

BUILDING A BOLDER, BRIGHTER FUTURE

2018-19 Annual Review



CNIB

FOUNDATION
PEI

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 Prince Edward Island 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, more than 6,000 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



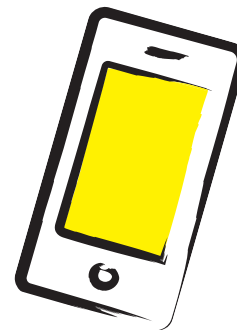
A job is so much more than just a paycheque: it's a means to self-reliance, a source of identity and pride, and a gateway to a brighter future. From the moment children are old enough to dream what they'll be when they grow up, through every stage of their education and careers, we'll fuel their ambition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

CNIB is collaborating with employment specialists from **The PEI Council of People with Disabilities** on how we can work together to best meet the needs of Islanders with sight loss. With the knowledge and input from CNIB staff on what our clients' needs are and what they are capable of, this is a great partnership to better serve our clients.



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 help them build the skills to capitalize on its potential.



Today, accessible smartphone apps make it possible for people who are blind to do all kinds of things that may have seemed challenging before. Modern smartphones allow people who are blind to:

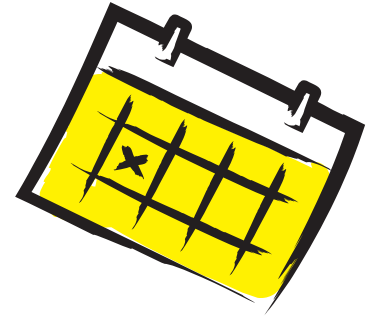
- Read print documents like prescription labels or letters in the mail
- Scan barcodes to identify products
- Travel safely and independently using GPS
- Identify different types of currency, and
- Do hundreds of other day-to-day tasks most of us take for granted

In September 2018, CNIB launched **Phone it Forward**, a program that gives smartphones to people with sight loss who need them. Since then, we've partnered with 26 **public libraries** and six **Vogue Optical** locations across the Island.

To donate your used smartphone, visit **PhoneltForward.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 February 2019, CNIB PEI offered its first **Self-Advocacy Workshop**. Eleven participants with vision loss learned about effective communication strategies, the meaning of advocacy, and techniques to enhance communication and assertiveness, empowering them to become advocates for change in their lives and the lives of those around them.

During the workshop, participants learned about effective communication strategies, the meaning of advocacy, three behaviour types that impact self-advocacy, techniques to enhance communication and assertiveness and lastly, identified their personal goals for applying self-advocacy skills.





FOUNDATION

PROGRAMS

CNIB strives to improve the quality of life for Islanders 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.

Vision Mate: Our program matches individuals living with vision loss with specially-trained volunteers who assist with a variety of activities, including reading mail and shopping, as well as enjoying social activities together - like playing cards and going for walks.

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

Recreation: Our programs - such as walking club, tandem biking, yoga, movie nights and monthly socials - provide opportunities for individuals with vision loss to connect with others who have similar interests. Our monthly socials have included bingo and games nights, technology talks, pizza parties, hockey, lawn bowling and pottery.

We are raising and training dogs exclusively for people who are blind or partially sighted. **CNIB Guide Dogs** also focuses on ensuring the built environment and societal attitudes change to universal acceptance, recognition and understanding of guide dogs.





**Stella next
to Jeremy,
a volunteer**

Meet Stella Walsh

Whether it's an afternoon of tandem biking or a competitive round of bowling, Stella Walsh is no stranger to the many programs CNIB has to offer.

Ever since she was eight years old, Stella has been living with retinitis pigmentosa (RP) – a degenerative disease that causes night blindness and tunnel vision.

“I’m not totally blind yet,” remarks Stella. “I still have some vision, but it’s a disease that grows slowly.”

Stella came to Charlottetown in 1976 and was introduced to CNIB the same year.

Through her involvement with CNIB, Stella has been able to participate in many different programs and activities.

She holds an impressive record in goal ball and bowling, attends many of the exercise programs and enjoys going tandem biking with other individuals with sight loss.

Participating in the various programs allowed Stella to find herself around people that were dealing with the same condition she was.

“CNIB helped me accept my disability,” says Stella. “It got me to see that other people have the same problem I do, and that maybe things aren’t so bad.”

We couldn't do it without you!

Every dollar raised and each donation received helps us to build and expand our charitable programs in communities across the Island. By supporting CNIB, donors make a significant difference in the lives of individuals with sight loss across the Island.



In March 2019, we held our **9th Annual Dining in the Dark** event at the Holland College Culinary Institute. The evening included a three-course meal, wine, and of course, blindfolds. Guests had the chance to bid on extraordinary auction item prizes and heard from inspiring individuals who shared their experiences living with vision loss. This event had an attendance of 175 people and a net profit of \$22,000.



In August 2018, the CNIB Foundation Prince Edward Island held its **14th Annual Philip Bower Golf Tournament** at the Belvedere Golf & Country Club where 17 teams (68 golfers) came out to show their support and participate to help raise \$7,000 for our much-needed programs.

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

- Belvedere Funeral Home
- CNIB Ladies Auxiliary
- Cycling PEI
- Easter Seals PEI
- Murphy's Centre
- Parasport PEI
- Parkdale Sherwood Lions Club
- PEI Council of People with Disabilities
- Pepsico
- Summerside Lions Club
- United Way of Prince Edward Island

Meet Ales Janosik

Ales Janosik had never known someone who is blind, but now he can't imagine life without his good friend, Roger.

Since 2014, Ales has been a Vision Mate volunteer to Roger - a Charlottetown man who is blind.

CNIB's Vision Mate program matches sighted volunteers with people who are blind or partially sighted, to help with activities like reading, organizing things around the home, errands or social visits.

The pair go for walks together every week, always stopping into Tim Hortons for a chat and a laugh over cups of hot chocolate. Ales also helps Roger run errands, including getting groceries or going to the bank.

"Ales is a prime example of what we look for in our volunteers: dedication, exceptional service and consistent, selfless giving of time and effort to improve the quality of life for someone with sight loss," says Rachel Kitson, Foundation programs lead for the CNIB Foundation Prince Edward Island.


Ales enjoys knowing that his volunteer efforts are directly helping somebody in his community. He encourages others to volunteer, as there are other Islanders with sight loss waiting to be matched with a Vision Mate volunteer.

"It's been great having our friendship develop over time," says Ales. "At this point, being a Vision Mate is something I can't imagine not doing."

A photograph of two men, Ales and Roger, sitting together indoors. Ales, on the left, is a bald man with a beard wearing a dark hoodie. Roger, on the right, is an older man with grey hair wearing a grey jacket over a red shirt. They are both smiling at the camera. The background shows a window with a car parked outside.

Ales (left) sitting with Roger, his Vision Mate match.

If Ales' story inspires you to consider volunteering, visit cnib.ca to explore volunteer opportunities on the Island.

A photograph of Barbara, a volunteer, sitting at a desk in an office. She is a woman with short blonde hair, wearing a blue button-down shirt, and is smiling warmly at the camera. Her hands are on a keyboard. In the background, there is a desk with various office supplies, including a printer, a coffee mug, and some papers. A yellow banner is overlaid on the right side of the image.

**Barbara, a
volunteer, greets
visitors at our
Charlottetown
centre.**

**39 Islanders
volunteered more
than 1,300 hours
of their time over
the last year.**

Heartfelt thanks to all volunteers

CNIB couldn't do the work we do without the incredible support of our dedicated team of volunteers. We especially recognize the Prince Edward Island Board members' commitment to changing what it is to be blind and thank them for their contributions in 2018-2019.

Chair:

Dave Hilchey

Board members:

Dr. Kristine Giddings

Michelle Hilchey

Todd MacAusland

Sam Sanderson



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