



**CNIB**

GROUP

**BOLD  
DREAMS,  
BRIGHT  
FUTURES**

**CNIB Strategic Plan 2018-22**

# 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

Empowerment

Inclusiveness

Innovation

Passion

Collaboration

Integrity

# Raising our Sights



When we talk to people impacted by blindness about what they want from life and how CNIB can help, they tell us, quite simply: “We want it all.”

And of course they do. Why? Because blindness should never be a reason to settle for less. Everyone should have an equal chance to realize their dreams, whatever they may be.

For 100 years, CNIB has played a vital role in transforming lives and society as a whole. Our last strategic plan, The Path to Change, was a game-changer in revolutionizing the health care rights of those we serve.

Now, as we launch into our second century of operation, we’re going to be even bolder in tackling the issues before us. It’s time to take all we’ve done and learned, and create the bright future Canadians impacted by blindness want, expect and deserve.

It’s time to change what it is to be blind.

Ronald J. Kruzeniski  
Chair, National Board of Directors

John M. Rafferty  
President & CEO

# A Call for Change



Today, more than 500,000 people in Canada are blind or partially sighted. Factoring in their families, friends and caregivers, sight loss touches millions more.

In 2017, through public meetings, telephone and online surveys, we spoke to more than 4,000 Canadians impacted by blindness. They told us about their experiences, needs, ambitions and what they want from CNIB.

**Here's what they said:**

## We want to work

**91%** of respondents agreed employment levels are a serious problem facing people with sight loss in Canada

### **My bold dream:**

**Ashley Hay, Saskatoon, SK**

“To own my own business full-time in the future: to sustain myself in my own right, and be viewed as just an entrepreneur - not an entrepreneur with a disability.”

### **My bold dream:**

**Chris Judge, Halifax, NS**

“That anyone who wants to work is able to work...equality must be achieved!”

# We need technology

97% of respondents with sight loss said accessible technology is important in leading an independent life

## My bold dream:

**Mark Nicol, Victoria, BC**

“That hardware, software and artificial intelligence could be brought to bear for any challenge that someone with sight loss could potentially face.”

## My bold dream:

**Khrisstina Engel, Newmarket, ON**

“To see assistive technologies provided to every blind person who needs them, regardless of price.”

# We demand equality and respect

69% of respondents with sight loss reported experiencing social stigma related to blindness

## My bold dream:

**Bob Fenton, Calgary, AB**

“That I have barrier-free access to the same goods, services and built environment at the same price and same time as everyone else.”

## My bold dream:

**Jacqueline Thom, Creston, BC**

“That all people know how to interact with someone with sight loss with no stigmas attached... Oppression would be a thing of the past.”

# Bold Dreams, Bright Futures

Through our new strategic plan, **Bold Dreams, Bright Futures**, CNIB will face these challenges head-on. We have chosen three ambitious goals that will drive our work for the next four years.

## 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.

## How we'll do it

- Empowering children to thrive developmentally and academically at every stage of their progress
- Enhancing our rehabilitation services to focus on the skills needed for job readiness and retention
- Cultivating a new generation of savvy, successful blind entrepreneurs
- Campaigning for more inclusive workplaces - and leading the way as Canada's most accessible employer

**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'll fight 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.

## How we'll do it

- Eliminating financial barriers to technology with new financing and grant programs
- Advocating to expand and modernize government funding programs for assistive devices
- Developing innovative apps, tools and training that put the latest tech knowledge at people's fingertips



**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.

## How we'll do it

- Transforming our communities into beacons of accessibility and inclusion, where people can live, work and play without barriers
- Raising our voices relentlessly to challenge stigma and support equal rights
- Making people's health care and vision loss rehabilitation journeys more seamless and supportive

# Maximize Engagement and Performance

## Strategic Success Factors

Our plans require creativity, agility and passionate commitment from every part of our organization. We'll engage our staff and volunteers, harness the full potential of our resources, and enhance our business practices so we can turn our strategic ambitions into reality.

## How we'll do it

- Empowering our workforce with the knowledge, training and tools they need to be Canada's experts on life with blindness
- Upgrading our technical systems to keep pace with our rapidly expanding programs
- Engaging volunteers, donors, government and community partners to support our mission in new and exciting ways



# Working Together for Change

To create powerful change for Canadians with sight loss, the CNIB Group is made up of three distinct organizations. Each one plays a unique role in serving our community and delivering on our strategic plan, but all are connected by an unwavering passion to change what it is to be blind today.

**VISION LOSS  
REHABILITATION**  
CANADA

**CNIB**  
**DEAFBLIND  
COMMUNITY  
SERVICES**

**CNIB**  
FOUNDATION



# Vision Loss Rehabilitation Canada

With distinct organizations in every province and territory, which are generously funded by their respective governments, Vision Loss Rehabilitation Canada provides training that enables people who are blind or partially sighted to develop or restore key daily living skills, helping enhance their independence, safety and mobility.

**Vision Loss Rehabilitation Canada's professional services vary by province, supporting people as they:**

- Understand how to use make the most of their remaining eyesight
- Build the practical skills for safe and independent everyday living
- Learn how to use mobility aids and navigate new environments
- Cope with the emotional challenges and changes sight loss brings
- Develop and thrive with sight loss in the critical early years of life

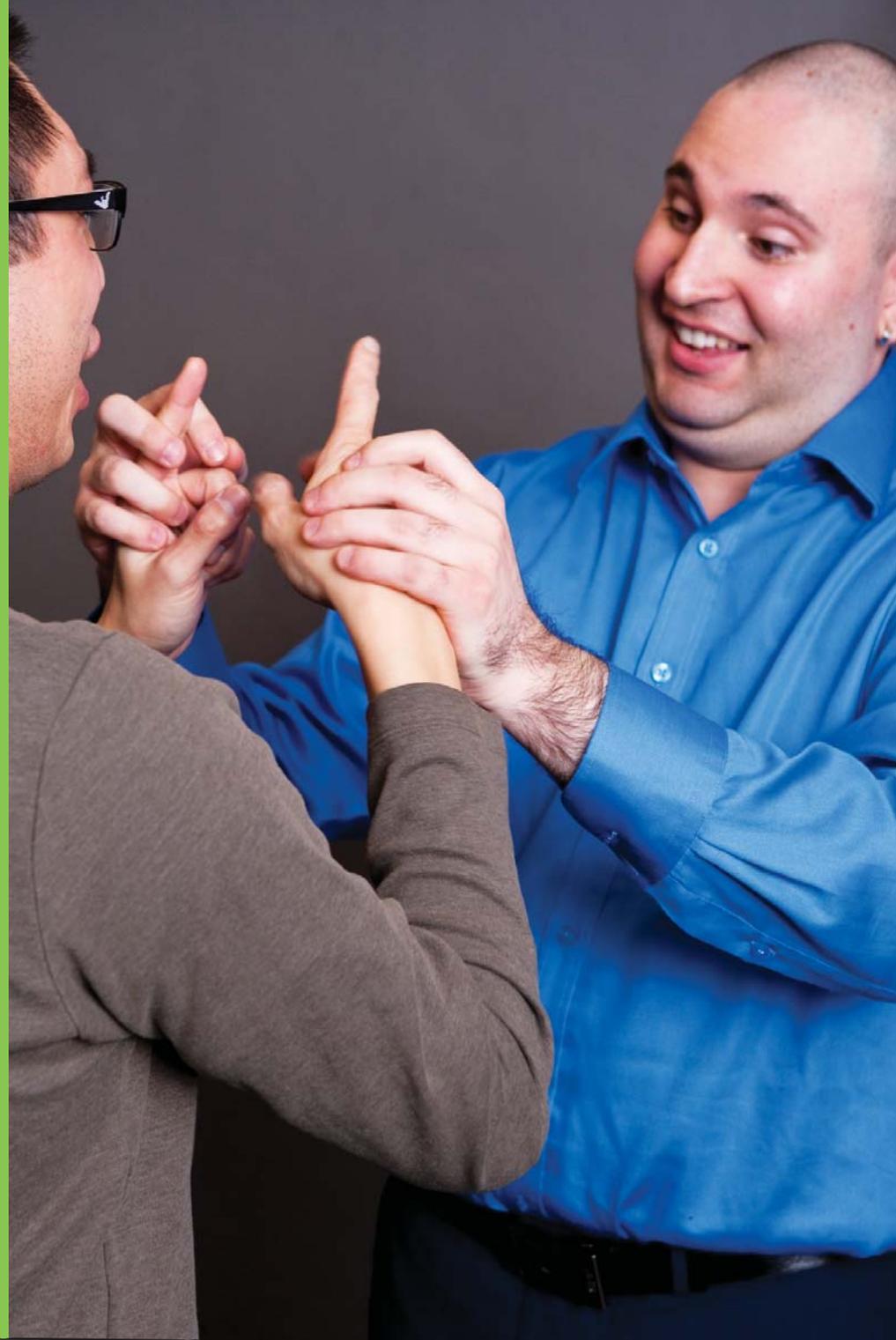


# CNIB Deafblind Community Services

Funded by the Government of Ontario, CNIB Deafblind Community Services is one of the leading providers of specialized support and emergency services for people who are Deafblind - enabling them to maximize their independence and engagement with the world around them.

**CNIB Deafblind Community Services works one-on-one and in groups with people who are Deafblind to:**

- Facilitate their communication, access and participation in all parts of life
- Provide literacy and basic skills training, tailored to their unique needs



# CNIB Foundation

Celebrating our centennial in 2018, the CNIB Foundation is a national not-for-profit organization that empowers people impacted by blindness to live the lives they choose. Funded by charitable donations and enabled by the selfless contributions of volunteers, our innovative programs and powerful advocacy drive change in communities from coast to coast to coast.

**The CNIB Foundation's wide-ranging programs address the needs of people of all ages as they:**

- Enhance their skills, realize their goals and **live** with confidence
- Have fun, **play**, connect with others and demonstrate that people with sight loss can do anything
- Get the skills and resources to attain **work** ambitions, and break through barriers in the job market
- **Learn** the knowledge, social skills and independence to achieve their full potential in school and life
- **Advocate** to change perceptions about blindness, eliminate barriers and transform challenges into opportunities



# Make the Future Bright

A century of experience has taught us that turning our bold dreams into reality takes a community. So to help us drive this ambitious strategic plan forward, we're asking you and everyone who believes in a limitless future for people with sight loss to work with us today.

## Volunteer your time and talent

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 change what it is to be blind. For volunteer opportunities where you live, visit [cnib.ca/volunteer](http://cnib.ca/volunteer).

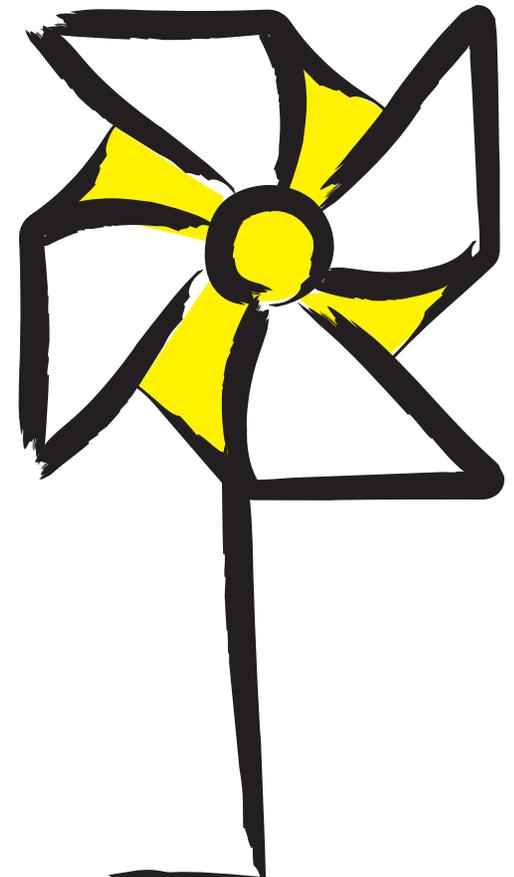
## Donate and make a difference

Our impact is powered by the generosity of Canadians from coast to coast to coast. CNIB donors help make sure we have the resources to follow through on our goals and empower those we serve to achieve theirs. To learn about the many ways you can support CNIB, visit [cnib.ca/donate](http://cnib.ca/donate).

## Learn and speak out

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.

Get the latest updates by following us on **Facebook** and **Twitter**.





# **VISION LOSS REHABILITATION**

CANADA

[visionlossrehab.ca](http://visionlossrehab.ca)

# **CNIB DEAFBLIND COMMUNITY SERVICES**

[deafblindservices.ca](http://deafblindservices.ca)



**FOUNDATION**

[cnib.ca](http://cnib.ca)

