

Embracing Bold Dreams Building Bright Futures

CNIB

Annual Report
2022 • 2023



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.

Values

- Collaboration
- Empowerment
- Inclusiveness
- Innovation
- Integrity
- Passion



CNIB appoints Robert Fenton as Chair of the Board of Directors

CNIB appointed Robert (Bob) Fenton as Chair of the Board of Directors in September 2022. Bob, who has been blind since birth, is a passionate advocate for people with sight loss and a long-time leadership volunteer with CNIB.

Since 1999, he has held several senior volunteer roles with CNIB – from being a member of our Board of Directors to chairing both the Investment Committee and Risk Committee.

“

After more than 20 years of volunteering, we're excited and honoured to welcome Bob to lead our board as Chair,” said John M. Rafferty, President and CEO, CNIB. “He’s always made an incredible impact on our work and the people we serve, and I have no doubt he’ll continue to do so as Chair.

”

Bob has a long history working with and supporting CNIB, dating back to 1984 when he worked as a counsellor at CNIB Lake Joe in Muskoka, Ontario.



Embracing Bold Dreams Building Bright Futures

When we unveiled **Bold Dreams, Bright Futures** in the fall of 2018, people impacted by blindness had told us what they wanted from life, and how CNIB could help. Quite simply, we heard people with sight loss wanted it all. Why? Because blindness should never be the reason to settle for less. Everyone should have an opportunity to embrace their bold dreams, build bright futures, and live the lives they choose.

Throughout this strategic plan, we have been committed to changing what it is to be blind through innovative programs and powerful advocacy while boosting participation in the world of work, unleashing the power of technology, and driving achievement and equality. We designed our Come to Work program to connect employers with blind and partially sighted job seekers. On the technology front, we created Phone It Forward, a program that provides smartphones to people with sight loss. To promote equality, we also championed changes to Bill C-81, the Accessible Canada Act, to make federal accessibility legislation stronger and more accountable, and we received \$500,000 in government funding to join forces with Moneris Solutions for the creation of an accessible in-store payment terminal. In 2020, we developed hundreds of virtual programs to connect our community during unprecedented times of isolation, and launched CNIB SmartLife, a social enterprise that brings cutting-edge technologies and products to people with sight loss – regardless of where they live in Canada.

Most recently, we built our new strategic plan – **The Way Forward** – set to launch in the fall of 2023.

As we look ahead, our work will continue to be powered by a network of volunteers, donors, and partners from coast to coast to coast. Thank you for joining us on this journey. Together, we are creating a Canada where everyone can live, learn, work and play without barriers.



John M. Rafferty
President and CEO



Robert J. Fenton
Chair, Board of Directors



Connecting Our Community



Connecting the Dots goes hybrid

Connecting the Dots is Canada's largest educational and professional development conference focused on education, technology and employment for people with sight loss. In 2022, the event morphed into a hybrid model with virtual events in English and French, and in-person events in Calgary, Montreal and Toronto. **More than 1,000 people attended, an increase of 27 per cent.** Many of CNIB's Venture Pool participants showcased their products, services, and talent at exhibits and keynote presentations.

CNIB Mobile Hub hits the road

The CNIB Mobile Hub - a new service delivery model where we visit rural and remote communities - has removed transportation barriers, enabling more participants to join in-person programs. Whether it's children and youth initiatives, recreational and social activities, learning and employment workshops, hands-on technology training, or product demonstrations, there's a variety of programs for participants of all ages. After a successful pilot in Ontario last year, the CNIB Mobile Hub has made its way to British Columbia, Alberta, Saskatchewan and Manitoba. Since the launch, **the program has reached more than 1,000 participants through 119 programs in 26 communities.** The goal is to bring the mobile hub program to Quebec and Atlantic Canada next year.

CNIB advocates for accessible transit

Accessible public transportation has been identified as one of the key advocacy issues for people who are blind, partially sighted or Deafblind across Canada.

“ Equitable access to public transportation is important as it is a key enabler for employment, recreation, and socialization. This is especially true for people with sight loss, including me, because we cannot drive. We have specific needs, such as audible announcements and tactile markings, that must be considered to ensure public transit is accessible for us. ”

- Mark, CNIB participant, Alberta



Did you know?

The City of Moncton will be installing audible route announcements on city buses to make public transportation more inclusive. And after being revoked more than a decade ago, the City of Saint John is reinstating the free fare accommodation for people registered with CNIB.



Boosting Participation in the World of Work

Come to Work is our flagship program that connects job seekers who are blind or partially sighted with employers who want to discover the full potential of Canada's talent.

CNIB piloted the Talent Accelerator Program (TAP) to help Talent Pool participants learn what to expect in the workplace and how to flourish in their careers. Keeping with Employment and Social Development Canada - Skills for Success training, participants honed their adaptability, communication, problem solving, creativity, and innovation skills. They also learned how to navigate the nuances of office etiquette and culture, teamwork, networking, listening skills, as well as giving and receiving feedback.

“ I appreciate that this program encouraged me to reach out to my former employer, someone I admire, to provide me with mentorship. ”

- Alice, CNIB participant, British Columbia

Creating a Culture of Learning

Whether it was developing an online reputation, crafting a brand statement, or explaining gaps in their employment history, CNIB's Learning Labs connected participants with a community of supportive peers.

“ I really feel like the program helped me grow not only my employment skills but also personally. I learned about self-reflection and how important it is to be able to see within yourself to make positive change. I can't thank you enough! ”

- Sarah, CNIB participant, Ontario

As Come to Work continues to grow across Canada, so does the need for training. In 2022-2023, CNIB provided more than **1,500 one-on-one technology sessions** to help Talent Pool participants excel in the world of work.



Did you know?

The **Government of British Columbia** invested **\$2.5 million in Come to Work** to help CNIB build meaningful relationships with Indigenous peoples living with sight loss and learn how to support them on their employment journeys. This provincial project will inform the development of national initiatives that will remove barriers such as unconscious bias about the abilities of talent with sight loss, which will foster labour market resilience to create an inclusive Canada where everyone can come to work.

Unleashing the Power of Technology



In 2022-2023, CNIB deployed **855 smartphones** loaded with accessible apps along with the required technical training.

“ I was lucky enough to receive an iPhone through the Phone It Forward program. I didn't think this technology was for me, considering my visual impairment, but I quickly realized that I was totally wrong. The training offered by CNIB immediately reassured me and I understood how this beautiful technology could make a difference in my everyday life. I use it to communicate with my children and my friends, browse the internet, listen to music, and borrow audio books. In short, it's wonderful; it brings a big plus to my life. ”

- Solange, CNIB participant, Quebec

Enabling independence through CNIB Phone It Forward

CNIB's Phone It Forward program gives people the opportunity to donate their old phones and receive a tax receipt while empowering people who are blind, partially sighted or Deafblind. Whether it's reading prescription labels to take medications safely, recognizing the faces of loved ones, accessing assistance from sighted volunteers, travelling with GPS, or hundreds of other day-to-day tasks many people take for granted, smartphones help people with sight loss live the lives they choose.



Igniting innovation through CNIB SmartLife

With more than **70,000 e-commerce interactions** and **20,000 Contact Centre inquiries**, CNIB SmartLife has become a gateway to new possibilities. In the past year, we **served 20,000 participants**, boasting a remarkable 33 per cent increase in returning customers and a four per cent growth in average order value (AOV), but our impact extends beyond numbers.

Through strategic online marketing and partnerships, CNIB SmartLife introduced cutting-edge technology products to the Canadian market. The Hable One iOS braille notetaker and the AwareWolf All-Terrain Cane are innovative tools that are fostering independence and freedom while the Envoy Connect Audio Book Player has set the stage for an accessible, sustainable, and affordable reading experience for all.

Transforming the fabric of accessibility in Canada

With nearly **\$2 million in sales** – a **22 per cent increase**, all of which goes directly into our programs – CNIB Frontier Accessibility transformed the fabric of accessibility in Canada.

- **Advancing accessibility for the built environment**

BlindSquare navigation was implemented in **50 Service Canada offices, 300 RBC branches, municipal spaces**, including the Downtown Pedestrian Mall in St. John's and outdoor parks and trails in Alberta. Collaborating with esteemed partners like GoodMaps, Frontier Accessibility also performed user experience testing for industry giants like Deloitte, Microsoft and Wal-Mart, establishing CNIB as a trusted vendor.

- **Championing digital accessibility**

Engaging with the City of Burnaby, Elections Ontario and many others, CNIB championed digital accessibility remediation and compliance, ensuring an equitable digital experience for all.

Empowering literacy through CNIB Beyond Print

CNIB Beyond Print champions the production of accessible formats and **produces more than 700 versions of books and magazines for readers with print disabilities annually**. Through audiobooks, EPUB, and braille formats, we're breaking down barriers to information and promoting equitable access for people with print disabilities. Launched in 2022, our Braille Portal increased the availability of braille, enabling organizations and individuals to have seamless access to transcribed documents.

“ Being new to the area of accessible content creation, it was critical that we find a partner we could trust. eBOUND chose CNIB Beyond Print as our partner of choice because of their expertise, knowledge, and years of experience. They are true professionals. Their team is supportive, collaborative, and are creative problem solvers. I would highly recommend partnering with CNIB Beyond Print for your accessible content creation projects! ”

- Deborah Nelson, CEO, eBOUND Canada

Through the Centre of Equitable Library Access (CELA), we work tirelessly to increase the availability of braille, **crafting more than 2 million master and braille pages every year**. As we continue to collaborate with Canadian publishers, commercial organizations, and not-for-profits, we are propelling a movement towards a future where “born accessible” publishing is the Canadian standard.



Driving Achievement and Equality

CNIB participates in Canadian Congress on Disability Inclusion

CNIB participated in the Canadian Congress on Disability Inclusion (CCDI) where the Minister of Employment, Workforce Development and Disability Inclusion, Carla Qualtrough, spoke about the realities and experiences of persons with disabilities today, and the work ahead to realize disability inclusion in Canada tomorrow.

“

During our strategic plan consultations, we heard that technology is how people with sight loss see the world. But some of the most life-changing smartphone applications that our community relies on for safety or wayfinding require significant data to run. This is extremely costly, and largely cost prohibitive, especially in an age where many folks are simply worried about the rising cost of food and housing,” said Angela Bonfanti, CNIB’s Chief Operating Officer, during a discussion on inclusive services in rural and remote communities. “Closing the digital divide is reliant on making 5G accessible - and affordable - to all communities across the country and around the world; this is not only the responsibility of traditional telecom companies, but also requires the continued leadership and investment of the government.

”

CNIB speaks to The Online Streaming Act and The Canada Disability Benefit Act

CNIB recommended the Online Streaming Act set out requirements for described video and regulate accessible literature like other broadcasting undertakings. CNIB also recommended the Canada Disability Benefit Act be passed quickly with a regulatory process that includes the perspectives of people with disabilities, including Canadians with sight loss.



Angela Bonfanti

CNIB advocates for accessible insulin pumps

CNIB is working with manufacturers to develop accessible solutions, but the federal government has a role in ensuring everyone has equitable access to health care, including diabetes management devices. CNIB supported a petition, initiated by Ryan Hooey, a Canadian living with sight loss and diabetes, which calls on the Government of Canada to incorporate accessibility as part of the approval process for new devices, and work with manufacturers to remove warnings on insulin pumps that exclude people living with diabetes and sight loss. **The petition, launched on World Diabetes Day, received 500 signatures in less than 24 hours.**

CNIB expands Know Your Rights

CNIB launched its Know Your Rights project in Saskatchewan, Manitoba, New Brunswick, Prince Edward Island and Newfoundland and Labrador. Initially only available in Ontario and Quebec, Know Your Rights aims to empower people who are blind, partially sighted or Deafblind to better understand their rights, navigate provincial legal systems and self-advocate to challenge discrimination. As part of the project, CNIB held focus groups across Canada where participants with sight loss shared their experiences. From this research, eight priority areas were identified: education, employment, health care, housing, transportation, the built environment, government and consumer services, and the COVID-19 pandemic. Resources (handbooks, videos, workshops, etc.) were then developed to reflect these key areas.

Introducing Youth Equality through Legal Learning

CNIB received funding from The Law Foundation of Ontario to bring CNIB's Youth Equality through Legal Learning (YELL) program to W. Ross Macdonald School, a provincial school for students who are blind, low vision or Deafblind in Brantford, Ontario. The objective of the program is to educate youth about their human rights, enhance their advocacy skills, and empower them to challenge discrimination and assert their rights in a way that promotes inclusion, dignity, and individualization. Through a series of workshops delivered by CNIB advocacy staff, and developed in collaboration with W. Ross Macdonald staff, the "Bringing YELL to W. Ross Macdonald" project integrates legal education and self-advocacy skills directly into the school curriculum.



Did you know?

The Government of Saskatchewan has introduced The Accessible Saskatchewan Act, which will allow the government to establish accessibility standards and regulations in the following areas: the built environment, information and communications, employment, transportation, service animals, procurement, and service delivery. CNIB participated in the Service Dog and Guide Dog Committee, and worked closely with the government to ensure the needs of people with sight loss are incorporated in all aspects of the legislation.

Investing in the Next Generation

CNIB Learning Academy helps students build pre-employment skills

Eighteen youth with sight loss from across Canada joined CNIB for a once-in-a-lifetime opportunity. In Toronto, they gained confidence exploring the city and discussed important topics like self-advocacy and how to pay for post-secondary education. At CNIB Lake Joe, they participated in group activities, including rock climbing, tandem biking, and leadership skills development. While the program helps youth prepare for their futures in academia and the world of work, it also fosters a special sense of community.

“ The Learning Academy offers social opportunities for youth with sight loss to interact with peers that share similar experiences or challenges in a learning environment built for them. These connections are vital for the social and emotional development of youth with sight loss. ”

- Caelin, CNIB participant, Nova Scotia



Writing with Feeling Retreat at CNIB Lake Joe

CNIB held its first-ever, camp-based braille literacy program - Writing with Feeling Retreat - at CNIB Lake Joe. Participants enjoyed accessible activities and contributed to a braille-themed art project as part of our partnership with VICTA, a U.K. charity that provides support to children and youth with sight loss and their families.

Did you know?

The Government of Alberta is investing \$5 million to hire and train specialized professionals, and provide equipment for students who are blind, Deafblind, deaf, hard of hearing, or have complex communications needs. Thanks to powerful advocacy, the government listened to our students, parents, and teachers, and now has a better understanding of how an inclusive education will help ensure children and youth with sight loss thrive - both inside and outside the classroom - today and tomorrow.

More than \$130,000 awarded through CNIB Scholarships

CNIB's scholarship program awards multiple scholarships to students who are blind or partially sighted in recognition of their academic aspirations and achievements every year. In response to the needs of our community, the program has expanded its scope from post-secondary youth to include skilled trades, apprenticeship certification, and continuing education for working-age adults. **In 2022, CNIB awarded \$133,000 in scholarships to students living with sight loss.**

Enriching Lives at CNIB Lake Joe

New programs at CNIB Lake Joe

For the first time, CNIB Lake Joe rented rink space at a local arena, and through an exciting new partnership with coaches at the Canadian Blind Hockey Association, young guests spent two hours on the ice every day learning how to play blind hockey.

“ It’s been a long time since I was on the ice and it was a lot of fun doing drills, scrimmaging and shootouts. I spent time with friends, met new people, and got to play hockey! ”

- Sophia, CNIB participant, Ontario

Children and youth were also introduced to blind (5-a-side) soccer on CNIB Lake Joe’s new state-of-the-art field while enjoying some friendly competition with their teammates.



Campers experience English immersion

CNIB offers an immersion program for students with sight loss to learn English in an accessible and inclusive environment. Eight youth from across Quebec joined English-speaking campers at CNIB Lake Joe. Designed to enrich their lives, make memories, build independence, and enhance their confidence with speaking another language, it was a week full of fun and immersive learning!

CNIBLakeJoe@Home introduces pre-camp programs

Everyone loves the week they spend with others at camp, but what about the other 51 weeks of the year? Whether it was virtual programs like Young Adult Pub Night, Active Living series, or our CNIB Lake Joe Has Talent show, CNIBLakeJoe@Home made it easier for people to meet each other and get comfortable registering for in-person programs. We also launched a new podcast - **CNIB Lake Joe on the Go** - to help bring the magic of camp to life throughout the year.



Did you know?

CNIB Lake Joe welcomed **504 guests** and offered **34 programs** in 2022/2023

107 volunteers contributed **2,708 hours** of their time this year to CNIB Lake Joe

Guiding the Way with CNIB Guide Dogs



Meet CNIB Guide Dogs' first litter of puppies!

In 2023, CNIB Guide Dogs welcomed five beautiful puppies into the world! Angus, Jedda, Makali, Hera, and Ella are the first litter of pups from our new breeding program. Riley (mom) is a CNIB Guide Dog and Eski (dad) is from Guide Dogs for the Blind in California. Their highly anticipated arrival is a significant step in the expansion of our guide dog program. We're excited to mark this important milestone and celebrate the birth of a healthy litter of pups as we prepare to match more people with guide dogs from British Columbia to Newfoundland and Labrador.

“ Marion has exceeded my expectations. Her ability to adapt to new situations and complex routes is outstanding. Thank you for giving me my freedom and independence back. ”

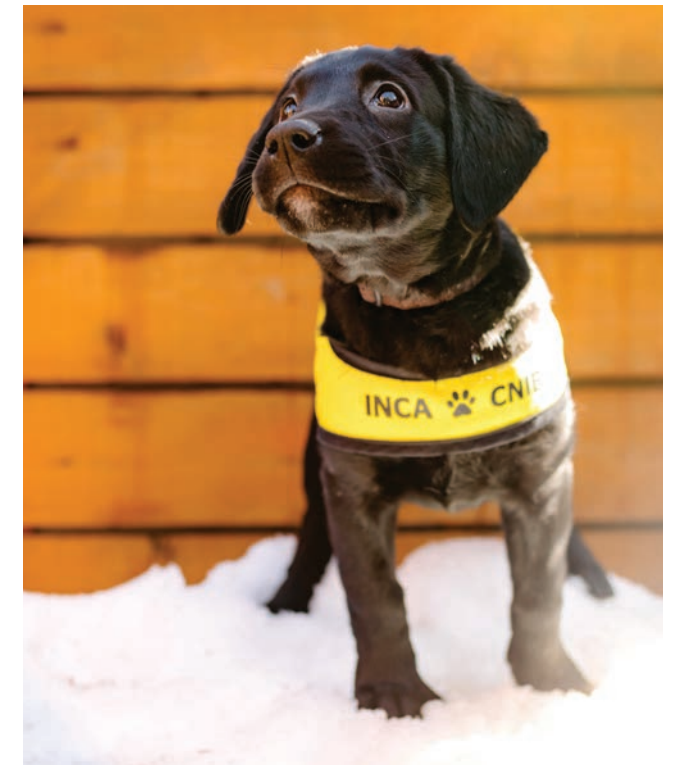
- Tracy, CNIB participant, Manitoba

Celebrating the class of 2022

As part of CNIB Guide Dogs' class of 2022, **Canadians who are blind or partially sighted graduated with their guide dogs after completing intensive training.** Five buddy dog partnerships also graduated alongside the guide dog partnerships. (A buddy dog is partnered with a child who may benefit from a guide dog in the future.) Since the program launched in 2017, **CNIB Guide Dogs has raised, trained and matched dogs in several communities across Canada.**

CNIB Guide Dogs receives accreditation from International Guide Dog Federation

CNIB Guide Dogs has officially become a member of the International Guide Dog Federation (IGDF), after receiving formal accreditation in 2022. IGDF provides internationally recognized training standards for guide dogs around the world. To become accredited, members must meet these standards and qualify 10 guide dog partnerships. This membership distinguishes CNIB Guide Dogs as an internationally recognized guide dog program - joining IGDF's other 95 stellar member organizations.





Did you know?

Our Guide Dog AdvoCamp brought **19 guide dog handlers** from across Canada to CNIB Lake Joe to learn about their rights and develop advocacy skills.

CNIB celebrates Guide Dog Access Awareness Month

CNIB is committed to ensuring that social attitudes shift to universal acceptance and appreciation for guide dogs. Guide Dog Access Awareness Month is a time to raise awareness about the rights of guide dog handlers and the rights and legal responsibilities of businesses when providing service or access to a guide dog team. **September's public awareness campaign focused on guide dogs in the workplace, reaching more than 3.6 million Canadians.**

CNIB Lake Joe pilots Buddy Dog Camp

The CNIB Buddy Dog Camp was piloted in August with children already partnered with buddy dogs and children waiting to be matched with buddy dogs. Guests enjoyed fun camp activities along with informative sessions about dog training, dog health, and grooming. Children experienced firsthand what it's like to walk with a guide dog in harness and learn from experienced guide dog handlers.



Fun Fact!

The program was inspired by a friendship between Mason (and his buddy dog) and Ollie, two young campers, that emerged during Holiday Week 2022 at CNIB Lake Joe. After witnessing Mason and Ollie's experience at camp, we wanted to offer similar opportunities for other children partnered with, or waiting for, CNIB buddy dogs.

Leading the Way

Our work wouldn't be possible without the dedicated service of our leadership volunteer team, made up of passionate board, committee, and National Youth Council members. These individuals generously give their time, talents and expertise because they believe in a limitless future for people with sight loss.

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Caleb Piche-Larocque
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Danica Frappier
Océanne Comtois
Rilind Dragoshi
Stela Trudeau
Taylor Gaudon

Thank You

Thank you to our incredible leadership volunteers who are committed to creating a Canada where everyone with sight loss can **live, learn, work, and play** without barriers. With your commitment, we are delivering innovative programs to address the needs of people of all ages as they:

- Enhance their skills, realize their goals, and **live** with confidence.
- **Learn** the knowledge, social skills, and independence to achieve their full potential in school and life.
- Get the necessary skills and resources to attain **work** ambitions, and break through barriers in the job market.
- Have fun, **play**, connect with others, and demonstrate that people with sight loss can do anything.

With your voices, we are using powerful **advocacy** to change perceptions about blindness, eliminate barriers, and transform challenges into opportunities.

**Once again, thank you
for your leadership!**

Our Leadership Team

Executive Leadership Team

CNIB's Executive Leadership Team is passionate about embracing bold dreams and building brighter futures to change what it is to be blind.

John M. Rafferty
President and Chief Executive Officer

Angela Bonfanti
Chief Operating Officer

Diane Bergeron
President, CNIB Guide Dogs

Garry Nenson
Chief Revenue Officer

Kathy Rabideau
Chief Financial Officer

Dr. Mahadeo Sukhai
Vice President, Research and International Affairs
and Chief Accessibility Officer

Maria Ash
Chief People Officer





Congratulations, Robert Froom!

Congratulations to Robert Froom, the 2022 recipient of **The Arthur Napier Magill Distinguished Service Award** – our highest public honour recognizing our passionate and dedicated volunteers.

In 1991, Robert and his late brother David attended CNIB Lake Joe for the first time, a tradition that continued for 30 years. It was an opportunity to connect, share experiences, and renew their relationship as brothers. This became the catalyst for Robert's countless hours of service in support of CNIB and CNIB Deafblind Community Services.

"Everyone has their own reason for volunteering," says Robert. "I volunteer to repay, in some small way, the enormous debt of gratitude I feel for CNIB: for the services it has provided to my brother David and for the life-changing experiences I have shared with him at CNIB Lake Joe."

Above all, Robert's most enduring impact is his passion to ensure Canadians with sight loss and their families have an opportunity to experience the magic of CNIB Lake Joe.

"When I was invited to serve on the CNIB Lake Joe Advisory Board, I gladly accepted. It was a privilege to serve on the board because I know with absolute certainty that Lake Joe breaks down barriers, empowers people and changes lives for the better," says Robert. "The person who most needs to come to CNIB Lake Joe may not even know how much they need to come."

Robert served as Chair of the CNIB Lake Joe Advisory Board from 2017 until 2022.

Our Volunteers

Active at every level of the organization, our volunteers are key to changing what it is to be blind. In the last year, more than 5,000 volunteers have contributed **110,000 hours** to help us boost participation in the world, unleash the power of technology, and drive achievement and equality. **Plus, our volunteer puppy raisers – a 24/7, 365-days-a-year commitment – contributed more than 350,000 volunteer hours.** Thank you!

Coming Together for CNIB

An evening of fine art in support of CNIB

A century of experience has taught us that turning our bold dreams into reality takes a community. Our sincere thanks to the artists, donors, guests, sponsors, and volunteers for their ongoing commitment to the **CNIB Eye Appeal Art Gala** in Victoria. **Since 1997, the event has raised \$1.9 million in support of innovative programs and powerful advocacy for more than 43,000 Vancouver Island residents living with sight loss.**



Making waves to enhance watersport programs at CNIB Lake Joe

Hosted by TV personality Joan Kelley Walker and sports broadcaster Rod Black, 200 generous donors opened their hearts and their wallets at the **Dock-to-Dock: Taste of Muskoka** event. **More than \$175,000 was raised to enhance the watersport programs at CNIB Lake Joe**, a one-of-a-kind camp for people with sight loss where children are encouraged to shine, youth are empowered to thrive, and 'kids of all ages' enjoy recreational pursuits.



Over the Edge for CNIB

Adventure-seeking individuals raised \$45,956 after rappelling 13 breathtaking stories at The Westin in Halifax as part of CNIB's Over the Edge event in support of youth and technology programs. With this support, participants have toured post-secondary campuses, learned about healthy eating and meal prep, and prepared for job applications and interviews.



Brightening the night for CNIB

CNIB Night Steps, a pledge-based walk under the stars, was held at Kinsmen Park in Edmonton in September. **Presented by the Alberta Retina Consultants**, the event raised more than \$35,000 to connect people of all ages who are blind or partially sighted with the life-changing technology they need and want and help them build the skills to capitalize on its potential. Funds raised will support the development of a CNIB SmartLife Tech Bar to showcase accessible low-tech and high-tech devices.



Experiencing the finer things to create a brighter future

CNIB ambassador Ben Mulroney hosted the CNIB Finer Things Gala in Toronto. The theme of the evening – **The Way Forward** – highlighted how CNIB aims to remove barriers wherever and whenever possible, make door-to-door journeys easier, and ensure everyone understands that children with sight loss are part of the next generation of leaders. There was a moving musical performance from CNIB ambassador Measha Brueggergosman, a Canadian opera singer and Jade Ondrik, a CNIB participant and music specialist with CNIB Lake Joe, as part of this engaging event.



Taking the plunge for CNIB

Temperatures may have been low, but spirits were high as the Thunder Bay community came together to take the plunge into the icy cold waters of Lake Superior in April. **More than \$150,000 was raised in support of community organizations, including CNIB, PRO Kids, Roots Community Food Centre, and the Thunder Bay Special Olympics.**



CNIB Guide Dogs Pup Crawl raises \$100K

More than 170 participants from coast to coast to coast joined us for the annual Pup Crawl, raising **\$105,928**. Whether it was running five kilometres, promoting the event amongst their networks, making donations, or cheering everyone from afar, these funds will help CNIB Guide Dogs raise, train and match more guide dogs across Canada.



Fundraising for CNIB Guide Dogs

Presented by Scotiabank, CNIB would like to extend a huge thank you to everyone who contributed to the success of the **CNIB Guide Dogs with Purpose** event in Regina. **It was a true community effort with corporate partners, prize donors, sponsors and individuals coming together to raise \$82,555.** With these funds, more people will be matched with guide dogs, leading to increased independence, confidence, and safety.

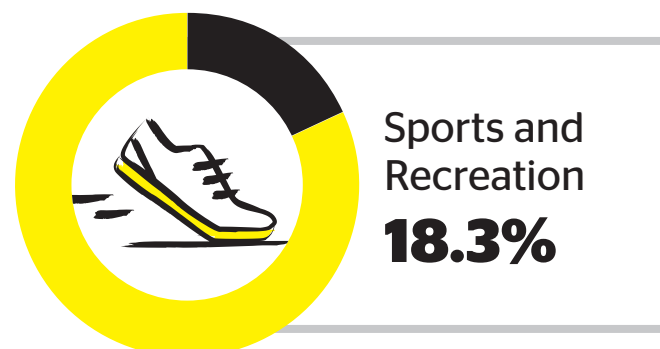
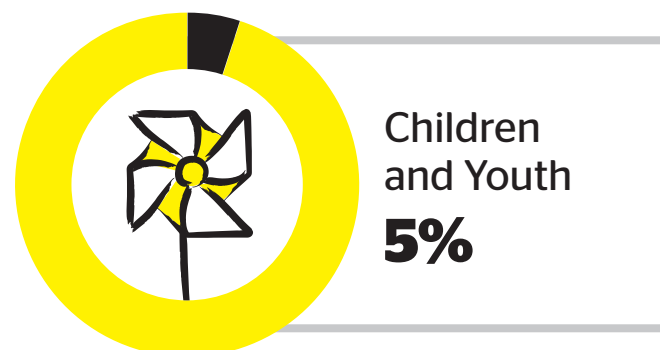
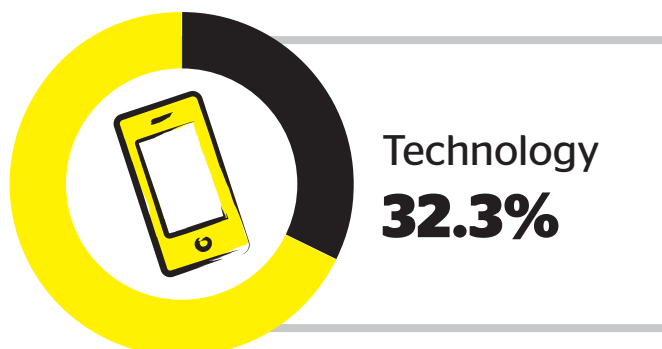
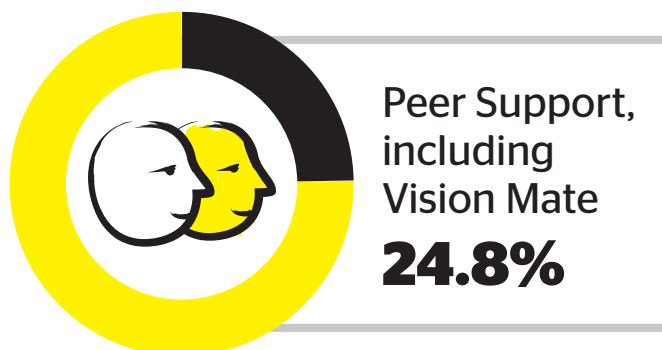
Your Dollars at Work

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 Ernst & Young LLP. CNIB is accredited by the Imagine Canada Standards Program and has met 73 standards in board governance, financial accountability and transparency, fundraising, staff management, and volunteer involvement. This accreditation is in effect from 2020 to 2025.

Last year, we invested \$46 million directly into programs for Canadians with sight loss. The financial support for these programs comes from public support (54%), government funding (10%), investments (1%), retail lottery and gaming (12%), fees for service (11%), consumer products and assistive technology sales (6%), and other revenue generation initiatives (6%).

Innovative Programs





Our Supporters

Major Gifts

We express our heartfelt gratitude to the incredible individuals, corporations, foundations, and service clubs whose unwavering support has enabled CNIB to tear down barriers and foster a culture of inclusion. These extraordinary gifts of \$5,000 or more have made a profound impact on our mission this year.

Anonymous (55)

A.W.B. Charitable Foundation

Abundance Canada

Accessible Media Inc.

Joseph W. Adair and Dorothy M. Adair Foundation

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Marjorie and Henry Hadland Fund

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Ontario Ministry of Labour, Training
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Loyal Protestant Association

La Chambre des Notaires du Quebec

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The Arcangelo Rea Family Foundation

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City of Regina

Halton Region

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Dr. Samuel S. Robinson Charitable
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City of Saskatoon – Community
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Saskatoon Community Foundation

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Scotiabank

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Solcz Family Foundation

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Ms. Louise R. Stevenson

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In memory of Akiko Takeshita

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M. Viateur Tellier

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Toronto Foundation

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Victoria Foundation

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Mrs. Lillian Willmon

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Angela M. Wong

Geoffrey and Edith Wood Charitable Fund

Mr. W. Wood

Workplace NL

Endowments: A Living Legacy

Leave a gift that spans generations when you become a part of the CNIB Endowment Program. Established in 1950 to provide sustainable programming for people impacted by blindness, the CNIB Endowment Program includes a range of endowments to support all areas of the work we do. By creating an endowment and encouraging your friends and family to contribute to it, you will help CNIB grow its important initiatives.

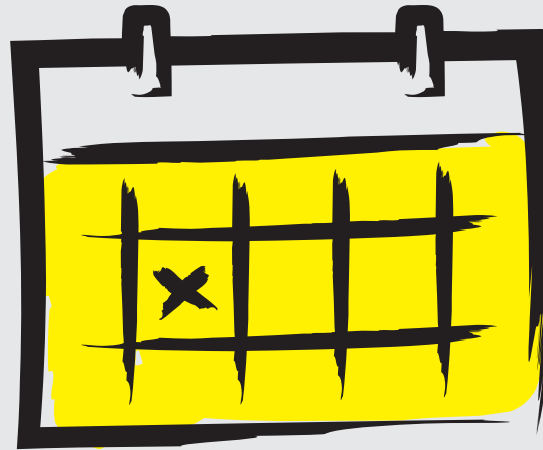
In 2022, six new endowments were created, totalling \$1.9 million.

Anonymous (3)

Joyce Family Foundation Bursary Program Fund

The Robert and Evelyn Moffat Endowment Fund

The Garnet Isabel Rook Endowment Fund



Planned giving: The way to leave a legacy

Make a profound difference in CNIB's work with a little planning.

It's easy, and we're here to help you explore donation methods that ensure your gift is tax effective while taking your family's needs into consideration. There are many different options other than a gift in your will, including a gift of life insurance, RRSP/RIFF, TFSA, guaranteed investment funds, securities, charitable remainder trusts, and charitable gift annuities.

Friends for Life

CNIB thanks the following individuals for creating legacy gifts in support of our work. We greatly appreciate our Friend for Life donors whose gifts will touch countless lives.

Anonymous (46)

Ms. Lori Allan

Ms. Janet Anderson

Howard and Delores Beck

Barb Bodnar

Mme Manon Bouthiette

Mrs. Dolores P. Brommell

Ms. Carol Carnevale

Ms. Janice Carson

Mr. Scott Cathcart

Mr. John Dickson

Miss Kathryne E. Doyle

Mrs. Jean Engholm

Ms. Eleonore Esau

Ms. Donna L. Fontaine

Mme Helene Giasson

Mr. and Mrs. Gilles

Ms. Heinrich W. Goliath

Wayne and Rosemay Hodgins

Ms. Sue Holland

Mr. Robert Jordan and
Mrs. Anna Jordan

Mr. Gary Joseph and
Mrs. Audrey Joseph

Mr. Bob Kennis

Ms. Karen E. Keough

Mrs. Margaret Kingdon

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Mr. Frank Martin and
Mrs. Karen Harris-Martin

Ms. Glynis McEvoy

Olga McLaren

Ms. Judith McTavish

Mr. and Mrs. Frank Meomartini

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Ms. Francine Monette

Donna Moore

Janet Morgan

Mr. James Murphy

Mr. Frank Murrell and
Mrs. Wendy Murrell

Vittoria Oddi

Mrs. Eleanor Payne

M. Alain Poitras

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Mr. David Richards

Mrs. Juanita Robinson

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Barry Shade

Candy Shanwalt

Mrs. Katherine Smith

Mr. Richard Sourkes

Kevin and Geraldine Steckley

Mr. Harry Sutton

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Ms. Jan Thompson

Mrs. Birute Vokey

Ms. Jane Walker

Ms. Brenda Westra

Mrs. Doris White

Dr. Jane Wilkinson

Patricia Willows

Mrs. Elisabeth Wunder

Ms. Shirley Youngman

Estate Gifts

We respectfully honour the following individuals who have left gifts to CNIB with a cumulative total of \$10,000 or more in the last year, and we extend our sincerest condolences to their families and friends.

Anonymous (4)

Estate of Agnes Eleanor Lewis
Estate of Alan McNab Graham
Estate of Alceo Peter Voulaz
Estate of Alfred Ewart Norman
Estate of Alfred Fred Muth
Estate of Alice Bruder
Estate of Alice Ethel MacInnes
Estate of Alice Hurd
Estate of Alice Potts
Estate of Alma Gratton
Estate of Alva Mildred Armstrong
Estate of Angela Louise Cornacchi
Estate of Anna Margaret Cornish
Estate of Anne Kathrine Studley
Estate of Annie M. Loggie
Estate of Arthur Lamont Strang
Estate of Athol Lillian Cherry
Estate of Audrey Aylard

Estate of Austin Sibbick
Estate of Barbara Michel
Estate of Betty Helen MacGregor
Estate of Bruce Edmund Walker
Estate of Cameron Kitching
Estate of Carol Gerber
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Estate of Carolyn Jean House
Estate of Carolyn Joyce Keen
Estate of Catherine Marguerite Naumann
Estate of Cecile Adele Hughes
Estate of Charles Edward Ferguson Spearin
Estate of Charles Edward Lord
Estate of Choon Ling Law
Estate of Daphne Sanderson
Estate of David Craig
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Estate of Dianan Karlash
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Estate of Dorothy L Amos
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Estate of Edward Charles Stolar
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Estate of Eileen Hilder
Estate of Eileen Prettyman
Estate of Elizabeth Hope Gonnason
Estate of Elizabeth Joan Williams
Estate of Ellen (Helen) Joan Kates
Estate of Ellen Evans
Estate of Eric MacNeil
Estate of Ethel Elizabeth Emma Hickling
Estate of Ethel Marie Richardson
Estate of Evelyn Dorothy Toy
Estate of Felix and Lillian Stradeski
Estate of Flora Knoske
Estate of Florence Rosetta Carter
Estate of Francis James Melvin Holick
Estate of Francis Ouellette (Foundation)
Estate of Franciscus Mario Schimmelpennik
Estate of Frank Chirico
Estate of Gabriella Schmidt
Estate of Gael Mary Debney
Estate of Gail Paseska
Estate of George Cone
Estate of George Edward Thull
Estate of Georgie Earline Walsh

Estate Gifts

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Estate of Harry Sigal
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Estate of Helen Maude Campbell
Estate of Herbert Feifer
Estate of Hilda Elizabeth Sawyer
Estate of Hubert Beresford Clinch
Estate of Hubert Pickard
Estate of Ida Denneault
Estate of Ida May Keith
Estate of Iris Torode
Estate of Jack Lucas
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Estate of Jacqueline Watson Moriyama
Estate of Janice Lynn Perrin
Estate of Janice Muriel Binkley
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Estate of Kevin Salmon
Estate of Laura Gertrude Dawe
Estate of Lilian Chekosky
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Estate of Linda Gael Blackhall

Estate of Lu-Ann Lynde
Estate of Luella Albertha McCleary
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Estate of Margaret Addie Bennett
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Estate of Margaret Jean Oldham
Estate of Margaret Mary Burton
Estate of Marie Antoinette Kaiser
Estate of Marie Varchol
Estate of Marilyn Jeanne Sonley
Estate of Marion Isobel Smith
Estate of Marion Mummery
Estate of Marlene Ella Anne Sangrett
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Estate of Sara Margaret McKee
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Estate of Sheila Doreen Fraser
Estate of Shirley Anne Blaikie
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Gerald Maurice Brawley Estate Foundation
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Gwenneth MacDonald Memorial Fund
In Memory of Barbara McCaw

In Memory of Michael Bartholomew
Elwood (Moose) Ryan and Dorais Elaine
(Uppie) Ryan
In Memory of Texearle Mowatt and Edith
Mowatt
In Memory of Wilma Vander Torre and her
mother, Marie Vander Torre
James Rattray Memorial Fund
John Thomas Adams Charitable Trust
Lee and Gladys Payne Charitable Trust
Ryckman Trust
Succession Rheal Galant
Sylvia Drop Legacy Foundation
The Donalda McKenna Charitable Trust
The Estate of the late Janne Oates
The John A. Sanderson and Family Trust



For more information, please contact:

Cindi Meyer
Director, Planned Giving
LegacyServices@cnib.ca
1-800-563-2642

Discovering The Way Forward

CNIB is an extension of the community we serve, and our work is a direct result of the needs and wants of people with sight loss across Canada. That's why we've built our new strategic plan with direction from people who are blind, partially sighted or Deafblind. In 2022, we hosted the largest consultation process in our history, reaching out to thousands of people - of all ages and from all walks of life. We travelled from coast to coast to coast and held 45 community consultations, delivered three digital surveys to thousands of people in nine languages, and made countless phone calls.

Our Commitments

With the feedback we collected, we have established our three commitments for the upcoming strategic plan:

- **Attitude Is Everything:** Increase understanding of blindness and dispel misconceptions about people who are blind, partially sighted or Deafblind.
- **Safe and Accessible Journeys:** Remove barriers and create safe, accessible door-to-door journeys for all.
- **Our Kids Will Thrive:** Give parents and children the support they need to excel in and out of the classroom.

The Way Forward is so much more than a strategic plan. It is a manifesto for the future that CNIB and the community we serve are working together to create. Although this plan will span five years, it's just the beginning. It's a glimpse into a much larger vision - with the ultimate goal of creating a completely barrier-free society for people with sight loss.

Our Outreach



Hosted
45 community consultations
(in-person and virtual) -
1,300 participants



Executed
6-week
text messaging
campaign -
6,400 responses



Deployed
3 online and phone surveys
in nine languages -
4,800 respondents



Held
focus groups
(in-person and virtual) -
125 participants

Working Together for Change

Although the world has changed dramatically for people who are blind, partially sighted and Deafblind through our latest strategic plan – **Bold Dreams, Bright Futures** – our community continues to face significant barriers in every part of their lives – from work to education to the accessibility of built environments to social inclusion, and on and on.

An integral part of our next plan – **The Way Forward** – involves engaging passionate allies who are ready and willing to join us in this work. CNIB cannot tear down these barriers alone. We need support. We need to shout our message from the rooftops and engage everyone we can – including parents of children with low vision, like-minded organizations, political representatives, our community advocates, and the general public – to stand with us.

How You Can Help

We're asking you and everyone who believes in a limitless future for people with sight loss to work with us today.



VOLUNTEER

Active at every level of our organization, volunteers are

key agents in moving CNIB's mission forward. From exciting community programs to national initiatives and leadership roles, there are so many ways to help us change what it is to be blind. For volunteer opportunities where you live, visit: cnib.ca/volunteer



ADVOCATE

To create a truly inclusive world where people with sight loss

have unlimited opportunities, we need to raise our voices and bring down barriers once and for all. By learning about the issues and joining our advocacy campaigns, you can help make tangible change in your community. To get involved and raise your voice, visit: cnib.ca/advocate



GIVE

Our work is powered by the generosity

of people from coast to coast to coast. CNIB donors help ensure we have the resources to achieve our goals and make real, lasting change. To learn how you can support CNIB, visit: cnib.ca/donate

Our Partners

As part of our **Stronger Together** commitment, CNIB works collaboratively with **Vision Loss Rehabilitation Canada** and **CNIB Deafblind Community Services** to provide holistic support to people who are blind, partially sighted or Deafblind across Canada – and join forces on the issues that matter most. We're also proud to work in cooperation with other sight loss organizations around the world to change what it is to be blind.

Stronger Together



Founded in 1918, CNIB is a non-profit organization driven to change what it is to be blind today. We deliver innovative programs and powerful advocacy that empower people impacted by blindness to live their dreams and tear down barriers to inclusion. Our work as a blind foundation is powered by a network of volunteers, donors, and partners from coast to coast to coast.



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cnib.ca

1-800-563-2642

info@cnib.ca

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