



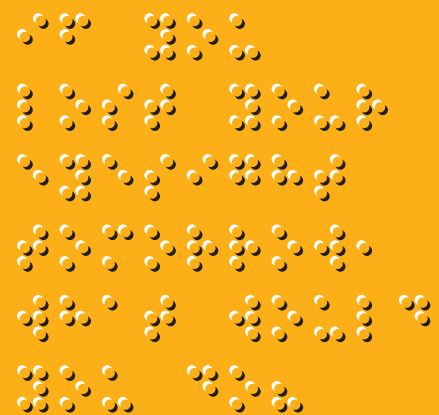
# rise & shine



LIGHTHOUSE FOR THE BLIND

Serving Southeast Louisiana

Annual Report 2010



# If you lost your eyesight tomorrow, what would you do?

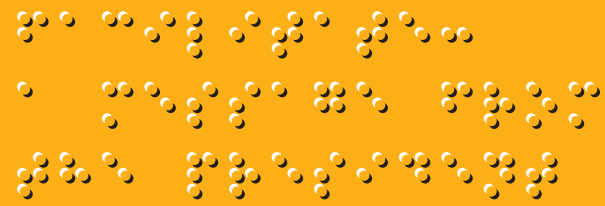
Could you **rise and shine** each day if you no longer saw the sun doing so? How would you get to where you needed to go; organize your money; match your clothes? Could you continue to do your job if you suddenly lost some or all of your eyesight?

At the Lighthouse for the Blind, we give people the tools they need, not just to survive with visual impairment, but to thrive. Every day, we help people learn new ways to work, play, and provide for their families despite their vision loss.

For nearly one hundred years, the Lighthouse has been building community, creating jobs, and changing the lives of people with visual impairments.

We serve people of all ages, backgrounds, ability levels, and incomes. And most of our services are offered free of charge.

We truly hope you never lose your eyesight. But if someday you do – or if you already have – the Lighthouse stands ready to warmly welcome you into a community of savvy, empowered people, for whom vision loss is just the beginning of the next chapter.



# facilitate:

## A message from the President

**The Lighthouse for the Blind is rising to the challenge of a new day,** and shining its light more brightly than ever before. 2010 was our most exciting year yet, thanks to our hardworking staff, dedicated board, and generous philanthropic supporters.

Despite hard economic times and a slow job market, I am proud to report that the Lighthouse for the Blind continues to grow, making steady strides toward an even stronger future.

Because we manufacture products that are used by the US military around the world, 2010 was a record year for sales and production. Our staff worked diligently to keep up with the demand, and we were able to put revenue into our services and infrastructure, while putting more visually impaired people to work than ever before. With 193 employees and counting, the Lighthouse is creating quality jobs that allow people with vision loss to support their families.

Also in 2010, the Lighthouse expanded its operations to include Baton Rouge,



where we have opened a paper cup manufacturing facility, with its own menu of services for that community. The early response from state and local government – and from Baton Rougians themselves – has been encouraging. This facility will soon create 75 jobs. We estimate that at least half of these will be held by people who are visually impaired.

The expansion of our headquarters at 123 State Street has resulted in the recently completed construction of a new building to house our administrative offices. This expansion was spurred by

a surge in demand for the services we provide, like job placement and work-readiness training. As more people reach out to the Lighthouse for help with their vision loss, we are meeting their needs with time-tested solutions; cutting-edge innovations, and the most dedicated staff I've ever known.

2010 was a banner year for the Lighthouse, bringing a level of growth we do not expect to see again for some time. Our decision to invest in our infrastructure, put more people to work, and save for the future will help us buffer the contractions that will inevitably arise during America's slow economic recovery.

In the year ahead, we will continue to strategically build and maintain the infrastructure and human capital that will ensure our sustainability; so the Lighthouse can continue to effectively serve the visually impaired for as long as the need exists. I thank you for your interest and support.

Bill Price - President

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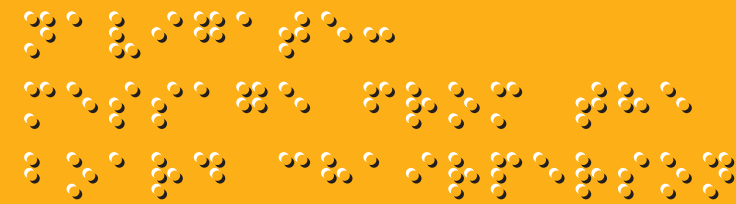
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2010 marked  
The Lighthouse  
for the Blind's  
95th year  
of service to  
the visually  
impaired  
community.



# navigate: Message from the Board Chairperson



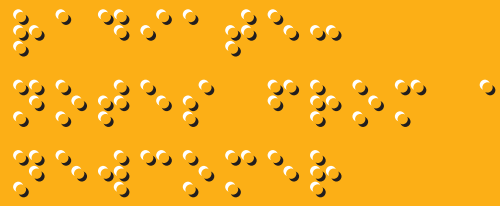
**I am so proud** to be associated with the Lighthouse for the Blind. I have been on the Board for roughly eight years, and I have watched the organization truly “rise and shine” under the excellent stewardship of Bill Price. Bill has done an amazing job leading the exponential increase in our business, while never losing sight of the organization’s mission.

I have seen my father benefit from the helpful and kind services the Lighthouse has to offer. I am so proud to be associated with an organization that affects so many lives in such a positive

way every day. The role the Lighthouse plays in providing visually impaired and blind people with jobs at which they can succeed; as well as tools and training to help them navigate their world; while enriching their lives in the community, is an invaluable service.

I offer my profound thanks for being part of this wonderful organization, and applaud the efforts of its amazingly committed staff.

**Mathilde Villere Currence**  
Chairperson



# radiate: Notes from a newcomer

The Lighthouse hires visually impaired and sighted people to produce mess trays, paper cups, paper towels, and other items.



**I recently joined the Lighthouse** as the Director of Development, and I could not be happier to be a part of this shining example of an innovative social enterprise. And while innovation might not be exactly what you'd expect from a 96 year-old organization, the Lighthouse has been quietly rising above expectations for years.

So what does it mean to call the Lighthouse a "social enterprise?"

The Social Enterprise Alliance ([www.se-alliance.org](http://www.se-alliance.org)) defines it as, "an organization or venture that achieves its primary social or environmental mission using business methods."

Simply put, the Lighthouse employs visually impaired people to produce products. Those products are then sold, creating revenue. That revenue supports the classes and services we offer, often free of charge, to the visually impaired community.

I was also surprised to discover that the Lighthouse offers a unique set of services that simply do not exist under one roof anywhere else in the region:

- One-on-one therapy to help maximize eyesight that has begun to diminish;
- The only brick-and-mortar retail store in the Gulf South that sells a full range of visual aid tools, helpful gadgets, and games;

- Training in assistive software for those with vision loss – or even total blindness – to use computers, smart phones, and tablets;
- Individualized training for people learning to walk with a cane, navigate public transportation, and prepare meals – and do it all safely and independently;
- Job placement for people with any type of disability – either within the Lighthouse, or at local businesses across Southeast Louisiana.

But the most compelling thing I've learned at the Lighthouse is this: Nationwide, the most common reason

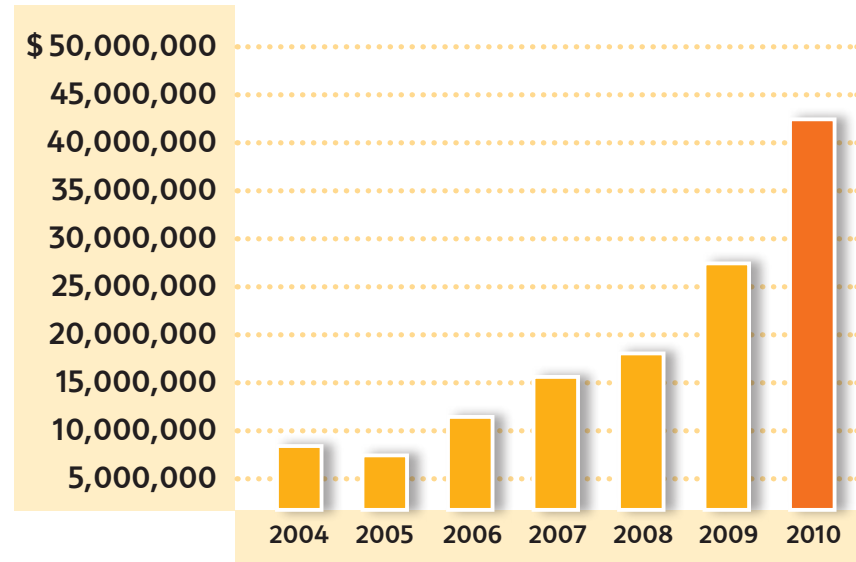
people lose their sight is the aging process, which affects us all. The growing maturity of the baby boom generation – 76 million strong – will soon make our work more relevant than ever before.

The Lighthouse is rising to meet this new challenge, and I am thrilled to be a part of the team. I value your ideas and support, and I look forward to communicating with you in the future.

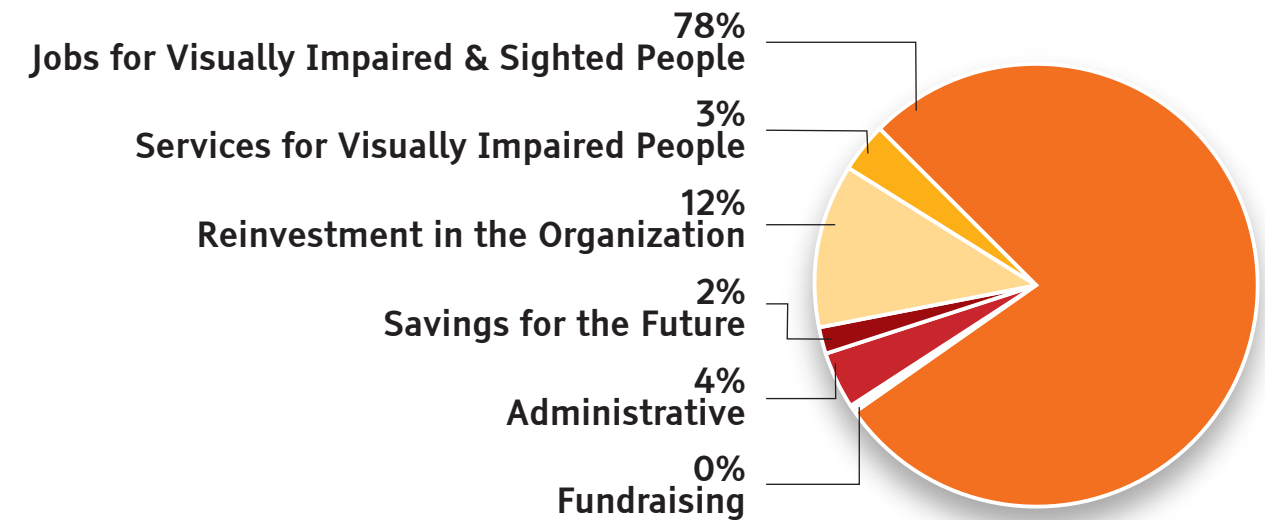
Erin McQuade  
Director of Development

# financials

## Sales Growth by Year



## How Income is Spent



### REVENUE

Self-Generated	44,063,569
Donations	1,592,450
<b>TOTAL</b>	<b>\$ 45,656,019</b>

### EXPENSES

Jobs for Visually Impaired & Sighted People	35,661,768	78%
Services for Visually Impaired People	1,581,064	3%
Reinvestment in the Organization	5,552,907	12%
Savings for the Future	1,109,486	2%
Administrative	1,604,368	4%
Fundraising	146,426	0%
<b>TOTAL</b>	<b>\$ 45,656,019</b>	<b>100%</b>

Audited financial statements are available for public review at the Lighthouse during regular business hours.

“Magnifiers and More” carries over a thousand innovative visual aid products.



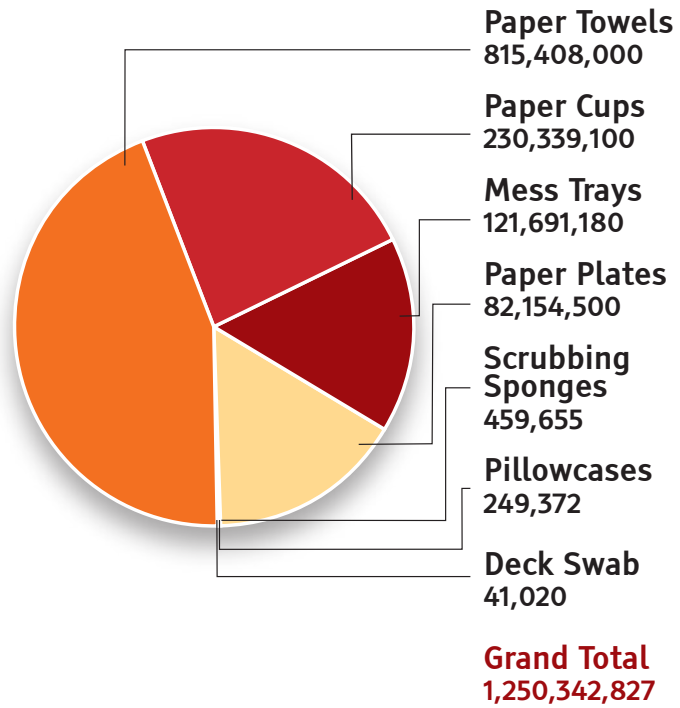
# financials

## 2010 Production

### PRODUCTION LOCATIONS

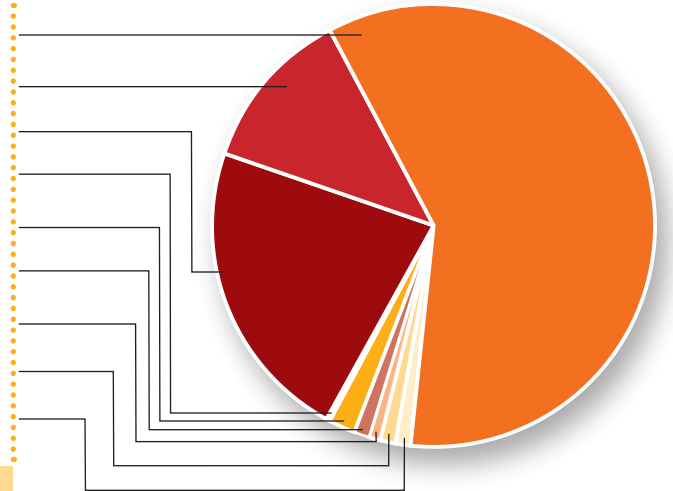


### UNITS PRODUCED



## 2010 Sales by Product

PRODUCT	2010	%
Paper Plate	\$ 25,667,478	59%
Paper Towel	5,206,379	12%
Paper Cup	9,740,524	22%
Assembly	182,196	0%
Service Contracts	881,479	2%
Textiles	442,441	1%
Mops	308,673	1%
Fee for Service	604,695	1%
Resale	279,280	1%
<b>TOTAL</b>	<b>\$ 43,313,144</b>	<b>100%</b>



## Services by Type

Users of Visual Aid Store; Information & Referral Hotline:	3,412
People who received services*:	508
People with one or more disabilities placed in a job:	60
Clients Transported:	261
Recipients of Work-Readiness Training:	15

\* Includes Low Vision Clinic evaluation & training in New Orleans and on the North Shore; Assistive Technology training; Adult Adjustment to Blindness and Independent Living Skills classes; peer support groups in New Orleans and Slidell; case management by a licensed social worker, white cane travel instruction; children's summer camp; youth weekend programs; and adult recreation programs.

Lighthouse production jobs challenge assumptions about what visually impaired people can accomplish.



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Red Type indicates person honored

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taught to swim at the Red  
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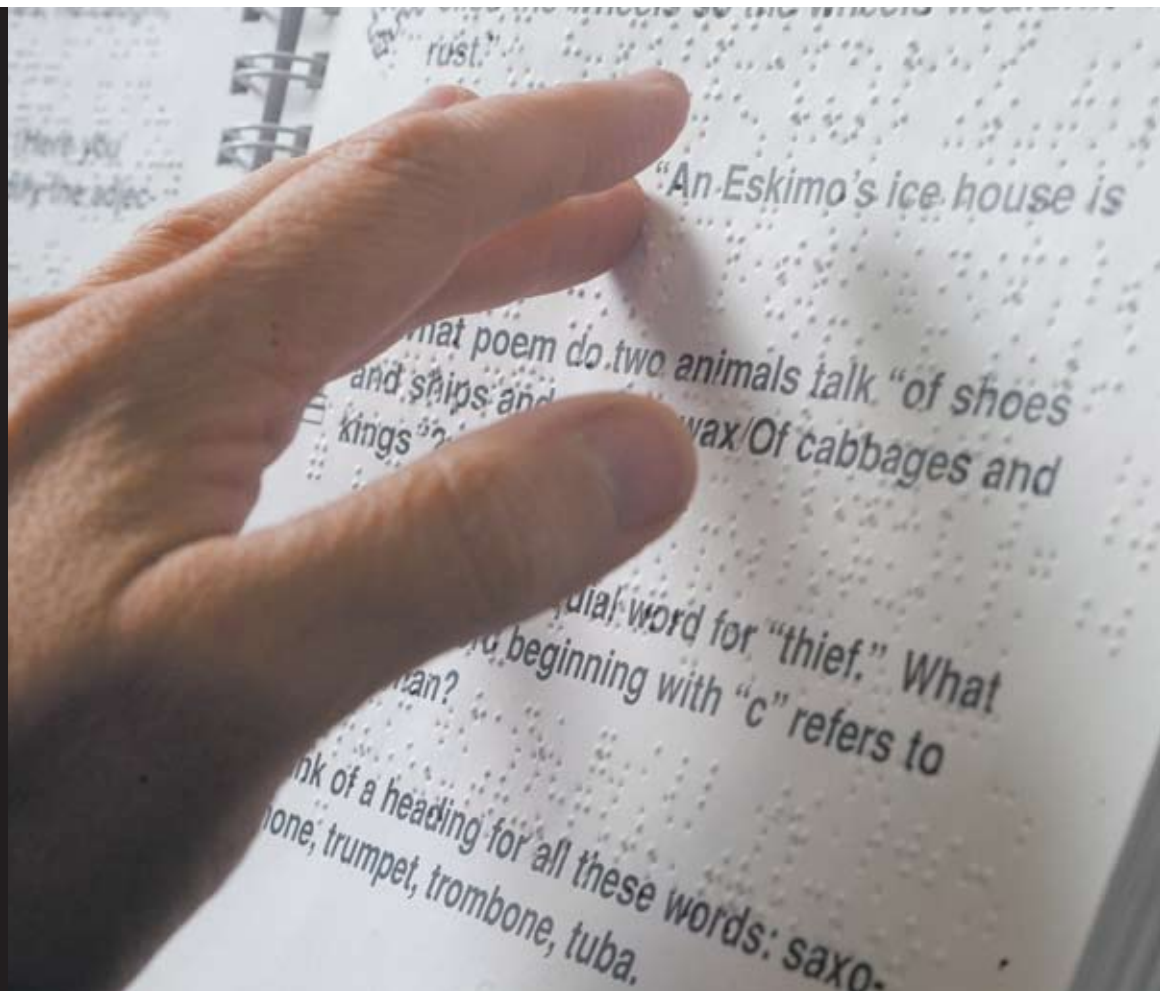
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*(The Economic Impact of Vision Problems, Prevent Blindness America, 2007)*



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