dear friends

The future is bright and exciting at National Braille Press as we forge ahead to increase braille literacy rates for children and access to information for all braille readers, despite the ups and downs of our challenging economy.

Once again we hit home runs with our original publications including a new travel book entitled *Sites Unseen: Traveling the World Without Sight*, which has generated a lot of interest and favorable discussion, as well as *Getting Started with the iPhone*, a book that garnered rave reviews for our technology expert, Anna Dresner, and just keeps flying off the shelves.

Our **Center for Braille Innovation** continues to successfully collaborate with universities, researchers, engineers and advisory boards to position NBP as a cutting edge researcher on the future of braille and tactile graphic technologies. The world is in the midst of the most rapid rate of technological advancements in the history of mankind. Through our Center for Braille Innovation, we are analyzing feasible technology for manufacturing efficiencies and for new products that support braille literacy.

During the year we expanded standardized tests and textbooks, and improved our reputation for high quality, on-time deliverables, with distinguished customer service.

We continue to cross train staff to be nimble and efficient in production, and operationally we continue to manage our expenses extremely well. As we move into the increasingly digital age, NBP expanded our expertise in formats like **Digital Accessible Information Systems (DAISY)** and e-publications to keep current with the digital demands on publishing.

As the economy continues to recover, our Development Department was very successful in raising much-needed funding to support our important work. Of course, charitable support directly correlates with how timely and broadly we fulfill our mission and this is especially true as we forge into the future of accessible technology.

As we look back to the past 12 months of this fiscal year, National Braille Press demonstrated a resolve and laser beam focus on our work, which resulted in us ending our year with a change in net assets of over $200,000. This was an extraordinary accomplishment and we couldn’t have done this without the support and leadership of our wonderful board of trustees and supporters like you.

Thank you for all you have done to unlock the power of braille.

With warm appreciation.

Brian A. Mac Donald
President, National Braille Press
Braille is Literacy

The ReadBooks! Because Braille Matters program distributed 1263 free book bags to kids, a 20% increase from the previous year.

Getting Started with the iPhone: An Introduction for Blind Users (by Anna Dresner and Dean Martineau) was a runaway bestseller, selling nearly 800 copies in all formats in just over three months.

Sites Unseen: Traveling the World Without Sight, by Wendy David, was another strong seller and original publication.

Sales of electronic books (e-Braille, DAISY, and Word formats) continued to grow. With the addition of DAISY capability to our transcription department, and thanks to the iPhone and travel books, sales of DAISY books nearly quadrupled.

Unveiled the newly redesigned nbp.org website which included new sections on Braille Technology, Programs, and Business and Education Services, in addition to our Braille Bookstore.

Produced the first National Braille Press print/braille calendar for supporters and friends and received many wonderful compliments from braille readers and donors.

Produced over 10,750,000 pages of braille.

Established partnership with NAPVI (National Association of Parents of the Visually Impaired) to reach their constituents via advertising in Awareness Magazine; the NBP catalog was sent to all NAPVI families and the Readbooks! brochures were distributed at conferences.

Tactile Literacy

Introduced Goodnight Moon, a classic storybook complete with tactile graphics, to enhance blind readers’ experiences with familiar stories. Goodnight Moon to Touch guided readers through the famous room and images like the bowl of mush, the clocks, and the socks.

Produced over 114,000 tactile graphics, primarily for educational materials for blind schoolchildren nationwide, a 60% increase from FY10.

For the first time since its inception, NBP awarded three cash prizes for the Touch of Genius Prize for Innovation. The winning project was submitted by Northeastern University students for their “Retrofitted Braille Embosser to an Ink Jet Printer.” Honorable mentions included a prize for “Touch Grids,” an instructional tool, and “I-M-Able,” an individual approach to teaching braille.

Center for Braille Innovation: Digital Literacy

Furthered our partnership with the National Federation of the Blind, the American Council of the Blind, and the American Printing House for the Blind, to produce an affordable mobile computing device with a refreshable braille display to begin to bridge the digital divide for blind people.

Presented at CSUN, the International Technology & Persons with Disability Conference, on how technology can further braille literacy and information access.

The concept of NBP’s new affordable mobile computing device with a refreshable braille display was featured in The Boston Globe’s technology column, “User Friendly.”

Partnered with US Senator John Kerry to highlight the importance of assistive technology for braille literacy in the digital age and honored him with the President’s Award at our annual gala.

“Braille allows me to live my life as I choose. Because of braille, I don’t have to settle for less, at home, work, or in my relationships.”
## Sources and Uses of Funds for Operations

<table>
<thead>
<tr>
<th>Revenue Source</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publications Revenue</td>
<td>$233,981</td>
<td>5%</td>
</tr>
<tr>
<td>Education Services Revenue</td>
<td>$1,315,148</td>
<td>31%</td>
</tr>
<tr>
<td>Contract Revenue</td>
<td>$1,013,375</td>
<td>24%</td>
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<tr>
<td>Charitable Support and net assets released from temporary restricted</td>
<td>$1,213,914</td>
<td>28%</td>
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<tr>
<td>Support from Endowment &amp; Interest Income</td>
<td>$522,622</td>
<td>12%</td>
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<tr>
<td>Gain on Sale of Investments</td>
<td>$8,277</td>
<td>0%</td>
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<tr>
<td><strong>Total Operating Revenue</strong></td>
<td><strong>$4,307,317</strong></td>
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## Expenses

<table>
<thead>
<tr>
<th>Expense Category</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Braille Production Costs</td>
<td>$2,073,837</td>
<td>52%</td>
</tr>
<tr>
<td>Publications Expenses</td>
<td>$391,782</td>
<td>10%</td>
</tr>
<tr>
<td>Public Education</td>
<td>$40,383</td>
<td>1%</td>
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<tr>
<td>Education Services Expenses</td>
<td>$70,089</td>
<td>2%</td>
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<tr>
<td>Contract Expenses</td>
<td>$35,941</td>
<td>1%</td>
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<tr>
<td>Center for Braille Innovation</td>
<td>$319,814</td>
<td>8%</td>
</tr>
<tr>
<td>Administrative Expenses</td>
<td>$580,205</td>
<td>15%</td>
</tr>
<tr>
<td>Charitable Support / Development Expenses</td>
<td>$336,991</td>
<td>8%</td>
</tr>
<tr>
<td>Occupancy (Building) Expenses</td>
<td>$145,324</td>
<td>4%</td>
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<tr>
<td><strong>Total Other Expenses</strong></td>
<td><strong>$3,994,366</strong></td>
<td></td>
</tr>
</tbody>
</table>

Change in Net Assets, General Fund: $312,951

## Unrestricted Endowment Fund Activity

- Bequests: $5,000
- Realized Gains: $80,013
- Interest and Dividends: $69,066
- Unrealized Gain in Market Value: $315,476
- Transfers to Operations: ($520,648)
- Management Fees: ($24,076)

Change in Net Assets, Endowment Fund: ($75,169)

## Statement of Financial Position

<table>
<thead>
<tr>
<th></th>
<th>March 31, 2011</th>
<th>March 31, 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net Assets (Fund Balances)</strong></td>
<td>$6,199,478</td>
<td>$5,742,270</td>
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<tr>
<td>Unrestricted General Fund</td>
<td>$760,024</td>
<td>$355,048</td>
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<tr>
<td>Temporarily Restricted Fund</td>
<td>$633,840</td>
<td>$414,414</td>
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<tr>
<td>Endowment Fund</td>
<td>$3,847,314</td>
<td>$3,922,483</td>
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<tr>
<td>Plant Fund</td>
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<td>$1,050,325</td>
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<tr>
<td><strong>Total Net Assets (Fund Balances)</strong></td>
<td>$6,199,478</td>
<td>$5,742,270</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td>$274,904</td>
<td>$496,284</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td>$6,474,382</td>
<td>$6,238,554</td>
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</table>

## Sources of Charitable Support

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events (net of expenses)</td>
<td>$184,414</td>
<td>15%</td>
</tr>
<tr>
<td>Net Assets Released from Restrictions</td>
<td>$532,846</td>
<td>44%</td>
</tr>
<tr>
<td>Foundations and Corporations</td>
<td>$362,223</td>
<td>30%</td>
</tr>
<tr>
<td>Other Individuals</td>
<td>$62,608</td>
<td>5%</td>
</tr>
<tr>
<td>Donated Books and Other In-Kind</td>
<td>$17,758</td>
<td>1%</td>
</tr>
<tr>
<td>Braille Readers and Customers</td>
<td>$37,654</td>
<td>3%</td>
</tr>
<tr>
<td>Trustees</td>
<td>$16,411</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Total Charitable Support**: $1,213,914
The publishing, information access, and outreach programs of National Braille Press depend substantially on philanthropic support.

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 NBP.

The names listed below represent those individuals, corporations, and foundations who have made contributions through our annual campaign, gala, online and other ways, at the level of $50 or more during Fiscal Year 2011, April 1, 2010 to March 31, 2011. Many of our donors care about literacy for everyone – blind and sighted; and we are honored that a full 26 percent of our donors are braille readers who also benefit from our braille publications.

**thank you donors**

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National Braille Press would like to thank all of the individuals and groups who have given their time on behalf of braille literacy during this year - April 2010 through March 2011.

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