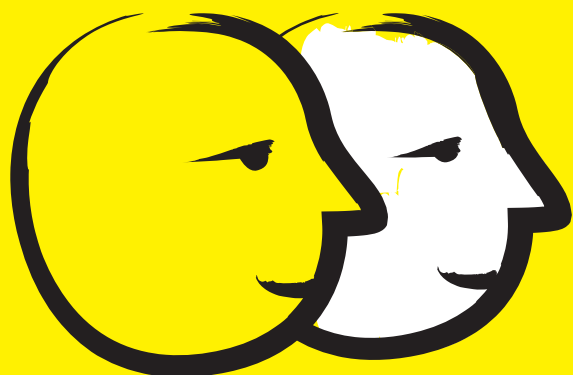


Seeing Beyond 2020



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.

Boosting 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're fueling their ambition and championing their equal participation in the world of work.

Unleashing 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're fighting to connect people of all ages with the cutting-edge technology they need and want, and helping them build the skills to capitalize on its potential.

Driving achievement and equality

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

Maximizing engagement and performance

Our ambitions require creativity, agility and the ongoing commitment from all of our staff and volunteers. We're harnessing the full potential of our resources, and enhancing our business practices. Together, we are boosting participation in the world of work, unleashing the power of technology, and driving achievement and equality.

Values

Collaboration | Empowerment | Inclusiveness | Innovation | Integrity | Passion

Your support

In 2020/21, we invested more than \$60 million in innovative programs and powerful advocacy for Canadians with sight loss. The financial support for these programs comes from public support, government funding, investments, retail lottery and gaming, fees for service and other fundraising initiatives.



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.

Our heartfelt thanks

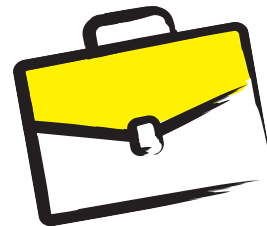
Thank you for believing in a limitless future for Canadians with sight loss.

For full financial statements, visit: cnib.ca/financials

For a full list of supporters, visit: cnib.ca/donors



Boosting participation in the world of work



A job is so much more than just a paycheque: 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.

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

Talent

In 2020-21, our talent pool increased 300 per cent and our venture pool increased 600 per cent. Talent pool members have secured employment in a variety of sectors, including account management, customer service, education, financial services, health services, human resources, information technology and retail sales. As part of the venture pool, we have a wide range of entrepreneurs - including authors, artists, bakers and musicians - who are delivering innovative products and services.

“The programs offered through the Come to Work program are great resources for the job seeker to build their skills to be job ready. It's also a great opportunity to meet other people with sight loss who are seeking employment and hear their stories,” - **A.V.**

Mentorships

In 2020-21, our mentorships increased 450 per cent. Mentoring provides participants with the opportunity to grow, learn and accomplish goals together. Our mentees are learning about office etiquette; teamwork; networking; presentation skills; listening skills; giving and receiving feedback, and effective communication.

Partnerships

In 2020-21, our partners increased 70 per cent, and we're collaborating with some of Canada's top employers:

- Apple
- BMO
- The Brick
- Canadian Tire
- CBC
- City of London
- City of Toronto
- Coop Coco
- Deloitte
- Digital Main Street
- Export Development Canada
- EQ Care
- eSight
- Government of Canada
- HSBC
- IBM
- Lazarus Bleu Inc.
- LawyersinHouse.com
- Lenovo
- Marriott-Sarnia
- Meridian
- Microsoft
- Moneris
- Myplanet
- Ontario Chamber of Commerce
- Ontario Tech University
- Randstad
- RBC
- Rogers
- Scotiabank
- Shopify
- Sobeys
- Societe du Transport Montreal
- Sodexo
- Spark Niagara
- St-Hubert
- TD
- Ville de Montreal
- Waterloo Brewing Company
- YMCA of Southwestern Ontario
- York Region District School Board

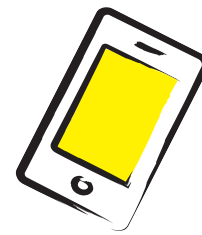
In 2020, Connecting the Dots - **Canada's largest conference focused on education, technology and employment for people with sight loss** - went virtual, enabling us to collaborate with many of our employer partners to offer engaging sessions for more than 1,000 attendees from around the world.

Looking Forward

We have spoken with thousands of Canadians impacted by blindness, and 91 per cent of them have said employment levels are a serious issue facing people with sight loss in Canada. **With an unemployment rate of 14.5 per cent (triple Canada's general unemployment rate) for Canadians with sight loss**, we must do everything we can to boost participation in the world of work and position our country for economic growth. **Together, we can shift the employment landscape in Canada!**



Unleashing 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’re fighting to connect people of all ages with the cutting-edge technology they need and want, and helping them build the skills to capitalize on its potential. We’re eliminating financial barriers to technology with new programs, advocating to expand and modernize government funding programs for assistive devices, and developing tools that put the latest tech at people’s fingertips.

The pandemic has underlined the urgent need for accessible technology and connectivity. In 2020/21, we connected people with smart devices and training at a remarkable rate during an exceptional year.

Highlights

- **+300% in the deployment of smart devices.** The Phone It Forward program delivered over 1,000 phones to Canadians with sight loss during the pandemic, and iPhone app workshops have become extremely popular.
- **+60% in the delivery of group tech training.** Since the launch of virtual programming in March 2020, technology has become CNIB’s most sought-after group offering.
- As students and families adjusted to remote learning, CNIB released a free version of its iOS training manual for children with sight loss. **The ABC’s of iOS: A VoiceOver Manual for Toddlers and Beyond!** ensures educators and family members have the tools to teach a child who is blind or partially sighted how to use iOS with VoiceOver.

CNIB Beyond Print

Beyond Print has created hundreds of materials in accessible formats, including audio and braille, that enable people with print disabilities to access information.

CNIB Frontier Accessibility

Frontier Accessibility has recruited a dedicated team of experts and external resources to achieve Frontier’s community-based goals, which are deeply rooted in ensuring digital solutions are accessible for Canadians living with sight loss.

CNIB SmartLife

CNIB's SmartLife program experienced more than 20,000 sales transactions in the last year. We have SmartLife coaches, technology program leads, and several other roles maximizing the impact of technology for all ages in communities - remote, rural and urban - across Canada. Today, we have more than 900 assistive technologies available through CNIB SmartLife.

Looking Forward

In 2021, CNIB is launching two innovative technology programs. The first program - SmartLife Smart Home - will further enable individuals who are blind or partially sighted to live independently at home or in a congregate setting. A Smart Home is equipped with lighting, heating and appliances that can be controlled remotely by phone, computer or voice for accessible independence in a home. The other program - SmartLife Tech @ Home - is designed to offer the best user experience by providing an opportunity for people with sight loss to test products and purchase high-tech devices from the comfort of their own homes.

More than ever, Canadians relied on the internet to perform various activities in their daily lives during the pandemic. Access to the internet at home has become essential for many Canadians who have had to adjust the way they work, study, keep in touch with loved ones, make purchases and use online services. As we fight to connect Canadians who are blind or partially sighted with the cutting-edge technology they need and want, we will work with stakeholders to eliminate barriers to internet access.

While Canadians are familiar with the concept of barrier-free design in the physical environment, we will continue to raise our voices about accessibility in the digital space and highlight how innovative technology is a game-changer for people with sight loss. The Come to Work team is committed to ensuring talent with sight loss are engaged in meaningful discussions about accessibility and inclusion in the world of tech.



Driving achievement and equality



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

Accessible payment terminals

Every day, hundreds of thousands of Canadians with sight loss are forced to rely on others to help them make payments, surrendering their financial independence. Imagine having to choose to share your PIN with the cashier or with the stranger behind you in line for help, or walk away from buying your groceries. Thanks to \$557,725 in funding from the Government of Canada, we're working with Moneris Payment Solutions, Canada's largest payment processor, to improve the accessibility of payment terminals. Through consultation with the disability community, Moneris is upgrading their software to increase the font size, increase the brightness, invert the colour contrast and request audio feedback.

Physical distancing public awareness campaign

In response to the Public Health Agency of Canada's recommendations that everyone keep a distance of at least two metres from others at all times, CNIB launched a public awareness campaign urging people to consider something very important: Canadians who are blind or partially sighted - especially those living alone - may need to rely on a sighted guide (a person who guides someone with sight loss) for urgent needs, including traveling safely to the grocery store, the pharmacy, their doctor's office, the bank, and back. In response to our campaign, we received 32.3 million media impressions, 49 stories in Canadian media outlets, 5,113 social media engagements, and 1,700 views of our news release.

As COVID-19 vaccination clinics rolled out across the country, CNIB publicly urged provincial governments and local public health units to ensure their vaccine distribution strategies were accessible to Canadians with sight loss, and published their responses online at cnib.ca.

Accessible insulin pumps

CNIB often hears from Canadians living with diabetes and sight loss who are having difficulties managing their diabetes because their insulin pumps are not accessible. End users are unable to independently use their insulin pumps because the devices must be navigated solely using visual features on display screens.

Given that diabetic retinopathy is the fourth leading cause of sight loss in Canada and the leading cause of blindness in Canadians under 50, this is unacceptable. As far as we are aware, there are no accessible insulin pumps on the Canadian or international markets. There are currently 750,000 people living with diabetic retinopathy in Canada.

In partnership with Diabetes Canada, CNIB is working with manufacturers, regulators, researchers, community members with lived experience and healthcare professionals to find a solution. We have conducted research via an international survey in English, French and Spanish to gain insights into the issue and potential solutions, and published an opinion-editorial to raise awareness and urge manufacturers to incorporate universal design.

Looking forward

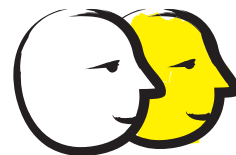
As we transform our communities into beacons of accessibility and inclusion to create a Canada where everyone can live, work and play without barriers, we will continue to:

- advocate for equitable education and employment opportunities for people who are blind or partially sighted.
- educate corporate Canada and all levels of government about digital accessibility in addition to the physical environment, and we will continue to raise awareness about the rights of guide dog handlers.
- amplify the voices of our communities to smash the stigma that stands in the way of Canadians with sight loss.

As an organization committed to inclusion, diversity, equity and accessibility, we are committed to ensuring intersectionality (e.g., race, class and gender) is at the core of our program development/delivery and powerful advocacy/public awareness initiatives.



Maximizing engagement and performance



Our ambitions require creativity, agility and the ongoing commitment from all of our staff and volunteers. We're harnessing the full potential of our resources, and enhancing our business practices. Together, we are boosting participation in the world of work, unleashing the power of technology, and driving achievement and equality.

When the COVID-19 pandemic hit, many charities struggled, while others were forced to close their doors. So, how did CNIB - a 103-year-old charity - become more relevant to Canadians with sight loss?

It wasn't easy. There was no playbook. CNIB was venturing into unknown territory, but we kept focused on our mission and that guided our way. As an organization with a mandate to remove barriers for Canadians impacted by blindness, we knew the need for our programs would be at an all-time high during this unprecedented time of isolation.

In March 2020, we suspended our drop-in services and in-person programs, and we asked our employees to work from home. Long before the pandemic hit, CNIB had adopted a culture of flexibility, so our team members were well positioned to work remotely, if need be. We leveraged every opportunity to ensure our staff stayed connected and felt supported.

Health and Wellness

To help support staff during the pandemic, CNIB underlined its commitment to health and wellness. Key initiatives included the expansion of Not Myself Today, a program offered through the Canadian Mental Health Association. It is based on a shared insight - the feeling of not being oneself - that connects people to the topic of mental health and helps build empathy for those who may be facing challenges. We partnered with the Employee Family Assistance Program to provide and offer integrated mental health and physical wellness programs. We also offered a series of health and wellness training workshops with interactive activities, including podcasts, webinars, and lunch 'n' learns.

Learning and Development

CNIB has modernized its performance evaluation framework to increase employee engagement, performance and alignment with our mission. Enhanced tools and resources were deployed to increase collaboration and dialogue between managers and employees. Continuous, timely and consistent feedback has fostered positive working relationships and clarity in expectations and goals. CNIB is evolving its learning and development strategy to adapt to the pandemic and post-pandemic era. We are building new tools, skills training workshops, coaching guides and resources for all levels of staff on CNIB U to support professional and leadership development.

Volunteer Engagement

Nearly 5,000 volunteers have contributed more than 300,000 hours in support of innovative programs, including: advocacy; children & youth; culture, sport & recreation, including peer support; learning & employment; technology; CNIB Guide Dogs and Virtual Vision Mates.

Inclusion, Diversity, Equity and Accessibility (IDEA)

While Inclusion, Diversity, Equity and Accessibility are not new to CNIB, we launched our inaugural multi-year Inclusion & Anti-Racism Strategy. Important initiatives such as bias-awareness, anti-racism, gender-based analysis plus and intersectionality training will be integral to the growth of CNIB. We were selected by Accessibility Standards Canada to lead an Inclusive Workplaces Project and we look forward to sharing our insights and resources with other Canadian employers. To support the introduction of our annual Inclusion Calendar, we held several Inclusion Campaigns throughout the year to recognize and celebrate Canada's diverse population. CNIB acknowledged National Truth & Reconciliation Day with awareness events and the development of resource tools to guide dialogues and discussions. We will continue to make advancements towards fully accessible and inclusive workplaces that are reflective of Canada's diversity and the communities we serve.

Looking Forward

To become recognized as a top employer in Canada, we will build on our strong employer brand by boosting the employee experience to attract, engage and develop top talent. We will continue to invest in training, development and our total rewards offerings while strengthening our commitment to inclusion, diversity, equity and accessibility with an intersectional lens.



CNIB Guide Dogs



At CNIB Guide Dogs, we believe everyone who would like to have a guide dog should have that opportunity. We raise, train and match dogs with Canadians who are blind or partially sighted. We're committed to ensuring social attitudes shift to universal acceptance and appreciation for guide dog teams. We also provide advocacy support for guide dog handlers across Canada, regardless of where their dogs are trained.

Since launching in 2017, **CNIB Guide Dogs has raised, trained, and matched 57 dogs in communities across Canada**, including 40 guide dogs, 14 buddy dogs and 6 ambassador dogs.

COVID-19 and International Partnerships

When border closures caused by COVID-19 resulted in a more than 375 per cent increase in applications, CNIB Guide Dogs committed to addressing this challenge head-on. Donors, sponsors, and funders stepped up in a big way. At the same time, the international community of guide dog organizations responded to our call for assistance – as good friends do in times of need. Leader Dogs for the Blind in Michigan and Guide Dog Foundation for the Blind in New York partnered with CNIB Guide Dogs by providing us with dogs that were ready to begin their advanced training. Our CNIB Guide Dog Mobility Instructors reciprocated this partnership by providing after-care support and at-home training for Canadian clients from these U.S.-based schools.

Puppy Raising

When travel restrictions made it impossible to transport our puppies from our breeder in Australia, our friends at Vision Australia Seeing Eye Dogs arranged to have their volunteer puppy carers raise our pups until they could be safely and comfortably transported to Canada. This collaboration is a historic moment within the guide dog school community as it is the first time that puppies have been raised by one school with the intention of being trained at another school on the other side of the world. Here at home, **our puppy raisers volunteered more than 195,000 hours over the last year**, providing obedience training and socialization for our future CNIB Guide Dogs.

Canine Campus

CNIB Guide Dogs' Canine Campus opened in March of 2020, but it had to close immediately to comply with provincial shutdown measures, as per public health directives. Local volunteer boarders allowed our dogs to be placed and well cared for in homes within the community.

Thanks to the advocacy efforts of the CNIB team, all provinces considered guide dog training and guide dog support services an essential service. This allowed the Canine Campus to safely reopen in June 2020 with physical distancing measures in place.

Guide Dog Training

Due to gathering restrictions during the pandemic, **CNIB Guide Dogs adjusted its training program to accommodate one-on-one, at-home training to keep everyone safe.**

To meet the need for guide dogs in Canada, CNIB Guide Dogs recruited more guide dog trainers and guide dog mobility instructors, including apprentices.

Looking Forward

CNIB Guide Dogs hosted its first-ever virtual graduation ceremony on April 28, 2021 – International Guide Dog Day. **The Class of 2021 featured 20 guide dog partnerships, seven buddy dog partnerships, and two ambassador dog partnerships.**

CNIB Guide Dogs plans to establish its own breeding program in the next fiscal year. Our team has flagged four potential future broods in our program for further health and genetic testing. CNIB Guide Dogs has engaged with several other guide dog breeding programs to request availability of stud services and has commenced a pedigree investigation for suitable matches.

As part of a three-year agreement to provide apprenticeship training for guide dog trainer and guide dog mobility instructor apprentices to address the critical shortage of trained guide dogs, **CNIB Guide Dogs will be receiving \$2.6 million from the Sectoral Initiatives Program through Employment and Social Development Canada.** This is the first time the federal government has provided funding for guide dog apprenticeship programs.

Our ambassador dog program has been on hold due to the pandemic, but CNIB Guide Dogs is looking forward to growing this program in 2022 with a blend of in-person and virtual events.



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