the training individuals need to get the most out of them.

Programs include:

- Access to new technologies
- Personalized tech training
- Smartphones for participants with financial barriers

“Technology is all around us and it allows me to be more independent, helping me do everything in life that so many others do. I use my smartphone for tracking my fitness, controlling my pressure cooker and using email and twitter. It’s a great equalizer for people with sight loss.”

-Diane Bergeron, individual who is blind



Measuring success

Putting participant outcomes first

We're committed to measuring and maximizing the impact of each of our programs through proven methodologies, including:

- **Uptake and demand:**

How individuals are registered and actively participating in each program - with the goal of increasing program participation rates by at least 25%.

- **Participant outcomes:**

To what extent are participants meeting the goals of the program? How much more knowledgeable, independent, confident, connected, optimistic (etc.) do they feel?

- **Stakeholders' experiences:**

What do stakeholders (i.e., participants, families, educators, 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?

- **Program impact:**

What are the short-and long-term program impacts for participants?

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



How you can help

Join us as we launch into our second century!

It's time to truly change what it is to be blind. **Your gift will make the difference.**

LIVE



\$1,200 provides leadership training for six volunteers to become peer support group facilitators, over three years.

\$5,000 will create an information video series to train individuals to confidently self-advocate based on the success stories of others.

\$50,000 provides all training and veterinary expenses for a guide dog throughout its whole life - plus an opportunity to name a guide dog puppy!

PLAY



\$2,500 enables a child with sight loss to experience a once-in-a-lifetime week at our fully accessible Lake Joe summer camp in Muskoka, Ontario.

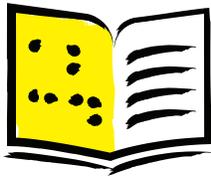
\$5,000 provides transportation for 25 children to attend CNIB Foundation March break and summer camps across major cities, allowing them to experience accessible activities like cooking, art and crafts, music therapy, dance, tandem cycling and beep baseball.

WORK



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

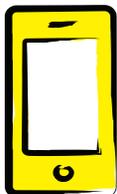
LEARN



\$6,000 allows 50 young people to attend an 8-week Youth Empowerment Program where they’ll learn to build confidence and self-esteem through activities like fashion coordination, arts and public speaking.

\$3,000 produces 100 printbraille books for children and their families, enabling sighted parents to read to their children with sight loss and vice versa.

TECH



\$5,000 provides one-on-one training on a cell phone or tablet to 4 program participants in the CNIB Foundation’s Accessible Technology program.

\$4,700 places a refurbished cell phone outfitted with a suite of accessibility apps into the hands of 15 individuals in the Phone It Forward program.

About the CNIB Foundation

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.

To make a donation or learn more:

Phone: 1-800-563-2642

Web: cnib.ca



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