



# Seeing Beyond 2020

2020/21 - A Year in Review

## 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.

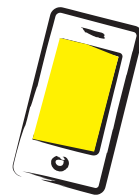
### Boosting participation in the world of work



A year ago, we couldn't have predicted how the employment landscape would shift, but we have dramatically increased our support to ensure no one with sight loss is left behind as we champion equal participation in the world of work.

- **+600%** in venture pool members
- **+450%** in mentorship matches
- **+300%** in talent pool members
- **+70%** in employer partners

### Unleashing the power of technology



Technology can level the playing field for people when it is accessible, available and affordable, and access to tech has never been more important. We connected people with smart devices and training at a remarkable rate during an exceptional year.

- **+300%** in the deployment of smart devices
- **+60%** in the delivery of group tech training

### Driving achievement and equality



Unprecedented times can bring unprecedented discrimination. In a world where touch was avoided, we **reached 32 million Canadians** when we raised our voices about the impracticality of physical distancing for people with sight loss.

With funding from the Government of Canada, we worked with Moneris to **launch the accessible payment terminal** project to create inclusive shopping experiences.

Travel restrictions, including border closures, resulted in an increased demand for CNIB Guide Dogs. Canadians who would otherwise travel to access a guide dog are now turning to CNIB Guide Dogs. This prompted us to re-examine our growth strategy and launch new initiatives to help meet the need.

- **+375%** in interest for CNIB Guide Dog applications



[cnib.ca](https://cnib.ca)



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1-800-563-2642

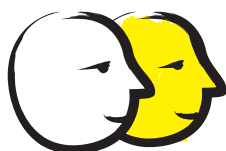




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## Transitioning to a virtual world



Whether it was check-in calls, career support, tech training, youth groups, book clubs, coffee chats or essential grocery/prescription shopping, we leveraged every opportunity to ensure our participants stayed connected and felt supported. By transitioning our programs to a virtual environment – free of geographical boundaries – we are reaching new people, more people, and offering more support than ever before. In fact, 90 per cent of participants have told us they want virtual programs to continue.

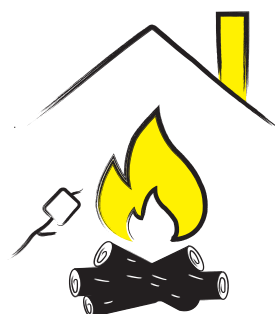
- **10,000** check-in calls
- **4,000** virtual programs
- **+50%** in participants



**CNIB**

## Connecting the Dots

Connecting the Dots - Canada's largest conference focused on education, technology and employment for people with sight loss - went virtual, enabling us to connect with **1,000 attendees** from around the world.



**CNIB**  
**LAKE**  
**JOE@**  
**HOME**

From coffee chats to arts and crafts, trivia sessions and campfire singalongs, **CNIBLakeJoe@Home** brought the magic of camp to life for hundreds of Canadians.

“Having the Camp-in-a-Box filled with fun activities sparked joy and anticipation of the week ahead. Our children thoroughly enjoyed every moment of camp! Everyone belonged and everyone was included.

- Parent, CNIB Lake Joe camper”

## Our heartfelt thanks



Thank you for believing in a limitless future for Canadians with sight loss.

- For full financial statements, visit: **[cnib.ca/financials](https://cnib.ca/financials)**
- For a full list of supporters, visit: **[cnib.ca/donors](https://cnib.ca/donors)**

## VALUES

Collaboration | Empowerment | Inclusiveness | Innovation | Integrity | Passion