annual report 2014

Celebrating
30 Years of the
Children’s Braille Book Club
Dear Friends

Another year has passed, and a lot has been accomplished since our last Annual Report. On the opposite page you will see some of these noteworthy highlights that demonstrate our achievements. It is also important for us to point out that while we embrace technology as a critical requirement for the future of braille, the majority of accomplishments listed pertain to the demand for traditional paper braille publications, like our ever popular technology books, the Bible, and our successful ReadBooks! program.

Above all, our most important achievement remains the connection we have with our customers and supporters. This past year NBP started a luncheon program in various cities across the country to meet with our donors, customers and friends in each region. So far we have held these programs in Pittsburgh, Boston, Seattle, and Washington D.C., and in every city we were amazed at the large attendance and the outpouring of testimonials, thanking us for providing books at a fair price and for our work in support of affordable braille technology and braille literacy. Every one of our supporters count—from the $5 monthly giver to the anonymous supporter of $8,000 to the family foundation that gives $50,000—none of this great work could occur without the continued generosity from each of you.

I am often asked, “What is the future of braille with this explosive growth in technology?” and the answer remains the same: Braille will always be relevant whether it is on paper or in an e-braille format and we’re proud to be at the forefront of providing braille for that reason.

Similarly the 100,000 tactile graphics and diagrams we produced this year for textbooks and tests will always be needed to help young children learn about basic shapes, and for students to understand complex images and concepts in STEM (Science, Technology, Engineering & Math) applications. Next year we will already have many more new accomplishments to discuss, as we balance the need for traditional braille materials with the digital braille world. Thank you for believing in our work, trusting us to deliver quality braille products at the lowest price possible, and for your continued financial support. Our doors are always open in Boston, and we invite you to visit, and meet us in person for a tour. We hope to see you soon!

Brian A. Mac Donald
President
The guiding purposes of National Braille Press are to promote the literacy of blind children through braille and to provide access to information that empowers blind people to actively engage in work, family, and community affairs.
NBP serves all generations of braille readers from toddlers, who are reading for the first time, to blind students who rely on our braille textbooks and standardized tests, to senior citizens who have been reading our books and magazines for their entire lives.

**Hands On! Books for Blind Children** targets blind and visually impaired children of all ages and offers a range of braille resources for blind or visually impaired youth. The Hands On! initiative includes:

**ReadBooks! Because Braille Matters**
A family literacy program for blind children from birth to 7 - ReadBooks! introduces parents and their children to braille. Each year, NBP distributes over 1,000 free book bags filled with a print/braille book, tactile learning tools, and a guide on why and how to read books. The materials also include resources for parents/caregivers to advocate for their blind child since most blind children, 84%, attend public schools where resources for braille learning vary.

**Bumpy Basics**
The program is an introduction to braille literacy that helps build core reading skills for blind children, ages 0-3. Board books are the first books that many children read. They are small and sturdy, and feature fun stories that teach foundation concepts such as the alphabet, counting, and identifying shapes. NBP adapts popular children’s board books with braille labels to entice preschoolers to feel the bumps as their parents read the text and describe the pictures.

**Science and Technology**
Braille science and math books encourage young readers to explore the world around them and to grasp core skills in math and science. In addition to print books converted to print/braille versions,


**Textbooks and Standardized Tests**
Braille textbooks and standardized tests give blind children accessible versions of the same educational materials that their sighted peers use. Also, as the number of images included in educational materials increases significantly, tactiles (raised images that represent pictures, charts, and graphs) have become a vital part of braille textbooks and standardized tests. NBP has played a major role in making standardized tests accessible to students who are blind or visually impaired.

**Children’s Braille Book Club**
This book club provides a book each month in print/braille format that blind children or sighted children of blind parents, can share with their family and friends.
Thirty years ago, the Children’s Braille Book Club (CBBC) was conceived at the request of a young blind mother of three sighted sons. At the time, braille books were hard to find and expensive. This inspired publisher, Diane Croft, to develop the Children’s Braille Book Club. We select popular titles for the club, so that blind children can share familiar stories as well as the reading experience. Our goal is for young blind children to learn to love reading at an early age and for books to become an integral part of their lives.

Many parents who join the book club tell us that these are the first braille books that their blind child has owned.

At NBP, our policy is to sell our print/braille books at the same cost as print books, so that blind children have the same opportunity to build a collection of cherished stories to read over and over again.

Great Expectations: Making Picture Books Come Alive for Blind Kids

NBP will mark thirty years of the CBBC program by launching a new component called Great Expectations. This program will bring specific CBBC titles to life for blind children and their whole family using a multi-modal approach that includes songs, tactile play activities, picture descriptions, and other imaginative ways to enrich the reading experience for blind kids that they miss by not seeing the pictures. The overarching goal is to promote playful multi-sensory activities that will inspire blind and visually impaired children to become actively engaged and excited about reading.

“National Braille Press’s Children’s Braille Book Club made reading exciting. My son read each book several times on the first day it came in the mail and loved to reread them over and over. He would bring the books to elementary school so that he could share them with his classmates. This made reading braille a special, shared experience instead of something that set him apart.”

Christine, mother of a blind son
Literacy is key to important activities like managing bank statements and following recipes. NBP offers a wide range of braille books, magazines, and other resources that give blind people important tools for communicating and working, and other selections for fun, hobbies, and staying current with the world.

NBP provides all these resources at the same cost as mainstream publications even though braille production is a costly and labor-intensive process. Braille books cost two or three times more than their print equivalent. NBP relies on foundation grants, and corporate and individual donors to make up the difference, so that our braille readers have the books that they need and want.

We’re proud of all of our lifelong literacy publications; from Our Special, NBP’s popular women’s magazine, to books written by blind authors on how to use today’s technology like Get the Picture: Viewing the World with the iPhone Camera and Getting Started with the iPhone and iOS 7: An Introduction for Blind Users.

Literacy is vital to leading a successful, independent life. The ability to read and write is the foundation for communicating, and pursuing educational and professional opportunities.

Lifelong Literacy: The Path to Independence
Braille in the Digital Age

In this rapidly changing world, NBP stands poised for the future. To be a part of the digital world, blind people need to be literate in braille and competent in technology. With the world designed for sighted people, it is easy to forget how many times in a day we access information using literacy and technology skills – at the ATM, texting, or finding and navigating a map online. Many sighted people move seamlessly from smartphones to desktop to laptops to paper. These transitions are vital to managing jobs, educational programs, and personal lives.

In order to fully access these new advances, blind people must know how to navigate the changing pace of technology. That is why NBP commissions technology-savvy blind authors to write our technology manuals. Blind authors give other blind people their unique expertise on using a computer or smartphone without sight so they can navigate through their day-to-day needs.

Even with the prevalence of technology, braille remains relevant. In fact, braille complements technology and opens up a whole new world of information for blind people.

Get the Picture! Viewing the World with the iPhone Camera

Celebrating 30 years of the Children’s Braille Book Club
**Financials: Year Ended March 31, 2014**

### SOURCES AND USES OF FUNDS FOR OPERATIONS

<table>
<thead>
<tr>
<th>Source of Revenue</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publications</td>
<td>$223,323</td>
<td>6%</td>
</tr>
<tr>
<td>Education Services</td>
<td>1,178,295</td>
<td>31%</td>
</tr>
<tr>
<td>Contract</td>
<td>1,110,742</td>
<td>29%</td>
</tr>
<tr>
<td>Charitable Support and net assets</td>
<td>862,132</td>
<td>23%</td>
</tr>
<tr>
<td>released from temporary restricted</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Support from Endowment &amp; Interest Income</td>
<td>442,727</td>
<td>12%</td>
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<tr>
<td>Gain on Sale of Investments</td>
<td>9,626</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Total Operating Revenue</strong></td>
<td><strong>$3,826,845</strong></td>
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<table>
<thead>
<tr>
<th>Source of Expense</th>
<th>Amount</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Braille Production</td>
<td>$2,009,169</td>
<td>51%</td>
</tr>
<tr>
<td>Publications</td>
<td>379,205</td>
<td>10%</td>
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<tr>
<td>Public Education</td>
<td>72,136</td>
<td>2%</td>
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<tr>
<td>Education Services</td>
<td>126,309</td>
<td>3%</td>
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<tr>
<td>Contract</td>
<td>71,233</td>
<td>2%</td>
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<tr>
<td>Center for Braille Innovation</td>
<td>142,811</td>
<td>4%</td>
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<tr>
<td>Administrative</td>
<td>509,483</td>
<td>13%</td>
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<tr>
<td>Charitable Support / Development</td>
<td>460,114</td>
<td>12%</td>
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<tr>
<td>Occupancy (Building)</td>
<td>133,591</td>
<td>3%</td>
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<tr>
<td><strong>Total Other Expenses</strong></td>
<td><strong>$3,904,051</strong></td>
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**Change in Net Assets, General Fund**  
$(77,206)

### STATEMENT OF FINANCIAL POSITION

<table>
<thead>
<tr>
<th>Fund Balances</th>
<th>March 31, 2014</th>
<th>March 31, 2013</th>
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</thead>
<tbody>
<tr>
<td>Unrestricted General Fund</td>
<td>$545,142</td>
<td>$553,716</td>
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<tr>
<td>Temporarily Restricted Fund</td>
<td>249,317</td>
<td>215,944</td>
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<tr>
<td>Endowment Fund</td>
<td>4,389,154</td>
<td>4,329,134</td>
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<tr>
<td>Plant Fund</td>
<td>882,843</td>
<td>959,973</td>
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<tr>
<td><strong>Total Net Assets (Fund Balances)</strong></td>
<td><strong>$6,066,456</strong></td>
<td><strong>$6,058,767</strong></td>
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<table>
<thead>
<tr>
<th>Liabilities</th>
<th>March 31, 2014</th>
<th>March 31, 2013</th>
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<tbody>
<tr>
<td>Total Liabilities</td>
<td>513,635</td>
<td>576,871</td>
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<table>
<thead>
<tr>
<th>Assets</th>
<th>March 31, 2014</th>
<th>March 31, 2013</th>
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<tbody>
<tr>
<td>Total Assets</td>
<td>$6,580,091</td>
<td>$6,635,638</td>
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### SOURCES OF CHARITABLE SUPPORT

<table>
<thead>
<tr>
<th>Source of Support</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events (net of expenses)</td>
<td>$208,692</td>
<td>24%</td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>203,819</td>
<td>24%</td>
</tr>
<tr>
<td>Foundations and Corporations</td>
<td>237,277</td>
<td>28%</td>
</tr>
<tr>
<td>Bequests</td>
<td>80,000</td>
<td>9%</td>
</tr>
<tr>
<td>Other Individuals</td>
<td>51,806</td>
<td>6%</td>
</tr>
<tr>
<td>Donated Books</td>
<td>12,284</td>
<td>1%</td>
</tr>
<tr>
<td>Braille Readers and Customers</td>
<td>45,428</td>
<td>5%</td>
</tr>
<tr>
<td>Trustees</td>
<td>22,826</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$862,132</strong></td>
<td></td>
</tr>
</tbody>
</table>

### UNRESTRICTED ENDOWMENT FUND ACTIVITY

<table>
<thead>
<tr>
<th>Source of Activity</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bequests</td>
<td>$70,824</td>
</tr>
<tr>
<td>Realized Gains</td>
<td>383,055</td>
</tr>
<tr>
<td>Interest and Dividends</td>
<td>81,555</td>
</tr>
<tr>
<td>Unrealized Gain in Market Value</td>
<td>(1,681)</td>
</tr>
<tr>
<td>Transfers to Operations</td>
<td>(441,269)</td>
</tr>
<tr>
<td>Management Fees</td>
<td>(32,464)</td>
</tr>
</tbody>
</table>

**Change in Net Assets, Endowment Fund**  
$60,020
Officers, Fiscal Year 2015
Clifford Watkin, Board Chair
Nicholas Racheotes, Vice Chair
Paul McLaughlin, Treasurer
Shelly M. O’Neill, Clerk

Officers, Fiscal Year 2014
Paul Parravano, Board Chair
David S. Kennedy, Vice Chair
Neal Rosen, Treasurer
Jon Goplerud, Clerk

Trustees, Fiscal Year 2014
Sue Ammeter
Christopher Babcock
James Barrow
JoAnn Becker
Karl Belanger
Dean Blazie
Michael R. Brown
Christopher Cavallerano
Jayne Donahue
Gregory Fowler
Timothy W. Fulham
Tara Gearhart
George Maley
Paul V. McLaughlin
Lotfi Merabet
Shelly M. O’Neill
Julie Pierog
William M. Raeder
Marcy A. Scott
Matthew Sullivan
Clifford Watkin
Frances West

Members of the Corporation, Fiscal Year 2014
Marina Bedny
Roger Belanger
Bonnie Bernard
Nalida Lacet Besson
Tracy Boland
F. Gorham Brigham, Jr.
Brian K. Charlson
Kim Charlson
Bart Coughlin
Stephen Crosby
Cheryl Cumings
Thomas Cumings
George Dalrymple
Kenneth A. Davis
Gerry DeRoche
Tina Fiorentino
Virginia Fordham
Frank Gibney
David Gross
Dawn Gross
Steve Grossman
Steven D. Hill
Danny Hirce
Joanne Y. Jaxtimer
Judith Krimski
Neal Kuniansky
Lowell Laporte
Gerald Lauderdale
Dina Kauders Leonard
Maureen Fallon Leonard
Betty Levine
John Linell
Caleb Loring, Jr.
Thomas Magnanti
Edward H. Mank
Carol McCarl
Scott McGrath
Jennifer Khoury Newcomb
Leslie Nordin
Charles Boyd Ohl, Sr.
Marieanna Pape
Andrea Polino
KaeAnn Rausch
Dawn Rice-Norton
Christine M. Roberge
Ned Robertson
Paul Schroeder
Richard Seltzer
Carmel A. Shields
Lyn Shields
Robert J. Smithdas
Andrea Steen
Glenn P. Strehle
Joseph Sullivan
Peter J. Sullivan
Carol W. Taylor
Seth Teller ~
Peter Temple
David A. Ticchi
Lori Tsuruda
Janet Ulwick-Sacca
Thomas Wlodkowski
Gayle Yarnall

Honorary Trustees
Frederick M. Achille
Louis H. Goldish
Wycliffe K. Grousbeck
Thomas G. Hagan
William C. Hays
Robert E. O’Brien ~
Vito A. Proscia
Erik Weihenmayer
Richard Willis

~ Deceased

Celebrating 30 years of the Children’s Braille Book Club
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sign up for NBP’s eNews

Visit us at nbp.org

connect

Newsletter
I’m interested in Volunteering
National Braille Press relies on hundreds of volunteers to assist with our children’s book production and special events.

I Would Like to Make a Donation
- $25
- $50
- $100
- $250
- other $___________
- via check made payable to National Braille Press
- via credit card

Credit Card Type __________ Expiration __________ Sec __________
Card Number __________________________________
Name on Card ___________________________________

I would like to become a Literacy Champion and support NBP monthly!
Please charge my credit card $ _____________ monthly

Or you can make a gift at nbp.org

I would like more information on Planning for the Future
Reach into the future and transform the lives of people you may never meet through the Braille for Life Alliance, NBP’s honorary society comprised of individuals who have included National Braille Press in their estate plans through bequests and other planned gifts.

Name _____________________________________________________________
Street _____________________________________________________________
City ____________________________ State _________ Zip __________
Tel ____________________________
Email ____________________________

Detach and mail completed form back to:
National Braille Press
88 St. Stephen Street
Boston, MA 02115
About National Braille Press

A non-profit braille publisher, National Braille Press promotes literacy for blind children through outreach programs and provides access to information by producing information in braille for blind children and adults. National Braille Press is the premier braille publisher in the US that specializes in producing original braille works written by blind authors expressly for blind people.

www.nbp.org

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