MISSION
Promote the dignity & empowerment of people in Wisconsin who are blind and visually impaired by providing services, advocating legislation and educating the general public.

VALUES

Inclusivity
Actively seek and welcome diverse people, experiences and perspectives.

Integrity
Steward the Council’s precious human, financial and capital resources.

Uncompromising respect
Uphold the dignity and worth of all individuals and groups in how we treat each other, even in times of disagreement or conflict.

On the cover: A woman crosses the street using a white cane. A man’s hand holds large print playing cards. A woman sits in front of a keyboard and phone.
Alone we can do so little; together we can do so much.

Since our founding in 1952, Helen Keller’s sentiments powerfully illustrate the commitment to collaboration of the Wisconsin Council of the Blind & Visually Impaired to fulfill our mission. Our predecessors worked to unite several groups serving the blind community, knowing that together they formed a stronger voice.

Thank you to our donors and volunteers, who give time, talent and financial generosity to stand with us as we work diligently and passionately to fulfill the Council’s mission.

In 2018, the Council continued to nurture our long-standing relationships with Lions Clubs, state agencies, nonprofits and peer-led low vision support groups. We were at health fairs, senior communities and conferences. We continued sharing Council-created toolkits with veterans, families and business owners. We co-hosted “Dining in the Dark” experiences to build awareness and bridges of understanding.

It was also a year to foster new relationships. We:
- Discussed the importance of the White Cane Law with drivers education instructors.
- Presented to regional planners about creating accessible communities for all and worked with traffic engineers and elected officials to install accessible pedestrian signals in communities.
- Served on coalitions alongside people with other disabilities, environmental, anti-poverty and aging groups to combine our talent, resources and energies to move forward on voting, transportation and employment access.
- Partnered with Madison Audubon Society to offer the area's first Birding by Ear program.

Among these differing groups, we continually marvel at our commonalities and the potential we bring when we work together.

FROM THE CEO & BOARD CHAIR

Denise Jess
CEO/Executive Director

Chris Richmond
Chair

by the numbers

423 white canes provided free of charge

1,392 unique customers (704 in-store)

737 items carried
ADVOCACY

JAN: WI DISABILITY VOTE COALITION
In 2018, the Council joined the Wisconsin Disability Vote Coalition. This group promotes equitable access to voting for people with disabilities. The coalition provides feedback to the Wisconsin Elections Commission. By partnering with groups in the wider disability community, the Council helps make the voting process better for everyone—not just those with visual impairments. Other members of the Wisconsin Disability Vote Coalition are Disability Rights Wisconsin and the Board for People with Developmental Disabilities.

APRIL: LEGISLATIVE DAY
Connection, advocacy and empowerment. Legislative Day attendees expressed the invaluable experiences they had during this year’s event at the Wisconsin State Capitol.

JAN: WI DISABILITY VOTE COALITION
APRIL: LEGISLATIVE DAY

ACCESSIBLE PEDESTRIAN SIGNALS
Accessible pedestrian signals (APS) provide an audible indication at the intersection to people who wish to cross the street. With the push of a button, they will hear an announcement that the walk light is on. (It is up to the individual to judge whether it is safe to cross the street, as not all cars obey traffic lights.)

The number of APS varies from city to city, depending on the accessibility-mindedness of city officials and advocacy done by people who are blind or visually impaired living in those regions. In most cases, community officials want to hear from an individual who would be directly impacted by the installation of an APS.

In 2018, three Wisconsin residents who are visually impaired recognized a need for APS’s in their communities. Penny Happli of Rib Mountain, Joseph Smet of Fond du Lac, and Denise Jess of Madison, are celebrating the success of their individual 2018 APS installation requests. The Council partnered with these individuals on advocacy guidance.

“Throughout the advocacy process, I learned how important collaboration is to getting things done,” says Penny Happli. “I contacted the Council when I wanted advice. This kept the first ‘no’ I got from being the final ‘no.’”

“Like Legislative Day because it gives me interaction with my peers and blind people who have different perspectives. It’s also great getting face-to-face contact with senators and assembly-persons. It’s so important today that we be here and tell them what we need.”

- John Foulks, Council Board, Fond du Lac

JAN: WI DISABILITY VOTE COALITION
APRIL: LEGISLATIVE DAY

OCT: WHITE CANE SAFETY DAY
Highlights:
• Governor Scott Walker proclaimed October 15 as White Canes Safety Day in Wisconsin.
• Five citywide proclamations: Janesville, La Crosse, Milwaukee, Stevens Point and West Allis.
• A presentation to hundreds of drivers education instructors.
• A Dept. of Transportation enewsletter article and social media post about the importance of the White Cane Law.

OCT: COALITION FOR MORE RESPONSIBLE TRANSPORTATION
The Coalition consists of 25 organizations working to ensure taxpayer-funded transportation is used responsibly. Having equal and affordable access to transportation, particularly in rural communities and across county lines is vital so all residents can live and thrive. The coalition released a collaborative report examining the effectiveness and equitability of transportation. The Council incorporated the experiences of people with visual impairments.

WCBlind.org • 800-783-5213
APRIL: OPEN HOUSE

More than forty people attended the Vision Services Open House, including residents of a local retirement community, eye doctors, DVR counselors and vision rehabilitation professionals. The open house allowed people to learn about Council products and services. William Wheeler attended the open house with his wife, Courtney, who is blind.

“We’ve always talked about coming here. When my wife found out about the open house, it seemed like the perfect opportunity to see what the Council is all about.”

APRIL: GRAND ROUNDS

It can be 3 to 5 years before someone seeks vision services to learn adaptive techniques. Through a partnership between the Council, Vision Forward in Milwaukee and the UW-Madison Department of Ophthalmology and Visual Sciences, we are working to shorten that time. Vision Services staff and Vision Forward spoke at Grand Rounds, giving a presentation titled, “After The Eye Exam” to increase timely referrals to vision services.

INCREASED REFERRALS FROM EYE CARE PROFESSIONALS

In 2018, Council staff served more people with changing vision thanks to an increase in referrals from eye doctors for our vision rehabilitation services, which include low vision evaluations, in-home rehabilitation visits and assistive technology training. Referrals come through optometrists and ophthalmologists within Dane County, including UW Health, SSM Health Davis Duehr Dean Eye Care and UnityPoint Health Meriter. We empower people by helping them understand how to use existing vision and how to utilize assistive technology and adaptive products.

VISION SERVICES

INCREASED REFERRALS FROM EYE CARE PROFESSIONALS

In 2018, Council staff served more people with changing vision thanks to an increase in referrals from eye doctors for our vision rehabilitation services, which include low vision evaluations, in-home rehabilitation visits and assistive technology training. Referrals come through optometrists and ophthalmologists within Dane County, including UW Health, SSM Health Davis Duehr Dean Eye Care and UnityPoint Health Meriter. We empower people by helping them understand how to use existing vision and how to utilize assistive technology and adaptive products.
EDUCATION

COUNCIL WEBINARS
Throughout the year, Council webinars enable people to learn about products and resources in their own home. 2018 webinars included Birding by Ear, accessible voting, and store products. In June, the Council and Madison Audubon Society partnered on an innovative webinar and outdoor program titled “Birding by Ear”. The program aligned people with and without visual impairment the opportunity to learn bird sounds and practice birding without seeing the birds.

MARCH: MMSD OPEN HOUSE
Madison Metropolitan School District students, families, and staff came to the Council for an open house to try ARIA Glasses, OrCam Glasses, and other assistive technology, like ZoomText Fusion software. Voting officials from the Wisconsin State Elections Commission and City Clerk’s Office showed students how to use the ExpressVote accessible voting machine. Students prepared food using Sharper Vision Store products and played braille and large print board games.

“A My favorite thing was playing Uno with the braille playing cards,” says Michael McComb, a student at Badger Rock Middle School who is visually impaired. It was my first time playing with braille cards and it was fun to be able to play with my brother.”

Michael’s brother, Tre McComb says, “I didn’t know a lot of the adaptive kitchen equipment existed. It’s cool that Michael will be able to use things like that to make cooking easier.”

For Mikyla Mobley, the open house served as a networking opportunity and a way to learn about funding for college. She applied for a scholarship program while at the open house and was awarded a $2,000 scholarship from the Council in 2018.

AUG: LOW VISION FAIR
The annual Low Vision Fair was held in Manitowoc. The event opens the door for people to discover the rich resources in their community. Charles attended a Low Vision Fair for the first time in 2018. “I started losing my vision ten months ago, and had no idea of all the resources available,” he says. “At the fair, I was able to purchase magnifiers, get information about services that can help me, and talk to people who understand what it is like to lose vision. I can no longer drive, so I appreciated that Council staff came to Manitowoc so I didn’t have to figure out how to get to Madison. I feel a lot more empowered as I go through this big change in my life.”

OCT: GALLERY NIGHT
The Council’s participation in Gallery Night each year invites community members into the Council’s office. The event featured five artists who are blind or visually impaired to show their art. An artist talk provided the opportunity for artists to discuss their creative spark and meet attendees. Gallery Night is a community-wide event in Madison with more than 70 other venues across the city.

OCT: MACULAR DEGENERATION SYMPOSIUM
The Council partnered with UW Department of Ophthalmology and Visual Sciences and UW Health for the Macular Degeneration Symposium. Over 420 people attended to learn about the latest research and treatments for macular degeneration. The event took place at the Alliant Energy Center in Madison.

- 96% of attendees plan to come in 2020
- 96% of attendees will discuss what they learned with family and friends
- 86% feel better about their (or a loved one’s) macular degeneration

After attending the Symposium, Bob Brooks reached out to schedule a low vision evaluation at the Council.

“(Amy) gave me many ideas of how I can accomplish tasks as my AMD progresses. I feel more prepared now that I went to the Symposium and visited the Council.”

Educational presentations to 2,655 people

WCBlind.org • 800-783-5213
DONORS

These Friends of the Council contributed $500 or more in 2018

Carol Adams
Anonymous
Priscilla and Anthony Beadell
Shirley Carlson
Richard and Tracy Clark
Gerald and Betty Fuller
Nona Graves and Dennis Ameden
Greenville Lioness Club
Loretta Himmelsbach
Rosemary Himmelsbach
Jean Kalscheur
Peter Kaufman
Candice Koehn
John and Terry Ladwig
Anonymous
Beverly Lampe
Marvin Levy
Barbara Lockwood
Lomira Lions Club
Constance Malak
Newton Lions Club
Anonymous
Tracy Schoenrock
Margaret Schwoegler
Karen Steffen
Kimberly Stephen, MD
Marvin Streflow
TelecomPioneers
Catherine Tesar
Audrey Uber
Unity of Madison
Waukesha County Community

Adaptive Technology Resources
Amazon Smile Foundation
Associated Bank
Benevity Community Impact Fund
Charities’ on the Main
Clear Vision Midwest
Enhanced Vision
Fox Communities Credit Union
Howard Frankenthal Family Foundation
GingRoozat Asian Grille
Greater Milwaukee Foundation
- Carl & Alma S. Greilach Fund
- William R. & Lois J. Phillips Fund
Illinois Tool Works
Industries for the Blind & Visually Impaired
Anonymous
Kaytee Wild Bird Marketing Dept
Kohl Philanthropies
Liberty Mutual Foundation
Madison Gas & Electric Foundation
Mattingly Low Vision
Oakwood Lutheran Senior Ministries

PayPal Giving Fund
Racine Community Foundation
- John and Gladys Franco Fund for the Visually Impaired
Anonymous
Sub-Zero Wolf Foundation
Thrivent Financial
Vanda Pharmaceuticals
Vignette Dining Club
The Vogel Foundation
WEA Trust
White Cane Day Celebration
Xcel Energy Foundation

Legacy Circle
Robert and Carolyn Arndt
Helen Bewick
Kathleen Brockman
Ray Cubberly
Anonymous
Loretta Himmelsbach
Anonymous
Steven Johnson
Marjean Kuschel
Esther Lovelace
Stan Nelson
Anonymous
Arnold & Alice Tucker
Scott & Beverly Verhage
Chris & Theresa Zenchko
We gratefully received bequests from:
Frederick Amerell
Hubert and Joyce Anderson
Marcella Culp
Emil Hunkel
Claremont Jackman
Gloria Ristow
Mayme and Virgil Solberg
Annette Stoddard Freeman
Kenneth A. Wilke

White Cane Circle

Dennis Ameden
Deen Amusa
Steve and Susan Baudo
Kathy Brockman
Katherine Corbett
Sue Cowan
Claire Dick
James and Karen Fletcher
Patricia Gibson
Rosemary Goodrich
Nona Graves
Thomas Houtevelde
Denise Jess
Scott and Brenda Johnson
Rajnish Kapur family
Jean Loichinger
Constance Malak
Betty Rackow
Chris Richmond
Patty Slaby
Margaret Sommers
Rhonda Staats
Karen Steffen
Eunice Wagner

We gratefully received bequests from:

We gratefully received bequests from:

The Council is supported by nearly a thousand donors who give generously throughout the year. All donor names are listed at WCBlind.org. The Fund Development Committee voted to establish a recognition club for donors who contribute every month. Named the White Cane Circle, this group of individuals provides a reliable source of income throughout the year.

Bill and Betty are two generous monthly donors. Betty writes, “I want to take this opportunity to commend the Council for all that you do in the store and other places for a job well done! My husband and I are truly grateful. We plan to keep giving to the Council!”

1,483 volunteer hours

Lori and Mark Werbeckes
Donald Whitman
Franklin Wilson
John and Roslyn Zeltins
Wayne and Beulah Zoutendam

WCBlind.org • 800-783-5213

White Cane Circle
How to Act & Talk When You Encounter Someone with Vision Loss

Ask First: "Would you like some help?" If yes, ask, "What is the best way I can help you right now?" If no, accept the person does not need help.

Say “Hi!”
People with low vision may not recognize your voice. Introduce yourself when you walk into a room.

Do not pet or distract a service dog. Distracting them makes them less effective and can put their owners in danger.

Do not speak on someone’s behalf. Despite good intentions, speaking on behalf of anyone who is capable of speaking for themselves can be frustrating.

Speak normally. There is no need to increase the volume of your voice or change the tone of your voice.

Use person-first language. Blindness is a physical attribute, not a personality trait.

Keep people involved. Sighted people rely on visual cues when interacting with others. Allow people to be an equal participant in social settings by describing what happened visually.

Provide clear and concise information. Use Right and Left instead of Here and There.

Request copies of this etiquette guide by contacting info@WCBlind.org.

Sources: Perkins School for the Blind, Industries for the Blind & Visually Impaired.

2018 TOTAL REVENUE

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>$178,981</td>
</tr>
<tr>
<td>Low Vision Fees</td>
<td>$43,610</td>
</tr>
<tr>
<td>Rent &amp; Misc.</td>
<td>$21,839</td>
</tr>
<tr>
<td>Contributions &amp; Grants</td>
<td>$291,240</td>
</tr>
<tr>
<td>Bequests</td>
<td>$830,807</td>
</tr>
<tr>
<td>Investments</td>
<td>($243,688)</td>
</tr>
<tr>
<td>Support from Endowments</td>
<td>$109,476</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$1,122,789</strong></td>
</tr>
</tbody>
</table>

2018 TOTAL EXPENSES

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Vision Services</td>
<td>$570,524</td>
</tr>
<tr>
<td>Community Education</td>
<td>$373,767</td>
</tr>
<tr>
<td>Fund Development</td>
<td>$135,558</td>
</tr>
<tr>
<td>Management &amp; General</td>
<td>$152,416</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$1,232,265</strong></td>
</tr>
</tbody>
</table>