



# A Year of Transformation

CNIB Annual Report 2016-2017



# About Us



CNIB passionately provides community-based support, knowledge and a national voice to ensure Canadians who are blind or partially sighted have the confidence, skills and opportunities to fully participate in life. Founded in 1918, we're now entering our 100th year of operation – and celebrating a century of changing individual lives and society as a whole.



# Change is in the air

## Letter from the President & CEO and Board Chair

**For all of us at CNIB, the past year has been one of incredible transformation.** Between launching our new rehabilitation brand, Vision Loss Rehabilitation Canada, and starting the exciting process of developing a suite of enhanced CNIB programs, we've been tremendously busy this year – and we wouldn't have it any other way.

You can read through this report for more details about what we've been up to, but essentially, we've been focusing on two key goals articulated in our Path to Change strategic plan:

- 1. We're integrating vision loss rehabilitation into the continuum of care.** For the past three years, we've been working with provincial governments across Canada to integrate our vision loss rehabilitation services into the continuum of health care – so that every Canadian can have access to professional, high-quality sustainable rehabilitation if they lose their sight, without reliance on charitable dollars. Our recently launched brand, Vision Loss Rehabilitation Canada, is the new face of these services, which are now being funded largely by the federal government. Over the next year, our goal is to achieve full government funding for these vital services.
- 2. We're redefining CNIB's role as a charity.** By transitioning rehabilitation services into the health care curriculum, we're able to free our resources to provide our participants with an even greater range of vital, life-enhancing services, like recreation programs, emotional support, self-advocacy training and many others. In redefining our role as a charity, we're taking a fundamental shift in what we do – empowering the people we serve beyond independence and mobility, to a life of fulfilment, happiness and true inclusion in our society.

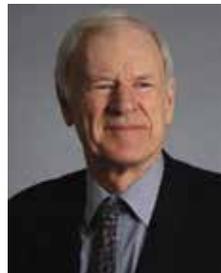
We want to ensure that every child who is blind in this country not only has the skills to walk safely with a white cane, but has a truly joyful childhood... full of learning, exploration and fun. We don't want teens who are blind to simply get their high school diplomas, but to do so with passion and excitement. And for every adult and senior who is blind or partially sighted in this country, we want the same. We want them to be not only independent, but inspired. We want them to not only get a job, but achieve the career of their dreams... to not only have the skills and confidence to travel safely in their own communities, but to explore the whole world if they want to.

Put simply, we're creating an organization that doesn't simply meet the needs of those we serve, but surpasses them. That's the CNIB of the future.

Thank you for helping us reach this point in our history. None of this would have been possible without you, our supporters, partners and champions.

John M. Rafferty  
President & CEO  
CNIB

Ron Kruzeniski  
Chair, Board of Directors  
CNIB





# Vision Loss Rehabilitation Canada Highlights

## **Introducing a new rehabilitation brand**

Last year we were thrilled to introduce a new brand for our vision loss rehabilitation services, called Vision Loss Rehabilitation Canada. This brand is designed to provide professional, high-quality and sustainable rehabilitation to Canadians with vision loss now and into the future, without reliance on charitable dollars. While this new brand is an important change, what hasn't changed are the services themselves and how they're provided. From our exceptional service quality standards, to the qualified, talented people delivering our services, Canadians can count on Vision Loss Rehabilitation Canada to be there for them, just as CNIB always has been.

## **Building sustainable funding across Canada**

No Canadian should have to rely on the instability of charitable dollars for the services they need to live independently. That's why, for the past three years, we've been working closely with provincial governments across Canada to achieve full, sustainable government funding in each province for vision loss rehabilitation services. The total annual cost of these essential services is nearly \$28 million nationwide. Over the last year we made tremendous strides toward full funding, with funding commitments achieved in almost every province. In total, almost \$23 million in annual funding for vision loss rehabilitation has been secured – a huge step forward in safeguarding these services for those who need them.

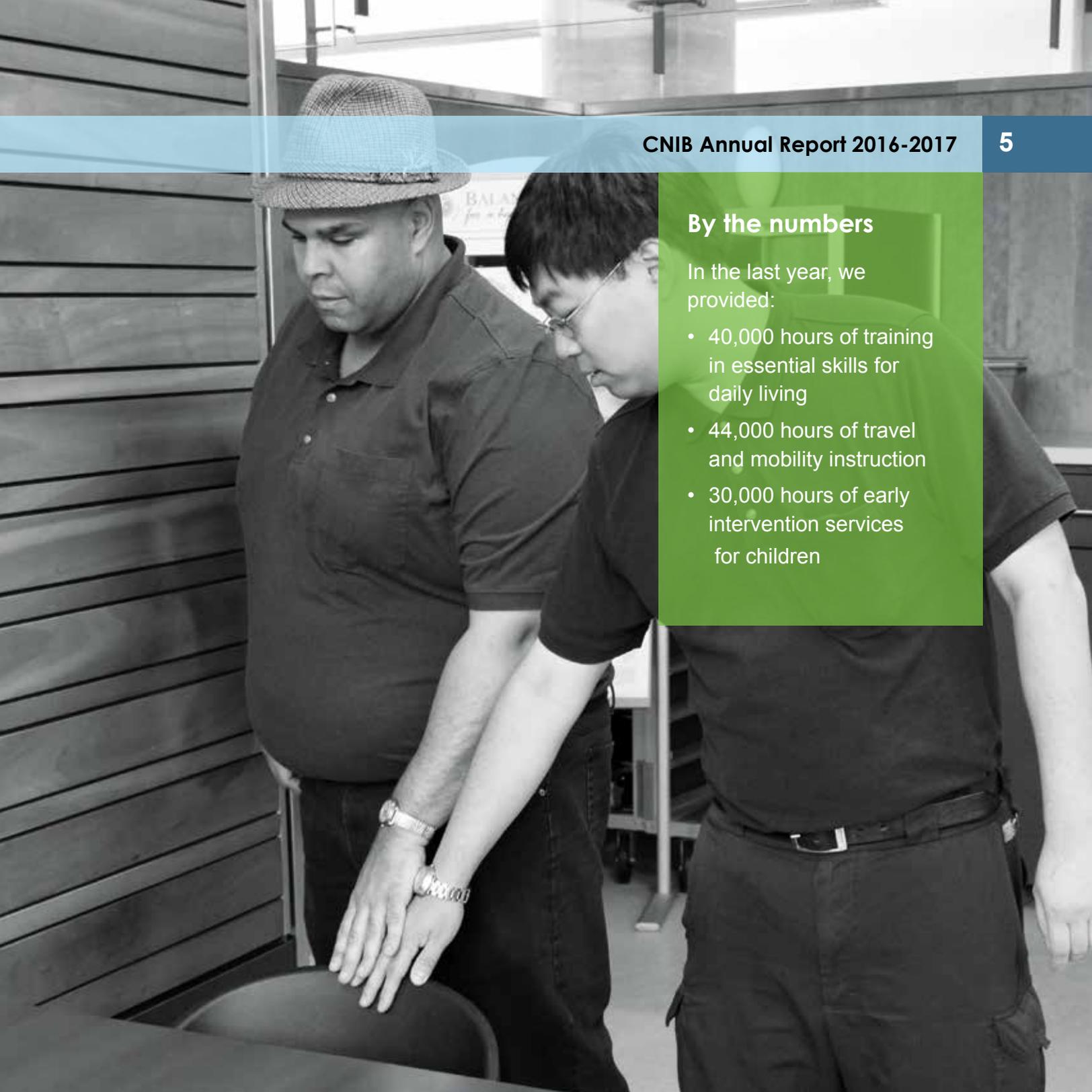
## **Certifying our rehabilitation professionals**

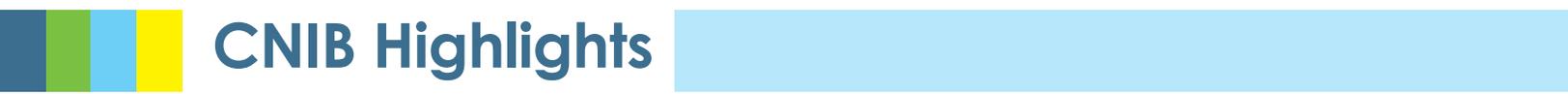
For nearly a century CNIB has been the country's leading provider of vision loss rehabilitation services, and our instructors continue to set the global standard for expertise, training and professionalism in this field. This specialized health care discipline requires extensive training and skills to deliver effectively. That's why we've worked to ensure that each one of our instructors is certified through the Academy for the Certification of Vision Rehabilitation and Education Professionals (ACVREP), the highest standard of vision loss rehabilitation certification in North America. As of the end of the fiscal year, almost all our frontline rehabilitation staff had achieved this certification, with the remainder to follow in the months to come.

## By the numbers

In the last year, we provided:

- 40,000 hours of training in essential skills for daily living
- 44,000 hours of travel and mobility instruction
- 30,000 hours of early intervention services for children





# CNIB Highlights

## **Revolutionizing our programming**

Transitioning our rehabilitation services to the health care sector not only ensures their long-term sustainability, but it also frees CNIB's resources and allows us to focus on delivering a range of new and enhanced programs for those we serve. In order to identify the most needed programs, we've consulted with thousands of Canadians who are blind or partially sighted about what kinds of programs they most want to participate in and believe can most benefit their lives. From their direct feedback, we're now laying the groundwork for a wide range of life-enhancing programs – from youth programming to social events, support groups, recreation activities and many more. We've started to move forward with developing these new programs in every province, and we can't wait to introduce them to you, our participants and supporters, over the next two-year period.

## **Going to the dogs!**

Among the first of these new programs is the CNIB Guide Dog Program – and we're doggone excited about it! Our goal is to expand the local guide dog choices available to blind and partially sighted Canadians by providing a holistic, best-in-class guide dog program that's available to all Canadians with sight loss, right in their own communities. All costs for this program (including vet expenses and equipment) will be fully covered by donations from the public, so finances will never be a barrier to someone acquiring a guide dog if they need it. The program will also include ongoing additional support to guide dog users throughout the dog's working life and in periods of transition, including peer support, social groups and supplementary training. Learn more about this exciting new program at [cnibguidedogs.ca](http://cnibguidedogs.ca).

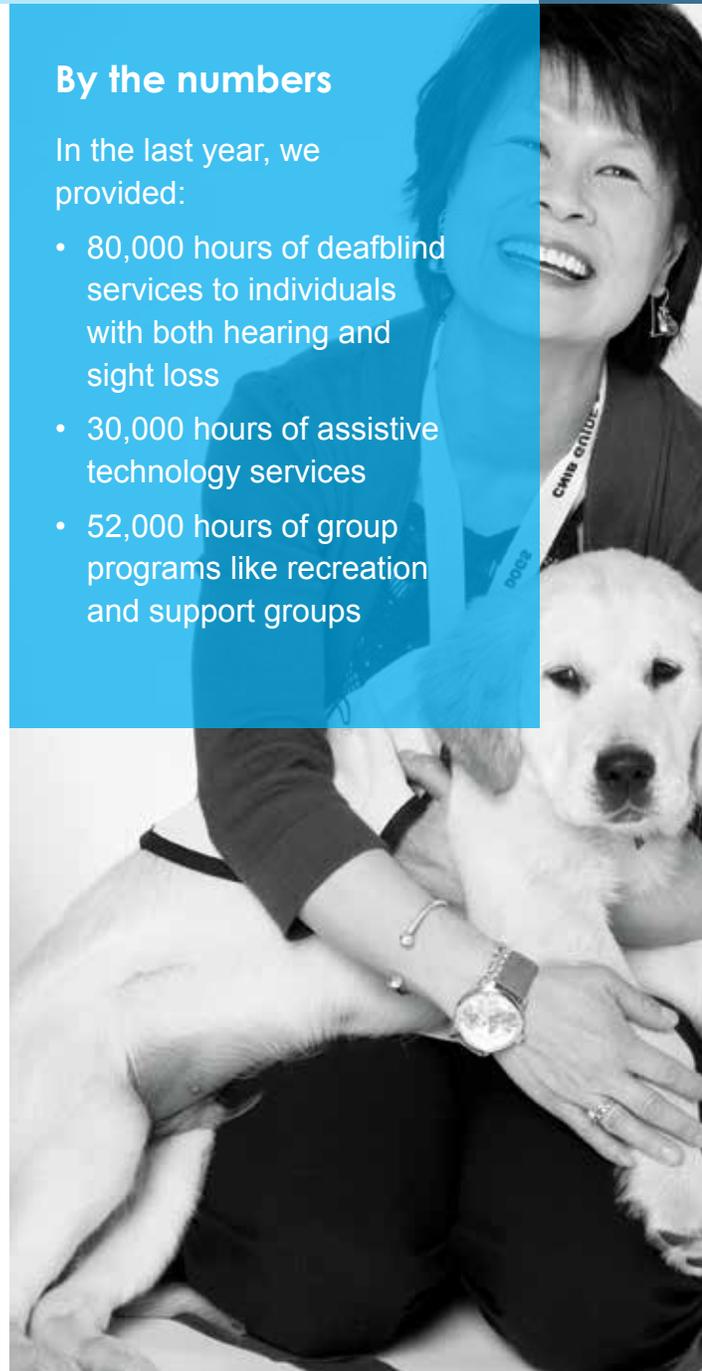
### Raising a voice for what matters

Another key programming area of the new CNIB is public education and advocacy. Through these programs our mantra and abiding goal is to “change what it means to be blind today”, and that means working hand-in-hand with Canadians who are blind or partially sighted to break down societal barriers and promote inclusion, equality and accessibility. For example, in October of last year we launched our national EmployAbility campaign, designed to dispel myths about hiring and working with people with vision loss. Through this campaign we called on Canadian employers to look past their misconceptions and hire job candidates who are blind or partially sighted. To learn more the campaign, visit [cnib.ca/employability](http://cnib.ca/employability).

### By the numbers

In the last year, we provided:

- 80,000 hours of deafblind services to individuals with both hearing and sight loss
- 30,000 hours of assistive technology services
- 52,000 hours of group programs like recreation and support groups





# Your dollars at work

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

Our financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations, and were audited by Deloitte LLP. You can find those statements in their entirety at [cnib.ca/financials](http://cnib.ca/financials).

Last year we invested more than \$54 million directly into programs for Canadians with vision loss. The financial support for these programs comes from government funding (43.7%), public support (34.6%), investments (9.2%), consumer product sales (5.3%), retail lottery and gaming (3.0%), fees for service (1.6%), and other fundraising initiatives (2.6%).

## Cause-related program expenses

- Public education, advocacy and research: 7.1%
- Accessible publishing and support to libraries: 9.8%
- Technology and devices to assist daily living: 12.8%
- Deafblind services: 11.2%
- Community-based support services: 19.8%
- Vision loss rehabilitation therapy: 39.3%



# Thank you!

CNIB's supporters are as varied as the people we serve. They are mothers and fathers, neighbours and friends. They are seniors, adults and even kids. They come from all parts of the country, all walks of life. They give in lots of different ways – from making monetary donations to volunteering to raising their voices for change as advocates. But what ties them all together is that they care. To every person who has cared enough to support our work this year, thank you!

To read the names of the generous individuals and organizations who supported us financially in the last year, visit [cnib.ca/thankyou](https://cnib.ca/thankyou).

To download an accessible version of this report, visit [cnib.ca/2017](http://cnib.ca/2017).

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