

WELCOME EVERYONE



ANNUAL REPORT FISCAL YEAR 2018

OCTOBER 1, 2017 – SEPTEMBER 30, 2018

At APH headquarters in Louisville, KY, we create an environment of inclusion where everyone is welcome; where educational, social, and employment barriers are broken and accessibility obstacles are eliminated – exactly the way we believe the world should be.



WELCOME TO APH

Products and Services for Life

Founded in 1858, American Printing House for the Blind (APH) is a unique nonprofit organization, serving people of all ages who are blind and visually impaired by providing products and services needed for education and for life. APH is the oldest company in the United States dedicated to service to people who are blind, and the largest organization of its kind in the world.

Mandate and Corporate Status

Much of APH's mandate is from the federal *Act to Promote the Education of the Blind of 1879*. The *Act* designates APH as the official supplier of educational materials to all eligible students who are blind in the U.S. and who are studying at less-than-college level.

APH is a private, nonprofit 501(c)(3) corporation. For additional information, please visit: aph.org. APH also addresses the life-long learning needs of children and adults who are blind and visually impaired through the generosity of private donors and founders.



WELCOME EVERYONE

Annual Report, Fiscal Year 2018
October 1, 2017 — September 30, 2018

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APH Mission:

The American Printing House for the Blind promotes independence of people who are blind and visually impaired by providing specialized materials, products, and services needed for education and life.





Future leaders from Louisville's Sacred Heart Academy are inspired by the work of Helen Keller. (Desk on loan from the American Foundation for the Blind.)

PRESIDENT'S MESSAGE



A child who is blind or has vision loss is like any other child – eager to explore the world around them, be a part of it, make friends, learn, have fun, grow up to realize their dreams. But they can find themselves facing a number of barriers that deny them access, and leave them feeling as if they are living in a world where they aren't welcome.

This year, the American Printing House for the Blind celebrated 160 years of working to change that reality for our nation's students. We've been making classrooms a place where children can learn without limits, by providing accessible textbooks, and adapted learning materials, technology, and tools.

This year also marked our efforts to take that legacy of commitment to learning access and move it out of classrooms and into the world. We've expanded our mission to people who are blind and visually impaired across the lifespan, when and wherever they learn.

We've worked to demonstrate how communities can be accessible, by implementing a number of initiatives in our home community of Louisville. We took on the stewardship of FamilyConnect, CareerConnect, and VisionAware from the American Foundation for the Blind, and staffed a resource and referral line to support information needs. We also expanded our resources for professionals by

becoming the caretakers of AFB Press. We're reaching more people, in more places – and this is just the beginning.

We refreshed our brand, and out of that work came a clear and resonating message: Welcome Everyone. APH is creating a world where everyone feels welcome, and there are no barriers standing in the way of learning, living, and earning. We invite everyone to participate in that world – our employees, our generous donors, and our partners. We all have a role in building a future that belongs to everyone.

You can read more about 2018's achievements and 2019's upcoming innovations in this report. You'll see that our beginning as a printing house is just one chapter of our incredible story.

A handwritten signature in black ink, appearing to read 'Craig Meador'.

Craig Meador, Ed.D., APH President

Photo above: APH President, Craig Meador with 2018 InSights artist Clara Scelsi.

Photo on opposite page: Craig Meador, working on Code Jumper with a student at the Lighthouse Central Florida.





“ If you put Code Jumper in a classroom, not only is the student who is blind going to be using this, but every student in the classroom is going to want a crack at it. From a teacher’s perspective, that’s all you ever really want—something that’s inclusive. ”

**— Dr. Craig Meador, APH
President and longtime educator**

CODE JUMPER: Everybody Plays, Everybody Learns

In January, Craig Meador stepped onto the Microsoft Schools Stage at the BETT Show in the UK to present on Code Jumper. Joining him was Cecily Morrison, Microsoft researcher and Code Jumper creator. Together, they introduced a revolutionary new coding tool that levels the playing field for all children who are learning the basics of coding for the first time. Developed by Microsoft and distributed by APH, Code Jumper combines a physical system of a hub, pods and connectors with an accessible app to teach the basics of computer programming.

The current methods of teaching computer coding to children are not fully accessible. When Cecily Morrison's son was born blind, she realized the learning gaps he would face, and set about to develop a physical programming language which would enable him to fully participate in computer coding lessons. When speaking about Code Jumper and its impact on students who are blind or visually impaired, Morrison said, *"Their world is very abstract, and it makes them very open and understanding of the abstract ways that computers work."* Code Jumper also provides these students with a potential path to becoming software engineers and computer scientists.

According to Craig Meador, *"If you put this in a classroom, not only is the student who is blind going to be using this, but every student in the classroom is going to want a crack at it. From a teacher's perspective, that's all you ever really want—something that's inclusive."*

APH plans to introduce Code Jumper by the beginning of the 2019-2020 school year.



Code Jumper's colorful pods are connected by "jumper cables." The Code Jumper app uses this pod configuration to execute actions/programming that creates music, a story, and even poetry.



LEARN YOUR WAY

At APH, we believe the best way to learn is your way!

We are committed to engineering products that promote inclusive learning among all age groups. Not only do we develop specialized and unique learning tools for children who are blind and visually impaired (including CVI), but also for those who have multiple disabilities. In addition, we serve as the go-to resource for the parents, caregivers, and teachers of these individuals.

Some of the tools and programs designed to inspire “learning your way” include:

- **CVI Book Builder Kit**
Children with CVI frequently have difficulty in understanding objects, pictures, and letters presented against a complex background. The CVI Book Builder Kit provides materials for parents and teachers to build books specifically for their reader. These books build connections between an actual object and a photo of that object, teaching that photos (symbols) have meaning.
- **Braille Buzz**
Braille Buzz resembles an animated bumblebee with a Perkins-style keyboard and honeycomb-shaped buttons. Fun sounds, and a friendly, recorded human voice make Braille Buzz the perfect instructional toy for young braille learners to practice with braille characters and phonics, similar to a variety of audio-based toys that teach print writing.
- **Code Jumper**
Code Jumper is the newest innovation to assist children, regardless of their level of vision, to learn computer coding and programming skills through a unique, physical system. Developed by Microsoft and distributed by APH, this educational toy bridges the skills gap and opens up the world of coding to students who might otherwise miss out. See page 7 in this report for more information about Code Jumper.
- **Snap Circuits Jr. Access Kit**
Snap Circuits Jr. is an entry-level product for learning about basic electronics and circuitry concepts. The popular Snap Circuits Jr. is already sold in stores and used in classrooms – but it is not an accessible tool. By labeling the already existing parts with braille, along with including braille and large print instructions, the Snap Circuits Jr. Access Kit makes circuitry projects fully accessible.

Corydon Elementary students and teacher exploring APH's *World At Your Fingers* tactile map.



Supporting children, and those who teach them



- **Keep the Promise Campaign**
APH's Government and Community Affairs staff launched a nationwide campaign in 2018, called *Keep the Promise*, which asks that the federal government keep America's promise of providing funding for accessible educational tools and materials for students with vision loss, as described in *The Act*, with an overall goal to increase the federal appropriation over a five-year period.
- **APH Press Books**
Carrying on the legacy of AFB Press, APH Press will publish top educational materials in the field of blindness and visual impairment to support educators, parents, other care providers, and to support the next generation of TVIs at the college and university level. The Press has an Advisory Board of some of the best-respected scholars and educators in the field, who are on-hand to help us understand the needs of our readers.
- **Professional and Parental Support**
We understand that there is a team of teachers, parents, rehabilitation experts and paraprofessionals guiding our customers with visual impairments in their educational growth and path to independence. We make sure that they, too, have the support they need, including instructional books, guides, lesson plans, checklists, forms for progress tracking, videos, software, assessments, and additional ideas to integrate learning into everyday activities.

Photo above: Students from KSB learning about building circuits with APH's Snap Circuits Jr. Access Kit

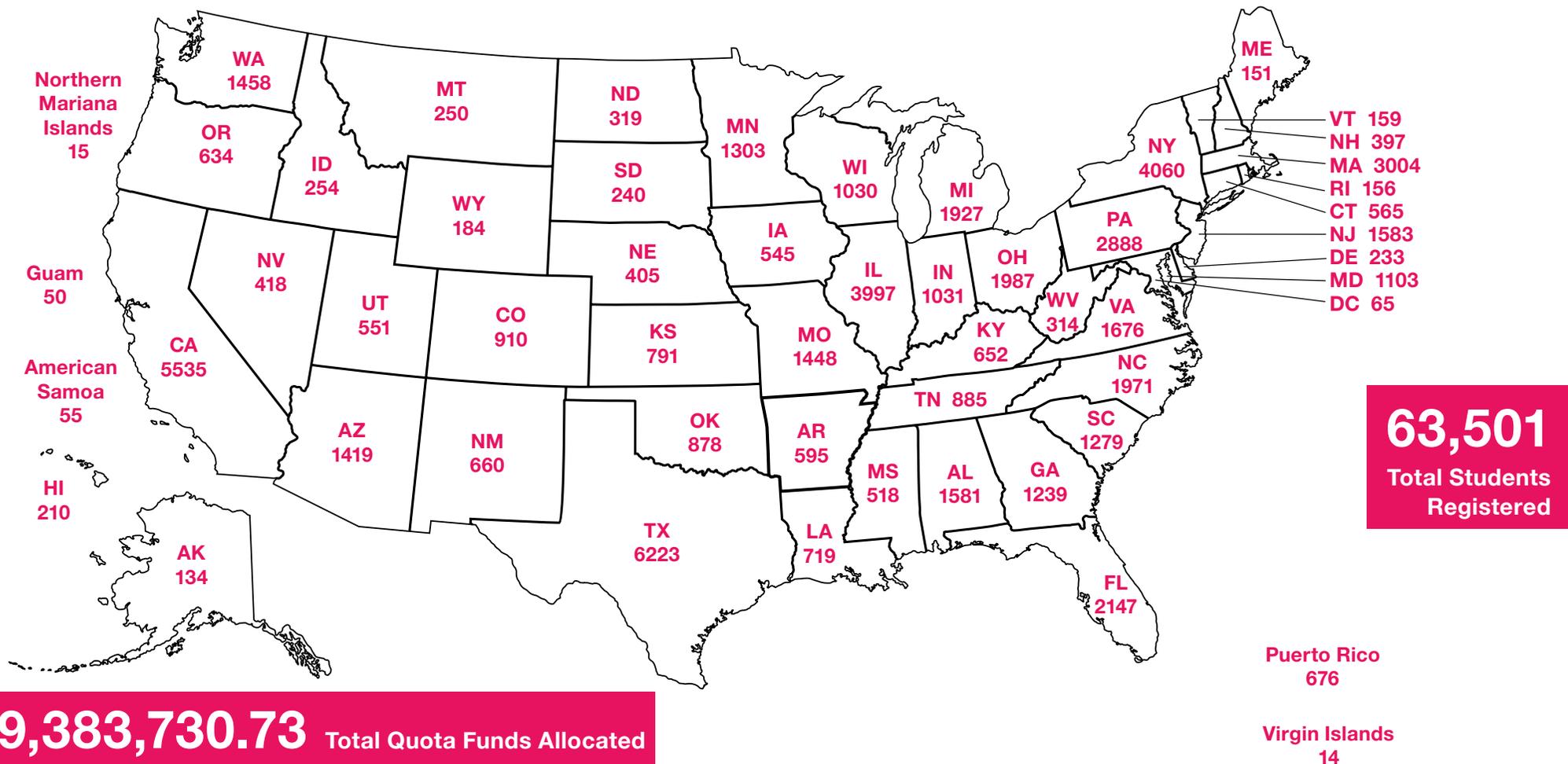
Boy from Visually Impaired Preschool Services (VIPS) in Louisville with Braille Buzz, an instructional toy for young braille learners (toy gorilla not included).



FEDERAL QUOTA PROGRAM: Providing Vital Educational

The federal *Act to Promote the Education of the Blind* was enacted by Congress in 1879. This Act is a means for providing educational materials to eligible U.S. students who meet the definition of blindness. An annual registration of eligible students determines the per capita amount of money designated for the purchase of educational materials produced by APH. These funds are credited to the Federal Quota accounts which are maintained and administered by APH and its Ex Officio Trustees throughout the country.

SUMMARY: Federal Quota Funds Due Under the *Act to Promote the Education of the Blind*, Fiscal Year 2018 (as of January 2, 2017):



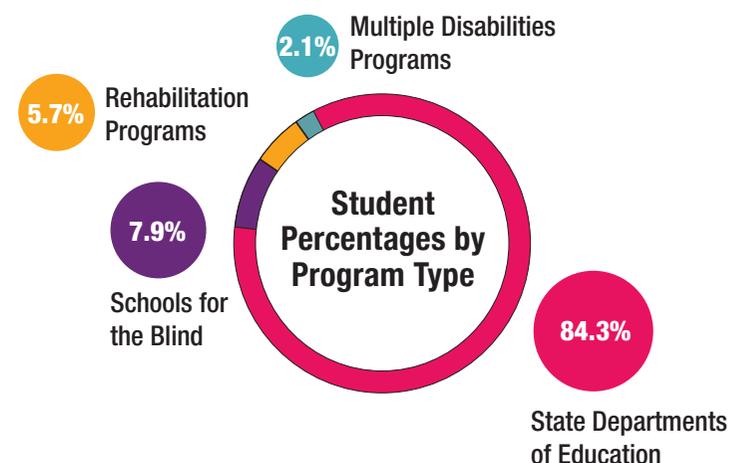
Materials to Students Who Are Blind and Visually Impaired

Appropriate Use of Federal Quota Census Data

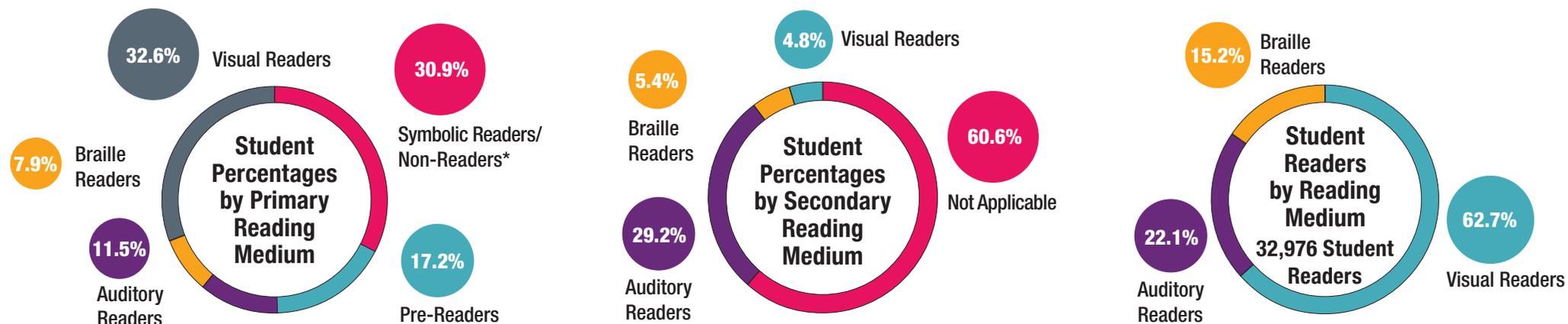
The specific purpose of the annual Federal Quota Census is to register students in the United States and Outlying Areas who meet the definition of blindness and are therefore eligible for adapted educational materials from APH through *The Act*. *Statements regarding student literacy, use of appropriate learning media, and students taught in a specific medium cannot be supported using APH registration data.*

SUMMARY: Distribution of Eligible Students Based on the Federal Quota Census of January 2, 2017 (FY 2018)

	Visual Reader	Braille Reader	Auditory Reader	Pre-Reader	Symbolic Reader/Non-Reader	TOTAL
Grand Totals, FY18						
State Departments of Education	18,079	3,643	5,314	9,181	17,334	53,551
Schools for the Blind	1,172	887	650	1,495	790	4,994
Rehabilitation Programs	1,387	453	1,093	208	487	3,628
Multiple Disabilities Programs	44	28	226	39	991	1,328
TOTAL REGISTERED STUDENTS	20,682	5,011	7,283	10,923	19,602	63,501



Full Distribution of Students Report: www.aph.org/federal-quota/distribution-of-students-2018



* **Symbolic Readers/Non-Readers:** Students who do not demonstrate traditional print or braille reading potential (symbolic readers); non-reading students; students not working on or toward a readiness level; students who do not fall into any of the above categories.

BAKING FOR A CAUSE



Sydney and her brother, Sawyer, reading a Braille Tales book.

Thirteen-year-old Sydney has always loved to bake, but when she learned her baby brother, Sawyer, was visually impaired, her passion for baking became more than just a favorite pastime. She started a company called Sydney's Sweet Sprinkles. Reciting her favorite motto, "Where there is a whisk, there is a way," Sydney put her baking skills to work and raised money to help other children gain scholarships to the center her brother was attending. When it was time for Sawyer to graduate from the center, his teacher signed him up for Braille Tales, a free print braille book program for preschoolers, supported by the American Printing House for the Blind.

Print braille books are hard to find. They cannot be purchased at the local bookstore, and libraries typically do not carry braille books for preschoolers. Print braille books can be purchased online, but are very expensive. Braille Tales helps fill this void. Preschool children who are visually impaired can enroll to receive six free books per year until the age of six.

Now Sydney has a new task: to help raise money so other children can experience the joy of reading. When asked what Braille Tales means to her, Sydney said, *"It helps kids and their parents, and gives them hope and a new resource."*

Sydney says business is booming, and she recently set a record by selling sixty loaves of zucchini bread—her favorite thing to bake. Sawyer is enjoying his books and is half way through learning the braille alphabet.

We at APH applaud Sydney for her dedication, and we thank her for her spirit of generosity.

APH is proud to collaborate with Dolly Parton's Imagination Library to provide free print-braille books across the United States to over 1,700 preschool children who are blind and visually impaired.

SHARE OUR MISSION

Please Consider Donating

Ensuring that individuals who are blind or visually impaired have the resources they need for education and life is an expensive endeavor. APH works hard to make resources available to everyone; many are free or very low cost. Now more than ever, our products and services are reaching people of all ages. And, while educational products are the core of our work, we reach beyond that by creating tools for home, workplaces, and communities.

There are several ways you can help us to continue providing vital services for all of our friends who are blind and visually impaired:

Ways to Donate	
Gifts of Cash	A gift of cash is an easy way to make a direct impact.
Tribute and Memorial Gifts	Honor a friend or loved one by contributing a donation in his/her name.
Charitable Gift Annuity	Charitable gift annuities provide annual, lifetime payments at a rate that does not decrease, offers favorable charitable tax deductions, and leaves a legacy to help support APH for generations to come.
Support a special project or program	Support a particular project or program – we will apply your gift towards your preference of hundreds of specialized products or programs.
Matching Gifts	Double the amount of your monetary gift through your company's philanthropic departments' matching program.
Gifts of Stock	Through a simple email, we'll make it easy for you to contribute a gift of stock.

For more information about charitable giving to APH, please contact us at 502.899.2362 or email, development@aph.org.

OUR SUPPORTERS

Thank You for Supporting APH

C. F. Pollard Foundation

Community Foundation of Louisville

David Vickter Foundation

Delta Gamma Foundation

Dollar General Literacy Foundation

Elizabeth H. and Stanley E. Evans Charitable Foundation

Emma L. Snyder Charitable Foundation

Fred B. and Opal S. Woosley Foundation

Frederick S. Upton Foundation

Gheens Foundation, Inc.

H.W. Wilson Foundation

Hartford Foundation

Irvin F. and Alice S. Etscorn Charitable Foundation

J. and L. Foundation

J. Walton Bissell Foundation

*“Alone we can do so little,
together we can do so much.”*

— Helen Keller

James Graham Brown Foundation, Inc.

Jessie Ball duPont Fund

Kings Daughters and Sons Foundation of Kentucky, Inc.

Klein Family Foundation, Inc.

Lester E. Yeager Charitable Trust

Lift a Life Foundation

Margaret Thomas Charitable Trust

Mildred V. Horn Foundation

Patrick Calhoun, Jr. Trust

Sandra Atlas Bass & Edythe and Sol G. Atlas Fund, Inc.

UPS Foundation

Walter Henry Freygang Foundation

WHAS Crusade for Children

William E. Barth Foundation

William M. Wood Foundation, Bank of America, N.A., Co-Trustee

FINANCIAL REPORTS: Fiscal Year 2018 – Ended September 30, 2018

STATEMENT OF FINANCIAL POSITION

Assets:	
Cash and cash equivalents	\$ 8,158,498
Investments	\$ 134,735,284
Net Receivables	\$ 8,025,200
Inventories	\$ 8,903,802
Property and equipment, net of accumulated depreciation	\$ 2,643,113
Other assets	\$ 458,805
Total Assets	\$ 162,924,702
Liabilities and Net Assets:	
Underfunded benefit plan obligation	\$ 12,642,405
Accounts payable and accrued payroll	\$ 6,116,340
Annuities Payable	\$ 1,035,200
Other liabilities	\$ 102,394
Total Liabilities	\$ 19,896,339
Net Assets	\$ 143,028,363
Total Liabilities and Net Assets	\$ 162,924,702

STATEMENT OF ACTIVITIES

Revenues:	
Products distributed and sold	\$ 27,625,327
Contributions and bequests	\$ 1,955,773
Investment-related activities	\$ 11,173,914
Other income	\$ 1,695,451
Total Revenue	\$ 42,450,465
Expenses:	
Cost of products distributed and sold	\$ 20,591,754
General, program, and development expenses	\$ 13,355,792
Other expenses	\$ 219,468
Total Expenses	\$ 34,167,014
Net gain from operations	\$ 8,283,451
Net gain from change in retirement plan valuation	\$ (488,889)
Net gain for year ended September 30, 2018	\$ 7,794,562
Net assets at September 30, 2017	\$ 135,233,801
Total net assets at September 30, 2018	\$ 143,028,363

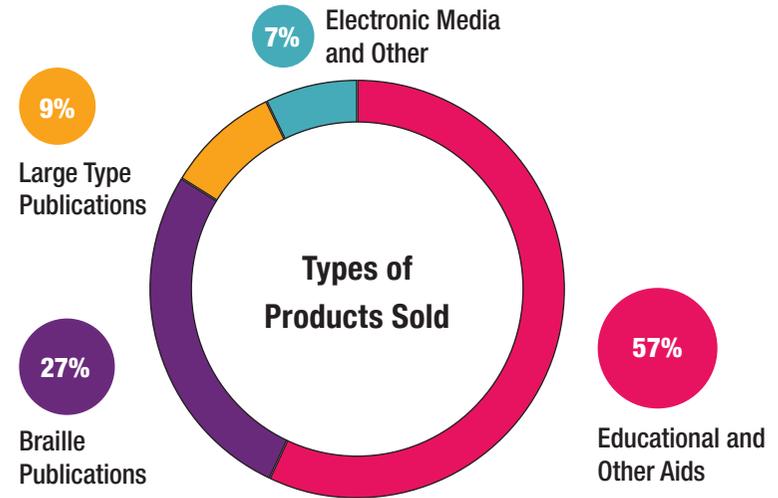
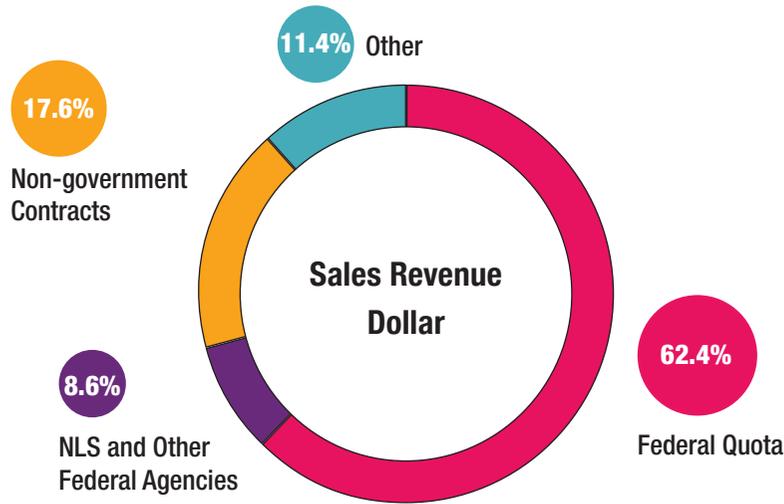
Full audit report available on request.

APH voluntarily complies with the provisions of the Sarbanes-Oxley Act of 2002 that sets the business standards for corporate governance and financial disclosure.

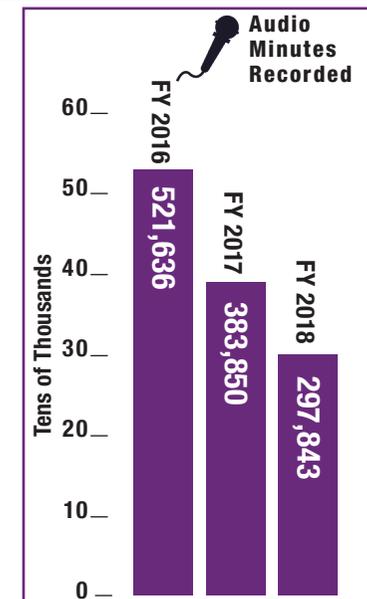
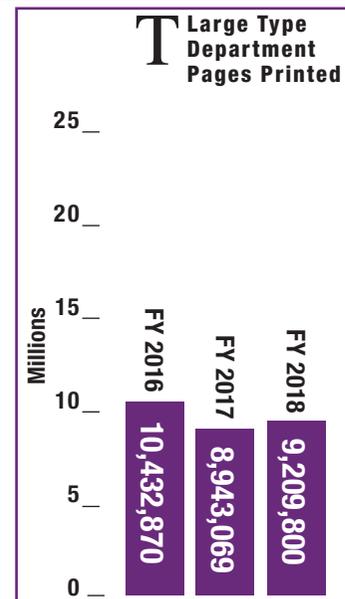
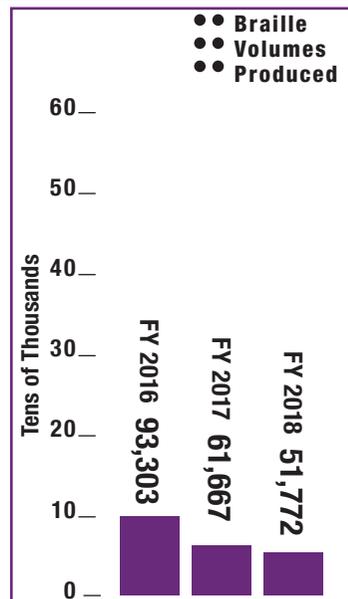
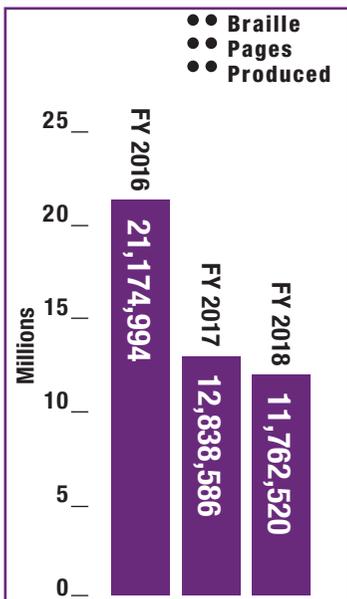
Full Financial Reports, FY18:

www.aph.org/financial-2018/position www.aph.org/financial-2018/activities

FISCAL YEAR 2018 HIGHLIGHTS



APH PRODUCTION HIGHLIGHTS



APH CONNECTCENTER: Thriving with Vision Loss



“Your site has been an invaluable resource for my family and myself. I am so thankful that you guys take the time to compile information for families that would be impossible to find elsewhere.”

— Parent user of FamilyConnect

From infants to elders, the APH ConnectCenter provides reliable, free-of-charge information on all aspects of life with blindness and visual impairment.

APH CONNECTCENTER

“ When something major happens in our lives, we think that we’re the only person who’s experiencing that...I think that having actual examples of people who are working through particular issues in their lives and learning ways to maintain their independence is wonderful.”

— Senior user of VisionConnect



A mother finds tips to help her preschool daughter, who is blind, make friends.

A father, whose son has low vision, reads articles written by another parent with similar experiences.

A rehabilitation counselor watches his client's confidence grow in mock job interviews.

A senior, who is worried about recent vision loss, finds reassuring information written in Spanish – her native language.

APH is honored to be preserving these vital programs and building for the future.

Continuing the Legacy of Independence through Information

In February 2018, Kirk Adams, President and CEO, American Foundation for the Blind (AFB), and Craig Meador, President, American Printing House for the Blind (APH), announced an historic partnership with the mutual goal of improving the lives of children and adults who are blind or visually impaired.

In July, APH became the steward of several key information resources originally founded by AFB. The goal is to ensure the continued impact of these critical sources of information for people of every age: young children, students, parents, job seekers, adults, seniors, and the professionals who serve them.

Vital Connections with APH ConnectCenter

Building on decades of work by AFB, APH grouped these resources under the name **APH ConnectCenter**. This includes:

FamilyConnect.org - gives parents of children who are visually impaired a place to find resources, support, and stories of success.

APHCareerConnect.org – provides employment information, career exploration tools, and job-seeking guidance for individuals and the professionals who work with them.

VisionAware.org – helps adults continue to live full and independent lives by providing timely information, daily living techniques, and community resources.

Directory of Services - lets anyone find services in his or her local area with a simple search of over 2,000 agencies in the U.S. and Canada.

APH ConnectDirect information and referral 800 number – provides free information by phone on virtually any topic related to visual impairment and blindness at **800-232-5463** or by email at **info@aph.org**.



Students from the New York Institute for Special Education (NYISE).



GUIDANCE FOR OUR MISSION

CORPORATE OFFICERS

as of
September 30, 2018

Chairman
Vice Chairman
Treasurer
President
VP, Finance; and Secretary
VP, Development
VP, Human Resources
VP, Marketing and Sales
VP, Information and Technology
VP, Government and Community Affairs
VP, Production
VP, Educational Services and Product Development

Jane W. Hardy
Phoebe A. Wood
Darrell R. Wells
Craig Meador
William G. Beavin
Robert Belknap
Vicki Buns
Anne Durham
Alejandro Erick Franco
J. Gary Mudd
Steve Paris
Dorinda Rife

Jane W. Hardy
Dr. Charles Barr, M.D.
Angie M. Evans
Judge David Holton II
Dr. Virginia T. Keeney
Dr. Julie S. Lee
W. James Lintner, Jr.
Dr. Craig Meador
W. Barrett Nichols
Yung Nguyen
Herbert W. Perkins III
Darrell R. Wells
Phoebe A. Wood

Jane W. Hardy
Board Chair, FY 2018



CORPORATE TRUSTEES

EOT Advisory Committees Elected in October, 2017 (FY 2018)

The name of each member is followed by their term expiration date.

Educational Services Advisory Committee (ESAC)

Marty McKenzie, South Carolina, Chair

Donna B. Earley, South Carolina, 2018

Rob Hair, Maryland, 2020

Mary Lane, New Hampshire, 2019

Marje Kaiser, South Dakota, 2020

Serena Preston, Illinois, 2019

Dan Wenzel, Minnesota, 2018

Alternate: Robin King, Louisiana

Educational Products Advisory Committee (EPAC)

Kristin L. Oien, Minnesota, Chair

Doug Anzlovar, Illinois, 2018

Emily Coleman, Washington, 2020

Nancy Moulton, Maine, 2020

Paul Olson, North Dakota, 2018

Christine Short, Iowa, 2019

Mary Jo Wagner, West Virginia, 2019

Alternate: Angyln Young, Arkansas

EX OFFICIO TRUSTEES (EOTs)

EOTs are responsible for the administration of the federal *Act to Promote the Education of the Blind of 1879*.

The EOTs are the executive heads of schools for the blind, the chief state school officers of each state department of education, or the executive officers of other agencies serving people who are blind. If they choose, these executives may designate the trusteeship to an appropriate professional within their organizations.



AMERICAN
PRINTING
HOUSE 

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Louisville, Kentucky 40206 USA