

BUILDING A BOLDER, BRIGHTER FUTURE

2018-19 Annual Review



FOUNDATION
NEWFOUNDLAND
& LABRADOR



OUR 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.

OUR VALUES

Empowerment:

We take bold, decisive action to move our mission forward and empower people impacted by blindness to find their courage, raise their voices and realize their dreams.

Passion:

We care deeply about what we do, because we know how much it matters. We pursue our goals relentlessly and we don't give up on anyone, or anything.

Collaboration:

We believe that to make change happen, we need to bring people, ideas and resources together in new and exciting combinations. Teamwork is fundamental to our success.

Inclusiveness:

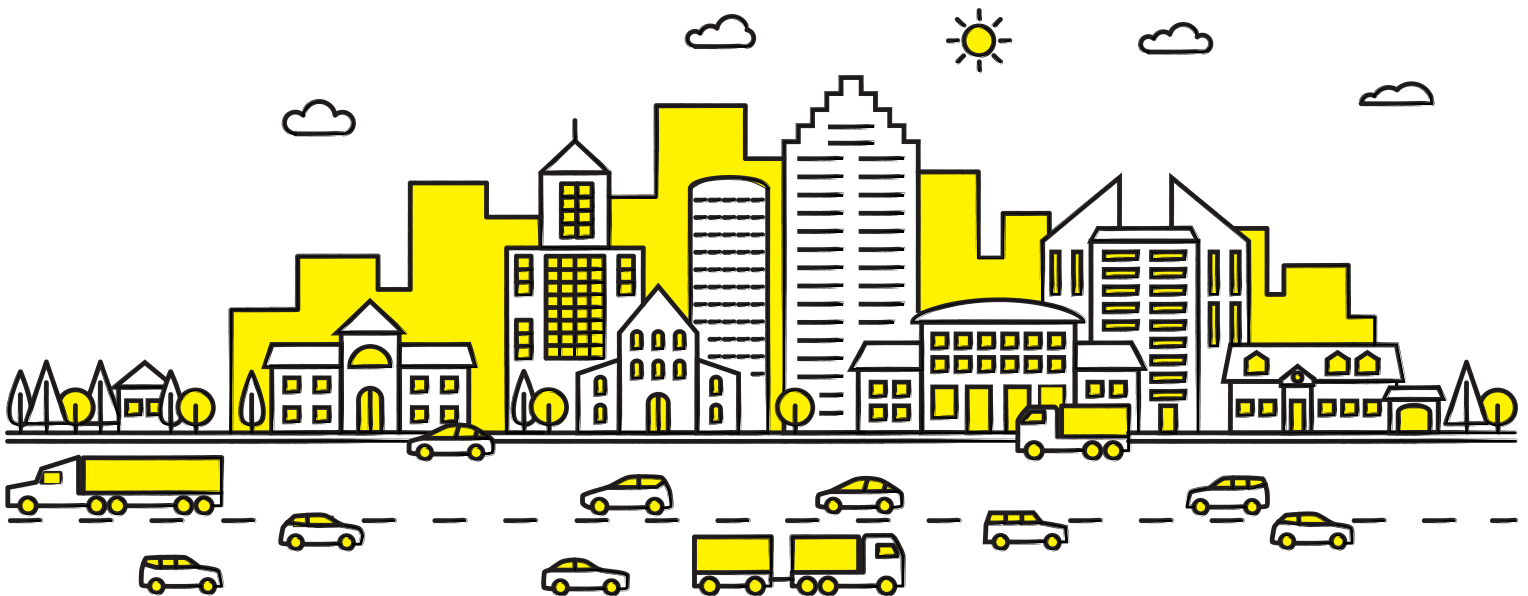
We are a community that welcomes all. We embrace one another's differences and we break down barriers that would exclude anyone from being meaningfully engaged in our world.

Innovation:

We think big, take risks and embrace change that can accelerate progress and enable success for our clients/participants, volunteers, donors and employees.

Integrity:

We treat others the way we want to be treated. We are kind, fair, honest and respectful, and we maintain open and transparent decision-making in all aspects of our work.



Changing what it is to be blind

The CNIB Foundation Newfoundland and Labrador is working to create powerful change for individuals with sight loss. We are changing what it is to be blind through innovative programs and powerful advocacy that enable individuals impacted by blindness to live the lives they choose.

Today, nearly 22,000 individuals in our province are blind or partially sighted. Factoring in their families, friends and caregivers, sight loss touches thousands more.

In 2017, we spoke with Canadians impacted by blindness about their experiences, needs, ambitions and what they want from CNIB. Here's what they told us:

- **We want to work:** 91 per cent of respondents agreed employment levels are a serious problem facing people with sight loss.
- **We need technology:** 97 per cent of respondents with sight loss said accessible technology is important for leading an independent life.
- **We demand equality and respect:** 69 per cent of respondents with sight loss reported experiencing social stigma related to blindness.

Through our new strategic plan, **Bold Dreams, Bright Futures**, CNIB is facing these challenges head-on. We have chosen three ambitious goals that are driving our work from 2018 to 2022.

Our strategic ambitions:

1. Boost Participation in the World of Work
2. Unleash the Power of Technology
3. Drive Achievement and Equality



STRATEGIC AMBITION 1.

Boost 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 and champion their equal participation in the world of work.

In March 2019, six clients from across the province participated in the **Post Secondary Youth Orientation Program** in St John's. The program teaches independent living skills such as: cooking, healthy eating, orientation and mobility in accessing public transportation, crossing safely at intersections and crosswalks, accessing student aid, budgeting and networking. Students were also given the opportunity to learn about the supports available at Memorial University's Blundon Centre and College of the North Atlantic's Disability Services.



Meet Brandon Snow



Ever since he was 10 years old, Brandon Snow has wanted to be one thing – a doctor.

Now at age 25, he finds himself close to accomplishing this goal, as he's been accepted to begin studies at Memorial University's Faculty of Medicine in 2019.

Born with ocular albinism – a genetic eye condition that reduces the coloring of the iris and retina – Brandon has been partially sighted his entire life. However, that wasn't going to stop him from pursuing his dream.

"As far as I'm concerned, I can see perfectly fine," says Brandon. "My sight hasn't changed since birth, so it's normal to me."

Brandon was introduced to CNIB in 2012 during his first year of studies at Memorial University. He attended CNIB's post-secondary support program – a bi-weekly group session for students living with sight loss.

The post-secondary support program gives students an opportunity to discuss how to overcome challenges associated with their university experience. It was there that CNIB was able to help Brandon with the student loan application process.

Throughout his undergraduate degree, Brandon spent about 20 hours a week volunteering with local not-for-profit organizations – one of which was CNIB.

These volunteer experiences helped Brandon to not only better his ability to advocate for himself, but also realize the importance of being self-aware, having confidence in his abilities and understanding how to overcome his challenges.

"There's still a stigma towards people with sight loss," says Brandon. "Don't perceive someone's disability as a challenge – instead see it as an opportunity to learn about their strengths and advocate with them for the change that's needed."

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

Tech Time educates people of all ages and skill levels about how assistive technology can aid them in their everyday lives, through presentations on topics such as banking apps, VoiceOver, Google Home and e-Sight glasses. In addition to presentations, the participants are also given one-on-one or small group instructional training for using assistive technologies, while also having the opportunity to socialize with other individuals living with sight loss.

In September 2018, CNIB launched **Phone it Forward**, a new program that donates smartphones to people with sight loss who need them. Many people don't realize the tremendous impact modern smartphones have in the lives of Canadians who are blind.

Today, accessible smartphones and apps provide individuals with sight loss opportunities which may not have been possible before. Modern smartphones allow people who are blind to:

- read prescription labels and take medication safely
- recognize the faces of loved ones
- access emergency assistance from sighted volunteers
- travel safely alone using GPS, and
- do hundreds of other day-to-day tasks that most of us take for granted

We would like to thank the following organizations for making **Phone it Forward** possible in Newfoundland and Labrador:

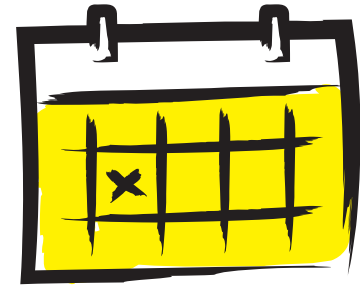
- College of the North Atlantic
- Fortis Inc.
- Lions Club (Port Rexton)
- Lions Club (Port Union)
- Lions Club (Fort Point)
- Lions Club (Bonavista)
- Vogue Optical



To donate your used smartphone, visit **PhoneItForward.ca**. We'll wipe and refurbish your phone, and give it to a person with sight loss who needs it.

STRATEGIC 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.

In January 2019, the **Honourable Lisa Dempster, Minister Responsible for the Status of Persons with Disabilities**, invited CNIB to the launch of the engagement process for the new accessibility legislation for the province. Since then, CNIB has facilitated presentations to **Service NL's Buildings Accessibility Advisory Board**, one of the key stakeholders in the new accessibility legislation.

Our **Self-Advocacy Program** empowers individuals to live the lives they choose. Advocates take information they learn and apply it to removing barriers in their own communities.

Examples include:

- advocating for a paratransit system and accessible pedestrian signals in the Cities of St. John's and Mount Pearl and the Town of Paradise.
- collaborating on a new fully accessible visitor's entrance connecting the east and west blocks of the Confederation Building in St. John's.



Meet Cindy Antle



Together with her husband Al, Cindy Antle has been living in the Town of Paradise for over 30 years. She enjoyed a 30-year career as a registered nurse. That career came to a grinding halt in 2012 when she woke one morning to discover she had lost a significant amount of her sight. The diagnosis: optic neuritis – damage to the optic nerve caused by inflammation.

Her lived experiences with sight loss helped her quickly realize how inaccessible her world had become. She turned to CNIB. Since 2013, Cindy has volunteered in many capacities – board member, fundraiser, media spokesperson, and two years ago she began to learn about the importance of advocating for herself.

“Cindy’s philosophy is to ‘make inclusion the norm, not the exception,’” says Debbie Ryan, program lead for advocacy and public engagement at the CNIB Foundation Newfoundland and Labrador.

“Her work as an advocate in the pursuit of making her community more accessible and inclusive is unwavering.”

After learning about Key2Access – a new technology that makes pedestrian crossings at intersections safer for people with disabilities – Cindy contacted Councillors with the Town of Paradise.

As a result of her passion, dedication and leadership, Paradise met with Key2Access and will be installing four SmartReceivers at intersections as part of a pilot project later this year. Cindy is currently advocating for Paradise to install a public bus service for individuals with disabilities.

If Cindy’s story inspires you to consider giving back, visit cnib.ca to explore volunteer opportunities in Newfoundland and Labrador.



PROGRAMS



CNIB strives to improve the quality of life for Newfoundlanders and Labradorians living with sight loss, and to create a more inclusive, barrier-free society. Through a wide range of programs, individuals who are blind or partially sighted have the opportunity to learn, socialize and enjoy life to the fullest.

Advocacy: Our program focuses on challenging stigma, supporting equal rights, breaking down barriers and creating an inclusive society.

Recreation and Peer Support: Our programs provide opportunities for individuals with vision loss to connect with others who have similar interests, such as our monthly socials, audio book club, walking group, cooking program and our rug hooking group.

Technology: Our programs transform lives by connecting people of all ages with cutting-edge technology such as smartphones with built-in accessibility features and apps that read print, describe objects and help people navigate through their community safely.



Disney comes to camp!

In August 2018, 115 campers (32 clients and their families) came together at the Lions Max Simms Camp in Bishop Falls for our annual **CNIB Family Camp**. The camp had a Disney theme with activities based on Under the Sea, The Jungle, Original Disney and The Disney Castle.

One of the most exciting moments was the surprise arrival of Mickey and Minnie Mouse accompanied by our camp mascot, Max. Camp activities also included campfires, arts and crafts, swimming, science experiments, Belle's Ball (based on the movie Beauty and the Beast) and a talent show.



Meet Trustin Patey

The CNIB Foundation collaborates with **Memorial University** and the **College of the North Atlantic** to provide experience in the students' chosen field.

In 2018, CNIB had the pleasure of providing an internship opportunity to Trustin Patey, a student enrolled in CONA's Computer Systems & Networking program.

Trustin has been a familiar face at CNIB for many years as both a client and volunteer.

During his four-month internship with CNIB, Trustin was able to use his background in IT to help clients.

"A large part of what I did involved adapted technology, working mostly with software," says Trustin. "I helped out clients with software problems that they might've had."

Working with the clients gave Trustin an opportunity to connect with people who are also living with sight loss.

"It was great getting a different perspective on the same problem that I have," says Trustin. "On a personal note, especially where my vision has degraded in the last couple years, I found it really helpful."

Trustin also enjoyed the research he was doing during his internship, helping CNIB identify hardware that they could use.

Beyond the internship experience, CNIB has supported Trustin as he starts the next step of his career.

"This internship helped me expand the type of work that I'm looking for," says Trustin. "CNIB was also able to help me build my resume going forward."





Reducing eye injuries one workshop at a time

CNIB's Eye Safety Program educates organizations and employees about eye safety in the workplace, at home and at play, building a culture of safety and reducing the costs of workplace eye injuries.

Over the last year, CNIB reached 1,236 participants at 40 eye safety workshops within industry, high schools, and colleges.

The success of this program is possible because of the support we receive from platinum sponsors **WorkplaceNL** and **Husky Energy**, and our community partners **Newfoundland and Labrador Association of Optometrists (NLAO)** and **Newfoundland and Labrador Construction Safety Association (NLCSA)**.

96 per cent of participants said they were more likely to wear eye protection after participating in CNIB's eye safety workshop.

We couldn't do it without you

Every year we are astounded by the incredible support of our donors. Whether it was hosting a fundraising event, leaving a gift in your will or signing up to become a monthly donor, you made it possible for Newfoundlanders and Labradorians with sight loss to live full, independent lives.



Visions Lounge

In September 2018, more than 90 sponsors, donors, and volunteers attended CNIB's Visions Lounge fundraiser at the Loose Tie on George St. Together we raised \$35,000 for CNIB's Foundation programs. We'd like to send a huge thank you to our presenting sponsor **Seaforce Group of Companies**, as well as **Coast 101.1**, **The Telegram**, **DOF Subsea**, **KMK Capital**, **Re/Max**, **Integrated Logistics**, **Frontier Subsea**, and **Browning Harvey** for their generous support of this annual event.

Dining in the Dark

In May 2018, CNIB hosted its 6th annual Dining in the Dark event at Gypsy Tea Room hosted by our presenting sponsor, **Browning Harvey**. Guests were welcomed with a speech from Lisa Guest, a parent of one of the many kids that attend our annual summer Family Camp. She spoke about Family Camp and what it has meant for her and her family. The evening raised over \$7,000 in support of our summer Family Camp in 2019.

In February 2019, our presenting sponsor Browning Harvey welcomed 62 guests at our annual Dining in the Dark event at Raymonds, where they were greeted with a complimentary beverage at the door, followed by a five-course meal with pairings. Joining us as our guest speaker was Anne Malone, who gave an incredibly powerful speech about how assistive technology can change the life of someone living with vision loss. The evening raised \$15,000 in support of our Assistive Technology Loaner Program.



Third Party Events

Every year CNIB relies on the support of our community partners who organize and plan their own fundraising events to support our Foundation programs. Thank you to every person who has taken the time to plan an event in support of CNIB and its Foundation programs.

The **Newfoundland and Labrador Association of Optometrists** is a huge supporter of ours and featured us as the recipient for their annual auction in the fall. The auction was organized by CNIB Board Chair, Dr. Sarah Hutchens.

This year we were thrilled to have had a number of diverse and unique community events such as a Paint and Sip with local artist Bobbi Pike, a dessert party, yoga with Judy Power, Christmas mini photography sessions, the annual fish and brews cookoff, a Stella and Dot jewelry fundraiser, and more.

Community Giving

Thank you to our local **Walmarts** from across the province for collectively contributing over \$6,000 to CNIB's summer Family Camp this past year, which enabled 30 families to attend our 2018 camp. **United Way** contributed \$10,000 in support of our Foundation Programs to assist with community outreach in rural areas across the province.



CNIB would like to recognize others who supported us in 2018-2019:

- Congregation of the Sisters of the Presentation
- RBC Foundation
- Canadian Federation of University Women
- The Estate of Aidan Maloney
- Babcock & Wilcox Power Generation Group
- NL Retired Teachers Association
- Lions Club N3
- Lions Club N4
- Re/Max United
- Pennecon

Heartfelt Thanks

CNIB couldn't do the work we do without the incredible support of our dedicated team of volunteer leaders. We recognize the Newfoundland and Labrador Board members' commitment to vision health and thank them for their contributions in 2018-2019.

Chair: **Philip Strong**; Past Chair: **Trevor Giles**; Members: **Cindy Antle, Jason Blair, Dr. Sarah Hutchens, Lori Mercer, Kristen Oldford, Jim Scott, Christian Somerton, George Sweeney & Kim Thistle-Murphy.**



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