Building a Foundation for Braille Literacy
Mission Statement The guiding purposes of National Braille Press are to promote the literacy of blind children through braille and to enable blind people to participate better in their work, family, and civic affairs through information.
For all our financial and programmatic success this year, our greatest accomplishment for the long term came from our Strategic Planning Committee, which mapped out five strategic goals adopted by our board of trustees in March.

They are:

- to aggressively grow our delivery of braille schoolbooks and tests, so that no primary or secondary school student will be deprived of braille reading materials in their studies;
- to expand our relationship with families and teachers, providing them with a continuous flow of materials to stimulate reading, to assure that all children for whom braille is an appropriate medium will have full opportunity to obtain the lifelong benefits and joy of reading;
- to further develop our business-to-business brailling services to enable other organizations to communicate with their braille-reading constituents, while contributing to our financial strength;
- to become a major player in the production and marketing of tactile graphics, stimulating strong graphic literacy in the new generation of braille readers; and
- to increase our focus on one of our greatest strengths: the publication of original works addressing issues in the lives of blind people, such as access to computer and telecommunications technology, and general lifelong learning subjects.

Our staff is now steadily at work planning and taking the actions that will, over the next few years, turn these goals into reality.

In recent years, we have become increasingly dependent upon philanthropic support, in order to accelerate expansion into new services like ReadBooks! Because Braille Matters. To fulfill our above strategic goals, we will be increasingly reliant on such charitable support. We close, therefore, by expressing our most deep appreciation for all of the support given and the hope that you share in our pride in what we are doing and where we are going.

William M. Raeder  
President

Paul V. McLaughlin  
Chair, Board of Trustees
I am reading a chapter book at school, and I read every day. I like to read at school. And I like to read with my mom and dad. Sometimes I like to read all by myself because my mom and dad distract me. So I think I’d like to find spaces to hide in. Then I can read all by myself. I have never actually hidden, but I’m going to start tomorrow.

On my next birthday I’m going to have a Harry Potter party. I’ve been listening to the books with my mom and dad. I’m not scared, and I’m going to read them myself when I’m bigger.

I have a loose tooth in my mouth. I’m going to ask my teacher to pull it out tomorrow. I start Kindergarten in August. I’m not too excited about it because I’m more excited about my loose tooth.

Sophia, California
The best thing I love is playing with my friends at the playground at preschool. We have secret meetings and do secret things. We talk and talk and talk.

Helen, Sophia’s mother
Our daughter’s five, and she loves stories.
Right now, she really loves to be read to, and it might be easy to get sucked into the misguided idea that listening is a good enough option for her, as a blind child. But, it’s not. She’s a smart kid, and reading and writing are as fundamental to her as they are to anyone else, and not just because they’re necessities. We’ve been listening to Harry Potter on CD, and it’s great fun for all of us. You Hogwarts aficionados out there all know that Harry Potter is in Gryffindor. That’s because you read the book. If you listened to it, you might think Harry was in Griffender, as my daughter did before one of our long discussions about the story. The right spelling has that “ye olde” feel. The wrong one might as well put Harry next door to the Brady Bunch. Reading lets us taste the full flavor of words. I want that for my daughter.

“Reading lets us taste the full flavor of words. I want that for my daughter.”

National Braille Press helps make that possible, and I don’t know what we would do without them. Amy Ruell [National Program Manager for the ReadBooks! program], especially, has been wonderful. You might not think much about a grocery list, but she reminded me to think about it: “put the Perkins in the kitchen,” she said. (That’s a braille typewriter.) Now it’s my daughter’s job to help keep the grocery list going. I didn’t mind a bit when the very first item she typed was “candy.” Thanks in part to the National Braille Press, my daughter is becoming her own best teacher. She’s learning to read and write. I know she’ll grow up with a love of books, stories, language, and literary adventure. Through that, she’ll see it all.
I’ll never forget my first introduction to National Braille Press. I had graduated from college, was heading into the workplace, and the Press had just launched its compilation of editorial opinions called *Syndicated Columnists Weekly*.

**Here was a collection of columnists**—George Will, Ellen Goodman, Jeanne Kirkpatrick, and the like—I had heard of but didn’t get to read unless someone read them to me. I love to debate politics and, with *Syndicated Columnists Weekly*, I could now be an active participant in the political and ideological intrigue of the 1980s and the Reagan years. In fact, I still remember with fondness and a chuckle Lou Cannon’s collection of “Reaganisms”.

Like most kids, I first started learning to read in kindergarten or first grade, and I have strong memories of carrying braille books around on the playground at school. I attended the New York State School for the Blind in Batavia, where braille was a natural part of my learning environment. I remember my mom learning enough braille so that she could write out a few storybooks for summer reading. Later on, my wife learned enough braille for us to write letters while we were dating.

By the time I was married and had children of my own, National Braille Press had started its Children’s Braille Book Club and I appreciated the great variety of books to read with my kids. I especially loved making up voices for the characters and kind of acting out the books. I know my children enjoyed the full-color books with braille inserts that we read together, and I loved the thoughtful picture descriptions included on the braille pages so that I could follow what my kids were looking at. These details are a hallmark of National Braille Press’s work, and it really makes a difference when kids and parents are reading alongside.

I’m passionate about the independence that braille provides, and I’m also passionate about staying current on the latest technology. Both passions have been stoked by National Braille Press, which has come out with a whole series of publications on computers and software shortcuts over the last twenty years at the critical juncture when technology has been changing everyone’s lives. I think many readers of NBP’s technology books are probably more technologically adept than their sighted peers. The best of all worlds is having access to portable electronic braille devices and paper braille books and magazines, so that I can have braille at my fingertips whenever I need it. I cannot imagine how I would work and enjoy the things I do without braille.
“In the first few weeks of 1809, three baby boys were born who changed the course of history: Abraham Lincoln, sixteenth President of the United States; Charles Darwin, British father of the theory of evolution; and Louis Braille, the French inventor of a means of literacy for blind people worldwide. Unlike Lincoln and Darwin, Braille’s genius is little known outside his native land, except among those who have been touched by his gift of literacy.”

Excerpt from Chapter One

“When my frustration level at a computer problem forced a break I took up the [Louis Braille] book and haven’t been able to lay it down. It is wonderful! So beautifully done and so full of informative text and illustrations I learned much about the life and personality of Louis and of the origins of braille of which I only had an inkling, such as its military precursor and Braille’s dot-matrix invention.”

Robert W. Mann, Sc.D.
Whitaker Professor Emeritus
Massachusetts Institute of Technology
Thank you!

Lead support for this book and for the Touch of Genius Prize for Innovation has come from The Gibney Family Foundation.

A hallmark of The Gibney Family Foundation’s funding practices is their insistence that the initial project they are funding will lead to something more. This is what they originally saw in our Louis Braille biography: an opportunity to share with the world a story of invention nearly two centuries old, in a way that might inspire the next generation of innovation. As Frank Gibney, CEO of The Gibney Family Foundation, has stated, “I can’t tell you how much I look forward to meeting the next Louis Braille.” We are proud to have inspired The Gibney Family Foundation’s lead support for the publication of this biography, and we look forward to working with them closely on the upcoming launch of our Touch of Genius Prize for Innovation.

“As I read the pages (of the Louis Braille book) the genius of this man was uncovered. I am amazed by what he was able to accomplish at such a young age: making letters, numbers, and notes/music available to the blind. While you have mentioned... how important literacy is to a blind person, being sighted I don’t think I ever really appreciated what you were saying. Living in our time with all the technology—recorded material, talking computers, etc.—perhaps actually reading seemed less important. After reading this book, literacy, for all, has a new meaning for me.”

Marjorie Bladd
Lexington, MA

Substantial support was also graciously given by the E. Matilda Ziegler Foundation for the Blind.

The E. Matilda Ziegler Foundation for the Blind has worked tirelessly over the decades to ensure that braille literacy and other important tools for blind people are financially supported. Numerous programs at National Braille Press have directly benefited from the generosity of the trustees from year to year. We are particularly honored that this Louis Braille biography received such consistent and generous underwriting from the early stages of its conception. At each step of the project, the Foundation has been receptive to new, highlighted needs, understanding at various times the importance of thorough research, the value of professional illustrations, and the need for vigorous outreach. We know that we could not have completed this project without the Foundation’s ongoing support.
The Amgen Foundation recently provided a grant to support our efforts to promote science literacy for blind children. National Braille Press provides science books and textbooks to blind children at every phase in their development—from board books such as *Quiet Loud* that help children learn about the sounds in their environment to our flagship children’s science book *Touch the Stars* which incorporates tactile graphics technology to enhance blind children’s understanding of astronomy.

The Amgen Foundation is committed to advancing science education. “The Foundation is proud to partner with National Braille Press to support programs that bring the excitement of the sciences and the promise of education to students across the country”, said Jean J. Lim, president of the Amgen Foundation. With help from supporters such as the Amgen Foundation, the Press hopes to instill in blind children an early interest in science to counteract the barriers, real and perceived, to learning science.

Geerat J. Vermeij, renowned blind marine biologist and Professor at University of California at Davis, remarks:

 Implicitly or otherwise, the educational system has diminished expectations of the blind. If science is hard for me, a sighted adult might reason, it must be doubly hard for a blind person; therefore let’s go easy on that person so as not to hurt self-confidence or to enhance a sense of inferiority. But with that relaxed attitude we are withholding the most powerful method yet devised to comprehend the world, to explain and make sense of our surroundings. Not least we are depriving the student of a profound source of intense pleasure and accomplishment.
National Basketball Association’s Read to Achieve Program

The National Basketball Association and National Braille Press have partnered together to promote the importance of braille literacy for blind children since 2004. Too often blind children are left out of the literacy equation in our society by not getting braille instruction in school or by not getting books and educational materials in braille. Yet if blind children learn to read braille, they can be just as successful as their sighted peers.

“The NBA is proud to promote literacy for sighted and blind children through our NBA Cares Read to Achieve program,” said Kathy Behrens, SVP for Community and Player Programs. “All children should be given the encouragement and the opportunity to become life-long readers and to feel the joy in developing a love of reading.” Almost 50 million children have been touched by the NBA Cares Read to Achieve program, and now the NBA has hosted several braille reading events with teams across the country. This educational outreach initiative is helping to eliminate stereotypes and inspire sighted people to appreciate what blind children can do if they learn to read. Each team puts its own special imprint on their literacy experience as the players read from print/braille books provided by National Braille Press. Teams that have participated include the Boston Celtics, who spearheaded this effort, the Denver Nuggets, the Golden State Warriors, the Philadelphia 76ers, the Atlanta Hawks, and the NBA All-Stars Team.

Lions Club, District 33K

For several years, the Lions and Leos of District 33K in Massachusetts have worked diligently to promote braille literacy for blind people. They have focused on creating literacy opportunities for children by raising money for braille books and by providing volunteer service in the production of these books.

National Braille Press’s partnership with the District 33K began in 2003; since then they have raised funds to produce the children’s storybook Mole Music, the toddler book Animal Kisses, and the Nemeth Reference Chart, which is a large-print instructional guide for teachers that assists them in teaching the braille code for math and science notation.

The 33K Lions and Leos have also lent a hand with the direct production of braille books. Children’s books begin as print editions, to which braille pages are added or braille stickers are applied. Because of the delicate nature of braille pages, the collating of braille editions is done by hand.

The 33K Lions and Leos have collated tens of thousands of braille pages with us, and hosted a volunteer project at the 89th Lions Clubs International Convention in Boston to collate Rumpelstiltskin.

As Lion Matthew Richardson has expressed: “‘We Serve’ is the Lion motto. Our service with National Braille Press has been particularly rewarding, for it can profoundly affect the blind and seeing readers who experience the print/braille books. A few hours of work today can touch countless lives for a generation or more, creating opportunities, sharing common experiences, and building bridges.”
We significantly enhanced our impact on blind children by:

- Distributing 21,000 children’s books, up 101% since FY2000.
- Embossing 611,000 braille textbook and test pages, serving blind school children in all 50 states, up 181%.
- Producing 69,000 tactile graphics for textbooks and tests, up 129%.
- Serving 6,600 blind children and families, up 247%.
- Identifying nearly 1,000 new families with blind preschool-aged children.

We grew our publishing services for blind adults by:

- Increasing the distribution of self-help and computer publications to 8,000, up 14% since FY2000.
- Heightening our distribution of electronic braille publications to 1,300, up 426% since statistics were first kept in FY2003.
- Publishing eight (8) original works such as *The iPod Experience*, an insider’s take on a worldwide craze.

We broke new ground by:

- Releasing the braille edition of *Harry Potter and the Half-Blood Prince* on the same day as the print version for the first time ever, creating significant worldwide media attention.
- Creating a Strategic Plan that will guide the operations of the Press for the next three years.
Financials 2006

Year ended March 31, 2006

UNRESTRICTED ENDOWMENT FUND ACTIVITY

Bequests $ 44,400
Net realized/unrealized gain on investments 278,653
Dividend & Interest Income 179,959
Transfers to the General Fund (180,385)
Transfers to the Building Fund 0
Management Fees (21,378)

Growth (Reduction) in Endowment Fund $ 301,249

STATEMENT OF ACCOUNTS FOR OPERATIONS

Revenues

<table>
<thead>
<tr>
<th>Contract Services</th>
<th>$1,043,581</th>
<th>25%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charitable Support, including Funds Released from Temporary Restriction</td>
<td>1,539,998</td>
<td>36%</td>
</tr>
<tr>
<td>Education Services</td>
<td>1,215,356</td>
<td>29%</td>
</tr>
<tr>
<td>Sales of Publications</td>
<td>274,355</td>
<td>6%</td>
</tr>
<tr>
<td>Endowment Support &amp; General Fund Interest</td>
<td>181,736</td>
<td>4%</td>
</tr>
</tbody>
</table>

TOTAL OPERATING REVENUE $4,255,026 100%

Expenses

<table>
<thead>
<tr>
<th>Braille Production</th>
<th>$1,926,647</th>
<th>47%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services &amp; Support</td>
<td>887,953</td>
<td>22%</td>
</tr>
<tr>
<td>Administration &amp; Interest Expense</td>
<td>502,374</td>
<td>12%</td>
</tr>
<tr>
<td>Fund Raising</td>
<td>553,280</td>
<td>13%</td>
</tr>
<tr>
<td>Building</td>
<td>145,080</td>
<td>4%</td>
</tr>
<tr>
<td>Public Awareness &amp; Education</td>
<td>71,577</td>
<td>2%</td>
</tr>
<tr>
<td>New Program Development</td>
<td>33,878</td>
<td>1%</td>
</tr>
</tbody>
</table>

TOTAL OPERATING EXPENSES $4,120,789 100%

Change in Net Assets $ 134,237

STATEMENT OF FINANCIAL POSITION

March 31, 2006 March 31, 2005

Assets

| Unrestricted General Fund | $972,127 | $714,923 |
| Temporarily Restricted Fund | $168,777 | $378,554 |
| Endowment Fund | $4,348,257 | $4,047,008 |
| Plant Fund | $1,309,855 | $1,370,581 |

Total Assets $6,799,016 $6,511,066

Total Liabilities $268,173 $205,932

Net Assets, All Funds $6,530,843 $6,305,134

SOURCES OF CHARITABLE SUPPORT

| Foundations & Corporations | $ 546,438 | 36% |
| Other Individuals | 159,006 | 10% |
| Trustees | 62,925 | 4% |
| Donated Books & Other In-kind | 73,036 | 5% |
| Braille Readers & Customers | 32,111 | 2% |
| Events | 666,482 | 43% |

TOTAL $1,539,998

This page is derived from the full audited financial statement which is available from National Braille Press upon request.
Boston Celtics owner Wyc Grousbeck, Lumber Liquidators CEO Tom Sullivan, and Comcast executive Jennifer Khoury co-chaired this first Hands On! event, at which the Press honored National Basketball Association commissioner David J. Stern along with the NBA’s Read to Achieve program for their support of braille literacy. The evening also honored Erik Weihenmayer, blind mountain climber and author of Touch the Top of the World. The gala attracted nearly 500 attendees and raised over $700,000.

Our upcoming Hands On! gala will be held on Wednesday, September 27, 2006, at the State Room atop Sixty State Street in Boston. Tom Sullivan of Lumber Liquidators is returning to co-chair our event alongside Tom Werner, Chairman of the Boston Red Sox and Emmy Award-winning producer, and Joseph P. Campanelli, CEO of Sovereign New England.

Hands On! is a national initiative with the goal of eliminating the literacy gap that separates blind children from the mainstream by enhancing programs that promote early braille reading and generating awareness and funds for children’s braille books.

Hands On! Gala

Former Celtics great Jo Jo White takes a shot in the hoops competition.

Celtics player Delonte West reads along with braille reader Juna Gjata.

Hands On! award recipients NBA Commissioner David J. Stern and Erik Weihenmayer in the center, flanked by event co-chairs Tom Sullivan, Wyc Grousbeck, and Jenn Khoury.

Erik Weihenmayer takes a shot in the hoops competition.

NBP President Bill Reader tries out the climbing wall.
Thank you donors!

Every person’s gift, whether $1 or $100,000, makes a significant difference in the lives of blind children and adults who benefit from the work of the Press. The names listed below represent those individuals, corporations, and foundations who have made contributions at the level of $50 or more. These charitable contributions together make up nearly one-third of our operating budget. Many of our donors care about literacy for everyone—blind and sighted; nonetheless, we are honored that a full 27 percent of our donors are braille readers who also benefit from our braille publications.

Founders $100,000 and Above

The Gibney Family Foundation
Grousbeck Family Foundation*
Lumber Liquidators

Founders $100,000 and Above

The Gibney Family Foundation
Grousbeck Family Foundation*
Lumber Liquidators

Francis B. Ierardi Founders Society

Gifts of $1,000 and above We honor our founder for fulfilling the dream of providing blind people with the tool for good citizenship—current news. He established and founded the National Braille Press in 1927 in order to publish the first braille weekly newspaper in America, The Weekly News. And now, nearly 80 years later, we are still providing practical information in braille for readers throughout the country and the rest of the English-speaking world.

Charter Members $10,000 to $24,999

Anonymous (2)
Amgen Foundation
ANC Sports
Bank of America
Employees of Bellawood Floors
Bingham McCutchen LLP
The Stephen & Mary Birch Foundation, Inc.
Bostik
Daniel & Lisa Cooper
Daniels Fund
Daymarc Foundation
Eastman Charitable Foundation*
Paul & Sandy Edgerley
Robert C. Elder*
Foundation M
The Gross Family
Wyc & Corinne Grousbeck*
Gordon & Llura Gund, in honor of David J. Stern
Hasbro Inc.
The John W. Henry Family Foundation
Highland Capital Partners
Conrad N. Hilton Foundation
Stephen R. Karp
The Kraft Group
LR McCoy Corporation
Massachusetts Charitable Mechanic Association*

Sustaining Members $5,000 to $9,999

Anonymous
The Abbey Group
Adaptive Technology Consulting, Inc.
Frank M. Barnard Foundation Inc.*
Bloomberg L.P.
Bushrod H. Campbell & Adah F. Hall Charity Fund*
Copeland Family Foundation Inc.
Bequests
Strengthen our endowment, currently over $4 million.

One source of National Braille Press’s strength is our endowment, currently over $4 million. We have benefited over the decades from generous bequests and trust disbursements. If you would like to help National Braille Press in this way, a simple bequest can be made in your will using the following language:

“I give and bequeath to National Braille Press, a nonprofit agency having its principal offices at 88 Saint Stephen Street, Boston, Massachusetts 02115, the sum of $________ to be used for general purposes.”

For more information on transformative gifts that can offer life income as well as tax advantages, please contact Tanya M. Holton, Vice President for Development, at 888-965-8965, extension 15.
Perkins School for the Blind
Random House Inc.*

Dr. Robert Channing Seamans, Jr.*
Mr. & Mrs. John K. Spring*
Stearns Charitable Trust
Matthew Sullivan
Verizon Foundation
Williams Mullen
Workman Publishing

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David Badeau
Sean Barror
David Berman
Bose Corporation
Rick Hergt & Jane Broderick
Michael & Susan Brown
Bill & Barbara Burgess
Bob & Chris Caporale
Linda Cohen
Rich D'Autilio
Joe Denahy
Daniel P. & Sharon T. Dillon
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Dorna USA, LLC
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Farrah Consulting
Jill Finch
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David Forgetta
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Melanie Kido

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Mississippi Council of the Blind

MIT Government & Community Relations

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CPAs LLP
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NSTAR Foundation
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Bill Reissfelder
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Neal Rosen
Mark J. Schwartz
Daniel E. Scully
Jan Spitz
St. Michael Parish

Caroline D. Standley*
Dola Stemberg
Shawn Sullivan

Carol & Mark W. Taylor*
David Thibodeau*
Robert C. & Debra C. Wallace
David C. Weinstein
K. Elizabeth Whitehead
Deborah Wilber
Clay Winters*
Charles F. Wu

Gayle Yarnall & Neal Kufiansky*
Lisa Yezzell

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$250 TO $499
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Edward D. Agne
Ernest Aguayo
Sue & John A. Ammeter*
Paul Barry
Andrea Bloch
Ted Brouse
Thomas J. Burgunder*
Henderson G. Burns*
Stephen C. & Joanne B. Caulfield

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Esther A. Connelly*
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M. Justin Byron

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Dorene Carey
nTheo Carracino
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Olney, Children's Health Care

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David Goldstein*
Terry A. Gorman
Ann Grossman
Beverly Gustafson*

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