



Cleveland Sight Center

# 2019 Impact Report

January 1, 2019 – December 31, 2019

# Message from Leadership

Dear Friends,

Cleveland Sight Center is the premier resource for Northeast Ohioans who are blind or have low vision. We are dedicated to the evolving challenges our clients face and continue to find innovative ways to improve their lives.

In 2019, a new electronic medical record system was implemented at the agency, allowing innovation through collaboration of staff from every service area. Each client's comprehensive plan is now

documented in one system, allowing clear coordination of services between our staff members, ensuring every client receives the best care. This system also allows better measurement of client outcomes...in other words, the level of impact we are having on our clients.

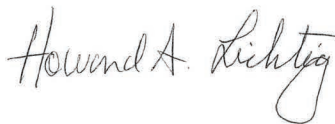
Cleveland Sight Center was awarded another three-year accreditation from CARF in the areas of Comprehensive Vision Rehabilitation Services, Employment Supports, Job Development and Comprehensive Vocational Evaluation Services. This achievement is an indication of our organization's dedication and commitment to improving the quality of the lives of those we serve, a distinction the agency has held since 1982.

For the fifth consecutive year, CSC has attained a 4-star rating from Charity Navigator. The award is the highest possible rating and demonstrates CSC's strong commitment to our mission and financial responsibilities.

Additionally, the State of Ohio's biennial budget included provisions for Cleveland Sight Center through the Department of Developmental Disabilities and Opportunities for Ohioans with Disabilities. We are extremely excited about these new partnerships and resources and are grateful to the offices of Governor Mike DeWine and Lieutenant Governor Jon Husted, the members of the Ohio House and Ohio Senate and Ohio Senate Finance Committee Chairman Matt Dolan for their commitment to support funding for services for people who are blind or have low vision.

Every year tells a different story and every client has a unique journey on his or her own path to independence. In the pages that follow, you will learn about some of those stories. Through each journey though remains one constant: Cleveland Sight Center's impactful and unparalleled services. Because of your support, we can eliminate barriers, build on our legacy and remain committed to excellence.

On behalf of our clients, staff and board of trustees, we thank you for your generosity, trust and continued belief in Cleveland Sight Center.



**Howard A. Lichtig**  
Chair, Board of Trustees



**Larry Benders**  
President and Chief Executive Officer



# About Us

Founded in 1906, Cleveland Sight Center (CSC) is the only organization in Northeast Ohio dedicated to fulfilling the lifelong needs of individuals who are blind or have visual impairments. Supported by 155 employees, 38 board trustees and more than 475 volunteers, CSC reaches over 11,500 people annually through direct services, programs, education and outreach.

Our team of optometrists, therapists, employment specialists and other CSC staff are dedicated to assisting our clients live their lives to the fullest. Through education, recreation, training and assistive technology, CSC provides opportunities for those who are blind or have low vision to engage in activities and optimize remaining eyesight.



# By the Numbers



**478,800**

phone calls and emails  
processed by the  
Call Center



**2,339**

gifts and pledges  
made totaling  
\$2,675,308



**2,188**

appointments in the  
Low Vision Clinic to  
maximize remaining  
eyesight



**453**

adults received rehabilitation  
services to increase their  
independence, confidence  
and safety



**2,222**

customers in the Eyedea  
Shop purchased products  
to remain independent at  
school, work and home



**237**

camper experiences  
at Highbrook Lodge

“I learned how to time my food when it is cooking and how to keep my hands and face from getting too close to the heat. I feel confident to live independently now.”  
– James, CSC client

“The staff members at the Eyedea Shop are very skilled. You don’t have to go through a clinic or workshop to understand, they will help you. They are so encouraging.”  
– Sheila, CSC client

“I feel at peace when I am at Highbrook Lodge. The nature gives me a sense of calmness.”  
– Gerald, camper

Our goal is to enable those who are blind or have low vision to achieve independence. We engage, educate, empower and employ; providing training and guidance to our clients and the communities we serve.



## Engage

Engage individuals who have vision loss at an early age and their families to help them reach their full potential. Engage the community to reach a broader understanding of the impact we have on clients' lives.



## Educate

Educate clients to help them learn daily living skills, social skills and develop a work history. Educate the community on the services we provide as an agency.



## Empower

Empower people with vision loss to realize their full potential. Empower clients to feel comfortable in self-care in their own homes, learn to navigate unfamiliar environments and prepare for school and employment.



## Employ

Help individuals find and keep work. Employ individuals who are blind, live with vision loss or have another work-limiting disability in CSC's Call Center.



Fred & Dianne

**“Volunteering and sharing dance is by far the most rewarding volunteer work we do. We are helping CSC clients focus on what they can do, not what they can’t. We are teaching them newfound confidence and joy.”**

**- Fred and Dianne, CSC volunteers**



# Engage

Cleveland Sight Center **Engages** the community through outreach, education, volunteerism and advocacy throughout the state.



Special events raised over

**\$304,000**

and increased awareness for CSC through White Cane Walk, Golf Classic and Spellbound



Engaged **5,596** audience members through informative educational programs including:

- Tips, Tools and Techniques
- Meeting Someone Who is Blind
- The Aging Eye
- Training in Blindness Basics



**11,617**

people reached through direct services and programs



Annual "Sight Center Day at the Statehouse" held in Columbus



**488**

volunteers contributed 8,556 hours, resulting in a value over \$217,500



Sophia

”

**“We love the helpful tips and all the things we learn for us to work on at home with our daughter. Cleveland Sight Center gives us the knowledge to help our child.”**

**- Alexandra, mother of Sophia**



# Educate

Cleveland Sight Center's **Educational** programs and services for infants, toddlers, school-age children, and teens/young adults are designed to maximize an individual's potential to grow and learn. The staff is devoted to assisting families with the unexpected emotions of parenting a child who is blind or has low vision, as well as other developmental disabilities.

"I cannot explain the gratitude I have for CSC. They are available for questions, concerns, advice and resources. **I would recommend Cleveland Sight Center to all.**"

-Felicia, mother of client



**493**

children & young  
adult clients  
served



Services reached

**20 counties**

across Northeast Ohio, providing  
an essential resource to students,  
parents and educators

"Thanks to CSC services we have the **tools and resources** to help my son for life."

-Alyssa, mother of client





Randy

**“Our experience with Randy is one of the best we have ever had. He identified Krystal’s learning style and pushed her to learn more. He helped get her computer set up, recommended various programs and equipment and was a tremendous help when we encountered problems. I felt that he believed in her and I think that was one of the reasons she worked so hard for him. He brought out the best in her.”**

**- Pat, mother of Krystal**



# Empower

Cleveland Sight Center's programs and services are designed to **Empower** adults to live more independently, confidently and safely in their community.



**453**

adults received rehabilitation services to increase their independence, confidence and safety

“You don't know how helpful and life changing these programs are! I thought I might have to go into a nursing home, but now **I feel confident I can live in my apartment** and do the things I need to more independently.”

-Anonymous, CSC client



CSC's Eyedea Shop sold products to improve life with vision loss to

**2,222**

customers



**2,188**

appointments in the Low Vision Clinic to best maximize remaining vision



Patricia

”

**“My job coach was a light in a dark place. She and Cleveland Sight Center encouraged me every step of the way while finding a job. Being employed means I can help take care of my grandchildren and afford to go bowling or out to dinner without the stress of feeling like I can’t. **I will never forget my relationship with her or Cleveland Sight Center.**”**

**- Patricia, CSC client**

# Employ

Programs and services focus on the gainful **Employment** of individuals with barriers to employment and establishing partnerships with companies looking for skilled and motivated workers. CSC's Call Center has become an essential employment resource with 86% of staff experiencing work-limiting disabilities.



## 478,800

phone calls and  
emails processed  
by the Call Center

### Measurably Excellent Service Levels:

- Over 25,000 customer satisfaction surveys indicate 96.5% of callers are Very Satisfied or Satisfied with customer service received
- 2,300 quality control reviews show 97.6% adherence to a customer's policies, procedures and definition of a well-handled call

### Employment Services completed

**36** job placements

**13** community based assessments (two-week work experiences) through 29 unique employers including:

- Amazon
- Aramark/Rocket Mortgage Field House
- Cleveland Sight Center
- Dollar General
- Marriott Hotels



## Over 85%

of the Call Center staff in  
2019 had a work-limiting  
disability including  
blindness or low vision

# Board of Trustees, Visionaries and Leadership Staff

## Officers and Executive Committee

Howard A. Lichtig, Chair  
Joan U. Allgood, Secretary  
Wally Anders, Treasurer  
Sheryl King Benford, Immediate Past Chair

Nathan Kelly, Vice Chair  
Erin C. Ploucha, Vice Chair  
Bonita G. Teeuwen, Vice Chair  
Cheryl E. Fields, Chair, Consumer Council

Jill Marcotte, Chair, Strategic Planning  
Dr. Jennell C. Vick, Chair, Client Services  
Larry Benders, President and Chief Executive Officer

## Trustees

Rebecca Alexander, LCSW-R, MPH, PLLC  
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Mary H. Bookman  
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G. Maxwell Toole  
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Myron (Mike) Weissman  
Stanley E. Wertheim\*  
Steven Willensky

\*Past Board Chair \*\*Trustee Emeritus



## The Visionaries – Associate Board of CSC

**Cleveland Sight Center Visionaries are a group of dedicated young professionals that work to support CSC’s mission while raising awareness and funds through events that involve the community. Members develop leadership and networking skills that will prepare them to be the next generation of leadership at Cleveland Sight Center.**

Kevin McKinnis, President  
 Erin Chelune, Vice President  
 Caitlin Beck  
 Zak Benmerzouga  
 Vrére Bunkley  
 Thomas Dang  
 Cameron Haggerty

Evan Leeson  
 Allison Prelosky-Leeson  
 Joseph Schafer  
 Jennifer Sheehe  
 Zac Stanley  
 James Swoope

## Leadership Staff

Larry Benders  
 President and Chief Executive Officer

Kevin R. Krencisz, CPA, MBA  
 Chief Financial and Administrative  
 Officer

Charlotte Fornal, CPA, MAFIS  
 Controller

Steven Frohwerk, MBA, MSA  
 Director of Marketing, Communications  
 and Special Events

Chris Gruber  
 Director of Facilities and  
 Transportation Services

Marcia R. Houston  
 Manager of Board Relations

David Magyar  
 Assistant Director, Call Center

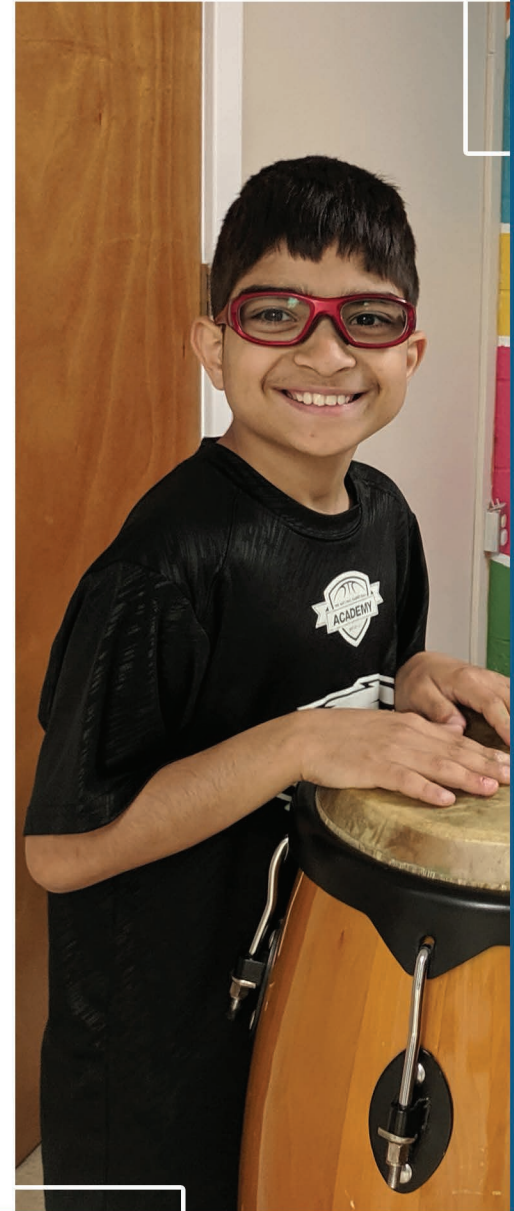
Susie Meles  
 Director of Empowerment and  
 Rehabilitation

Sylvia Snyder  
 Director of Children and Young Adult  
 Services and Education

Jassen Tawil, MNO  
 Director of Business Development  
 and Customer Success

Ali Thomas, PHR  
 Director of Human Resources

Judith Weyburne  
 Director of Client Planning and  
 Employment



# Volunteer Support

The mission of Volunteer Services is to facilitate empowering volunteer opportunities that support and promote the mission and progress of Cleveland Sight Center. In 2019, 488 volunteers contributed over 8,556 volunteer hours, resulting in a value of \$217,589 to Cleveland Sight Center.



**20** unique volunteer placements are available at the agency, engaging volunteers in activities like preschool classroom assistance, leading sing-a-longs and craft projects at Highbrook Lodge camp, reading and recording printed materials, teaching yoga and administrative projects.

“It is such a joy to be a Share the Vision Volunteer. It has given me a purposeful, meaningful, and a more in-depth insight about life and living.”

-Linda, Share the Vision volunteer





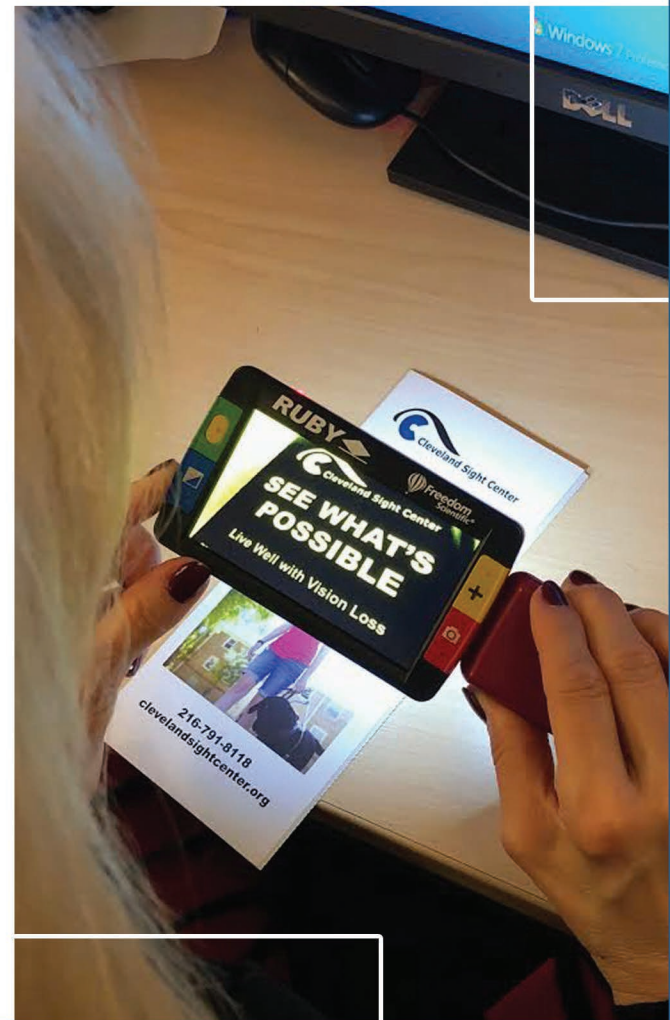
# Donor Support

Philanthropic support over the 12-month period totaled \$2,675,308 from 1,577 donors. Because of your generosity, over 11,500 people were impacted through direct services, programs, education and outreach.

## 2019 Sources of Support

	Amount	Percent
Individuals	\$1,854,492	69%
Family Foundations/Foundation	\$607,011	23%
Organizations	\$107,352	4%
Corporations	\$106,453	4%
<b>TOTAL</b>	<b>\$2,675,308</b>	<b>100%</b>

In order to be environmentally friendly and as cost-efficient as possible, the full list of 2019 donors and volunteers is available online: [clevelandsightcenter.org/annual-report](http://clevelandsightcenter.org/annual-report)  
We thank each and every one of you for your contributions.



“Thank you for your encouragement and enthusiasm in teaching braille and thank you for assisting me in applying for the scholarship of a Perkins Brailier. The difference that one piece of equipment makes is a wonder at times. **I feel like a ton of weight has been taken off of my shoulders** now that I am able to write out my thoughts and relieve my mind from having to remember everything.”

–Stats, CSC Braille Student



**219** clients received financial scholarships totaling over **\$96,000** through the Empowerment Fund to assist with the cost of assistive technology devices and training

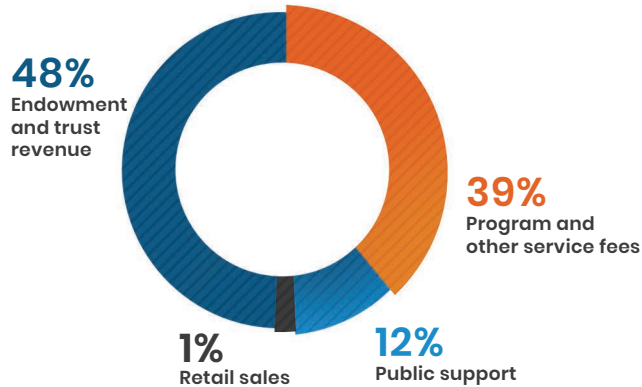
## Thank You!

We are grateful for the thousands of donors and volunteers who have helped us significantly impact the lives of those we served in 2019. Every attempt is taken to properly acknowledge financial gifts and service hours which have been so generously donated to Cleveland Sight Center. If you notice an error or have general questions for us, **please contact CSC's Development Office by calling 216-658-4561.**

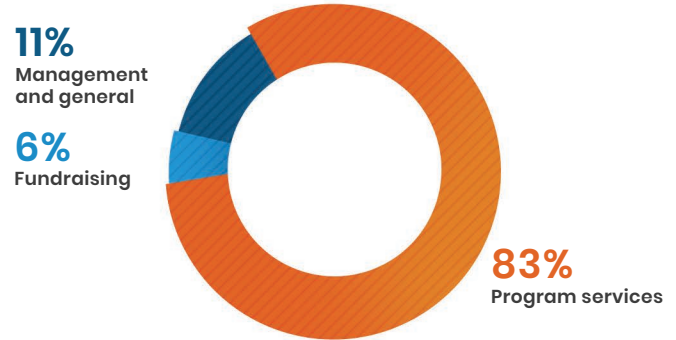
# Financials

Financial results are for the period January 1, 2019 – December 31, 2019.

## Revenue \$10.4 Million in 2019



## Expenses \$10.3 Million in 2019



## Balance Sheet

### Assets

Cash, receivables, inventory and prepaids	\$3,082,845
Endowment and beneficial trust investments	\$96,888,765
Property and equipment	\$10,385,483
<b>TOTAL ASSETS</b>	<b><u>\$110,357,093</u></b>

### Liabilities

Payables and accrued expenses	\$769,676
Donor annuities	\$179,420
<b>TOTAL LIABILITIES</b>	<b><u>\$949,096</u></b>

### Net Assets

Without donor restrictions	\$56,423,321
With donor restrictions	\$52,984,676
<b>TOTAL NET ASSETS</b>	<b><u>\$109,407,997</u></b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b><u>\$110,357,093</u></b>

## Statement of Operations

### Revenue

Public support	\$1,257,339	12%
Retail sales	\$132,816	1%
Program and other service fees	\$4,055,196	39%
Endowment and trust revenue	\$4,978,100	48%
	<u>\$10,423,451</u>	<u>100%</u>

### Expenses

Program services	\$8,623,267	83%
Management and general	\$1,149,331	11%
Fundraising	\$599,226	6%
	<u>\$10,371,824</u>	<u>100%</u>

**Surplus from Operations** \$51,627



**Empowering people with  
vision loss to realize their  
full potential and shaping  
the community's vision of  
that potential.**



University Circle  
1909 East 101st Street  
Cleveland, OH 44106

Highbrook Lodge  
12944 Aquilla Road  
Chardon, OH 44024

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[clevelandsightcenter.org](http://clevelandsightcenter.org)