We have a different kind of vision.
2017 HIGHLIGHTS

5,000+ people throughout the 27 counties we serve accessed our services and programs last year.

Our Low Vision Clinic added a Mobile Low Vision Clinic, thanks to VSP Global. We can now take our clinic on the road, providing eye care to those who lack transportation to access our care.

Our NEW CareersPLUS program for teens and adults served 350 participants.

Access News, our Telephone Reader Program, now has 2,000+ listeners and celebrated its 20th anniversary.

Volunteers provided nearly 15,000 hours of service for Society.

There is a bright future for people with vision loss.

Thank you for making 2017 another remarkable year for Society for the Blind! As you will read, our clients do not regard blindness and low vision as barriers to living life to its fullest. At Society for the Blind, we have a different kind of vision – one that embraces vision loss as a challenge. Using non-visual techniques and assistive technology, our clients are achieving their personal and professional goals – from going to college, to landing a dream job, to completing a marathon.

Our ongoing goal is to continue investing in our programs and services to meet the growing demand while keeping our core mission support costs at a prudent level. Society for the Blind is stronger than ever. We are nearing the close of our Vision 2020 Campaign, which will provide funding for expanding existing services and new programs. Plans are underway to establish an endowment and complete construction of the remaining 5,000 square feet of space in our building.

We are excited about the future and we appreciate your support and participation in making Society for the Blind a regional center of excellence for people living with low vision and blindness.

Sincerely,

Dawn Cornelius, Board President

Shari Roeseler, Executive Director
Kendra has a new vision for her career.

Our client, Kendra Connelly, was featured in the Sacramento Observer this summer as she works to achieve her career goals with almost no sight. She had her first eye surgery for congenital glaucoma when she was three and a half months old. Now age 29, Kendra has lost almost all of her vision despite countless eye surgeries.

“It was so difficult because I had no idea how to handle blindness,” she said. “Before that, even with limited vision, I was driving, working full-time and going to school for occupational therapy. After I lost most of my vision, I thought my life was over.”

She began the hard work of rebuilding her life at Society for the Blind. She continues to take classes here and has been interning with the California Commission on Disability Access. Her goal is to secure a job helping other people with disabilities.

Your gifts helped move our vision forward.

<table>
<thead>
<tr>
<th>2017 Revenue</th>
<th>2017 Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fundraising</strong></td>
<td><strong>Programs</strong></td>
</tr>
<tr>
<td>$1,954,997 (69%)</td>
<td>$1,866,573 (84%)</td>
</tr>
<tr>
<td><strong>Low Vision Clinic</strong></td>
<td><strong>Core Mission Support</strong></td>
</tr>
<tr>
<td>Products &amp; Services</td>
<td>$186,405 (9%)</td>
</tr>
<tr>
<td>$185,827 (6%)</td>
<td><strong>Fundraising</strong></td>
</tr>
<tr>
<td><strong>Program Fees</strong></td>
<td>$161,028 (7%)</td>
</tr>
<tr>
<td>$614,520 (22%)</td>
<td><strong>Total</strong></td>
</tr>
<tr>
<td><strong>Store</strong></td>
<td>$55,399 (2%)</td>
</tr>
<tr>
<td>$55,399 (2%)</td>
<td>Total:</td>
</tr>
<tr>
<td><strong>Other Revenue</strong></td>
<td>$22,627 (1%)</td>
</tr>
<tr>
<td>$22,627 (1%)</td>
<td>$2,214,006</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td></td>
</tr>
<tr>
<td>$2,833,370</td>
<td></td>
</tr>
</tbody>
</table>

We are committed to being a financially stable and responsible organization. By stewarding our resources well, we are able to be responsive to the needs of people living with low vision or blindness. We are especially grateful for the philanthropic support of the community which makes it possible for Society for the Blind to serve 27 counties in northern California.
Our Vision 2020 Campaign: Foresight can be 20/20.

We are profoundly grateful to those of you who have chosen to join our vision by donating to our Vision 2020 Campaign.

There are 100,000 people with vision loss in our region, but we are working at capacity serving more than 5,000 children, adults and seniors each year. Our Vision 2020 Campaign is ensuring we can grow to meet the rising need for low vision and blindness services throughout Northern California.

Together, we have already raised more than $3 million toward our goal to:

- Help seniors stay independent
- Empower all clients through education and training
- Fund the future today through an endowment
- Expand our Low Vision Clinic
- Complete our training center and upgrade technology

We are now in the final phase of our campaign to complete our training center!

NEW Training Center Coming Soon!

Join Vision 2020!

Your gift to our Vision 2020 Campaign will ensure we reach our goal. To make a gift, visit SocietyfortheBlind.org or contact Shari Roeseler, Executive Director, at sroeseler@societyfortheblind.org or (916) 889-7515.
Join our vision!

Make sure everyone with vision loss in our community can discover, develop and achieve their full potential.

Your gift to our Annual Fund provides hope for people with vision loss

- Give online at SocietyfortheBlind.org
- Set up monthly donations
- Give in honor or in memory
- Ask your company to match gifts
- Donate a car, truck, boat or RV – (800) 269-6814
- Donate stocks, bonds, mutual funds, property or life insurance
- Give through your workplace or via United Way (Agency #3233)
- Designate us when you shop using Amazon Smile
- Create a Facebook Fundraiser for Society

“Both my brother and I are legally blind. Services like those at Society for the Blind made it possible for me to become a Doctor of Chiropractic Medicine, and have a wonderful career as a Chiropractor here in Sacramento. I want to ensure that Society’s services are available for generations to come and that is why I made a planned gift to Society for the Blind.”
- Dr. Paul Peterson, Board Member

If you have included Society for the Blind in your estate plan or would like more information, contact Lina Lloyd, Director of Development, at llloyd@societyfortheblind.org or (916) 889-7517.
In Loving Memory

Our dear colleague and friend, Kevin McGrath, passed away unexpectedly on July 3, 2018. Kevin was a devoted instructor in our Senior IMPACT Project. He was a mentor to many of our current staff and a beloved teacher to hundreds of clients whose lives he touched over the eight years he worked at Society for the Blind. For all of us, he was a role model on how to live life to the fullest with vision loss. He would greet folks in the hallways with a hearty “How ya doin’?” His co-workers in the senior program remembered his love of cookies and his knack for rhymes and singing songs to help clients remember the lesson. Kevin is survived by his wife, Denise, and three sons and their families. Until we meet again, you remain always in our hearts, Kevin.

Thank you!

Two-thirds of our fundraising comes from people like you in the community. You help make our vision a reality and ensure we are able to empower the rising number of people with vision challenges.