



For the Blind and  
Visually Impaired

Visit our website:  
[vistacenter.org](http://vistacenter.org)

## IMPACT REPORT 2020-2021

- 3,721 clients served  
(10% increase)
- Opened the new low  
vision clinic in San Jose
- Sight Tech Global  
conference drew over  
10,000 online guests
- Recognized for  
exemplary service  
during the pandemic  
from Joe Simitian,  
Santa Clara County  
Supervisor, 5th District
- Recognized for  
recycling nearly  
200,000 pairs of  
eyeglasses with Lions  
Clubs & Delta Gamma,  
from Alex Lee,  
Assembly Member,  
25th District



# Report to our Donors

“You saved my life, because  
I don’t feel alone anymore.”

- Sandra, San Jose

**Our first priority is always our clients—a special challenge in this time of pandemic isolation.** An ongoing factor in vision loss, the need for emotional support increased exponentially, but we found ways to serve a growing group of clients, thanks to creative and resilient thinking.

Sandra’s story is a good example. Totally blind due to diabetic retinopathy and glaucoma, **she felt more isolated, depressed and insecure about her ability to function independently.** She lost her ability to cook safely and perform other tasks, which made her think she couldn’t even join virtual support group sessions.

But Vista staff taught her how to Zoom—and how to get Siri to make the call. **No longer an introvert,** Sandra is an active participant on the calls and recently got a standing ovation in her support group.

**Vista programs give people like Sandra the confidence they need—to cook again, connect online, and so much more.** We join in applauding her, and thank our many donors who are making it possible for Sandra, and all of our clients, to persevere in these difficult times. **You inspire us, every day.**



for the blind and visually impaired

*Proudly serving Santa Clara, Santa Cruz,  
San Mateo & San Benito Counties and beyond,  
schools throughout California, and  
a growing online community.*

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## A message from Karae Lisle, CEO



**A friend recently asked me if the demand for vision services had returned to pre-Covid levels.** This took me by surprise, because like the rest of the health industry, the demand for Vista Center services has only grown during the pandemic, and will continue to do so.

## The pandemic intensified the need for Vista Center's work.

**We've all experienced isolation in the last year and half**, but think of how challenging this is for people with vision loss: feeling alone—with no color, dimension or perception of space—while struggling to shift to an online community designed for the sighted.

Vista Center's **comprehensive services uniquely address** emotional, functional, and mobility challenges, provided with a high touch, staff-intensive approach. Our programs and services support people with vision loss, to care for themselves safely and independently. We serve children, students, working adults and seniors from all socioeconomic backgrounds, regardless of their ability to pay.

**Technology is an indispensable tool** for our clients; mobile computing, computer vision and artificial intelligence are producing revolutionary results. To better serve people with vision loss, Vista Center created and launched the Sight Tech Global conference to bring together a world-wide audience of blind and visually impaired people, coders, engineers, product managers, founders, teachers and advocates: the ecosystem of support.

**As a thought leader**, Vista Center believes that connecting this ecosystem with technology pioneers who are creating new advances in accessibility will enhance product development and amplify the impact of new technologies for visually impaired users.

Our FY21 Annual Impact Report demonstrates **Vista's ability to successfully face change and unexpected risks**. We employ incredibly dedicated and resilient staff; please join me in honoring their high performing work that empowers over 3,700 visually impaired people in our community to dream big and live their best life.

Other than a few publicly-funded programs, **Vista Center survives solely on charitable contributions from our community**. As a transparent leader, please know that I steward our funds with fiscal conservatism, a deep appreciation for our donors, clients and volunteers and I keep our mission front-of-mind each and every day.

**I hope you'll help Vista Center continue to serve. Thank you!**



# Changing more lives for the better.

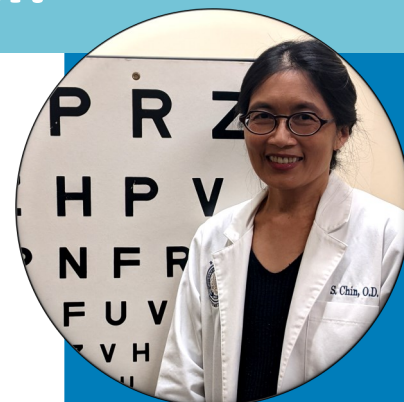
**Responding to the pandemic, Vista Center met the critical needs of even more people this year.**

**We served 3,721 people in hundreds of programs**—at our three clinics, in expanded and new online services, through adult and youth programs, in school programs and through the Stanford Health Library.

**A few numbers give a fuller picture:**

- Our resilient staff rendered **23,058 hours of service to 1,795 clients**. In addition, **5,422 volunteer hours** were given to deliver on our mission and help with day-to-day operations.
- Our **staff traveled 43,187 miles** to serve clients in their homes and schools. (95% of our clients live in the Bay Area.)
- **97% of our clients qualify as low income**. 74% live with others in a household; our services also educate and support those whose loved one has vision loss.
- **Half are over 50**. Our youngest is 3 and we have 18 clients who are 100 and over, the oldest being 107.

That's our client base. Add 10,000 people participating in the inaugural Sight Tech Global conference and recordings, our dedicated staff, almost 200 volunteers and the many friends and family members whose loved ones are enumerated above, and **you can see how widely Vista Center impacts our community, *thanks to your support.***



We celebrate and  
thank our wonderful  
low vision optometrists  
serving our three clinics:

Chief Low Vision  
Specialist Dr. Selma Chin,  
Dr. Marge Geronimo and  
Dr. Jessica Gee.

**Vista Voyagers experiences builds confidence in young people.**



# Programs & Services



## New services for changing needs:

- Virtual Support Groups and Peer Mentoring to encourage, uplift, and help address concerns.
- Online case management for all Vista clients.
- Online Wellness Classes to support continued physical activity and overall well-being.
- Online student instruction, including activities to augment the Expanded Core Curriculum required for youth living with vision loss.
- With help from volunteers, we provided medical and grocery shopping, including delivery, free of charge meal delivery to seniors enrolled in the County Senior Nutrition Program.

## In addition to our regular services:

**Low Vision Clinics:** Our specially trained low vision optometrists evaluate a client's remaining vision to provide customized recommendations and education on how to maximize their vision.

- Low Vision Clinic
- Lighting Evaluations & Contrast Training
- Low Vision Aids & Devices Training

**Safe & Healthy Living:** We assess each client's needs and develop a customized plan of action for the skills that enable independence.

- Social Services
- Orientation & Mobility
- Daily Living Skills
- Guidance & Support Groups
- Adult Recreation
- The Health Library
- Assistive Technology Training
- The Store

**Tech Programs:** We lead the way in education in and mastery of tech as a way to promote independence and connect clients with their community.

- Technology User Group
- Assistive Technology Training
- Concierge Training in Your Home
- Sight Tech Global conference

**Youth Services:** We provide young clients and their families with the tools, strategies, confidence, and courage to dream big and build the future they choose.

- Vista Voyagers—community learning events
- Youth of Tomorrow—transition support
- Braille Challenge
- School Vision Services
- School Orientation & Mobility Services
- Transcription Services

**Community Services:** Vista Center is a resource and educator in the many communities we serve.

- Classroom Outreach & Education
- Professional in-services and consulting
- Paratransit, Public Transit, & Intersection Consulting
- Volunteering

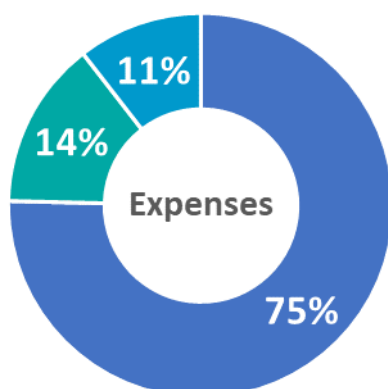
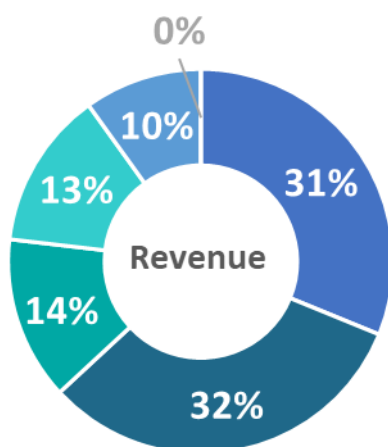
# Vista by the Numbers

In fiscal year 2020-2021, we again reduced expenses, spending \$ 3,476,574 to support our three clinics and associated programs and services, in a four-county service area, plus statewide and online services.

**Three-quarters was spent on mission delivery.** Further, we saw a nearly **10% increase in the number of clients served**, while traditional funding resources diminished.

To serve those who needed Vista, we expended more than we earned; thus, we suffered an operating deficit. With support from our community, we're strengthening the reserves that have kept us whole these past several years, and helping to replace the income lost from canceled and postponed special events.

**Your support has made the difference, allowing Vista Center to serve even more people in their time of need. Thank you!**



## REVENUE

Contributions & In-Kind	\$ 1,338,760	31%
Investments Income	1,370,192	32%
Program Service Fees (incl. Store)	578,207	14%
PPP Stimulus Loan	568,273	13%
Public Funding (Grants)	424,747	10%
Misc. Income	438	0%
<b>TOTAL REVENUE</b>	<b>\$ 4,280,616</b>	

## EXPENSES

Program Services	\$ 2,618,052	75%
Management & General	477,903	14%
Fundraising	380,619	11%
<b>TOTAL EXPENSES</b>	<b>\$ 3,476,574</b>	

NET (including investments)

**\$ 804,042**

## PRE-AUDIT NUMBERS

**“Although I’ve lived with diabetes for many years, I was surprised to learn so much from you and the participants. Listening to our stories is empowering in itself.” - Julio, 50, San Jose**





We invite  
you to  
glimpse  
the future.



Please join us on  
December 1 & 2, 2021  
as we explore the  
technology that is  
changing the lives of  
thousands of people  
with vision loss.

Situated in Silicon Valley, we ask:

## How is technology helping people with vision loss?

- A computer can drive a car at 70 MPH without human assistance - but there's no comparable ability to help a blind person walk down a sidewalk at 3 MPH.
- A social media site can identify billions of people in an instant - but a blind person can't readily identify the person standing in front of them.

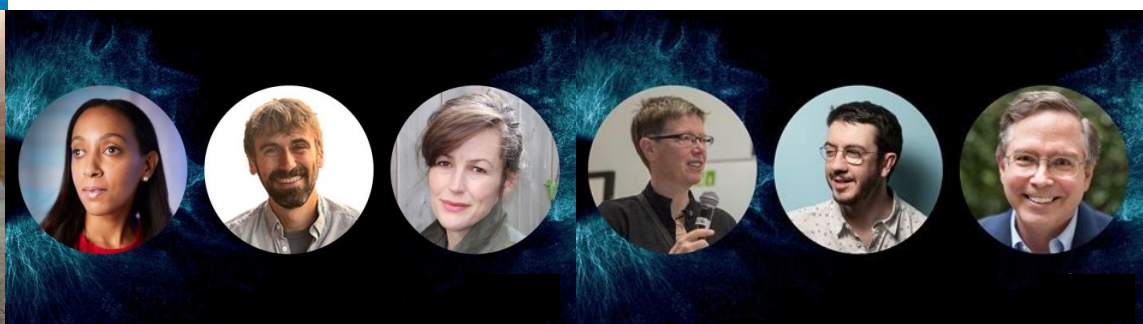
**Assistance and accessibility technology for people with vision loss is advancing at a rapid rate.** Years of assisting tech companies with new product development and consulting has taught us that technology is becoming ever more important for people with vision loss.

In 2020, **we initiated a conference, Sight Tech Global, to advocate for people with low vision.** A two-day, virtual and highly-accessible conference and fundraiser focusing on assistive and accessibility technology, it brought experts from all over the globe to the virtual stage.

**Over 4,000 attendees each day from 70 countries** attended to hear dozens of speakers from Facebook, Apple, Microsoft, Google, Amazon, TechCrunch, Mojo Vision, Verizon 5G and many more. An additional 9,000 people have accessed our YouTube channel after the conference.

"The hard questions and honest discussions at Sight Tech Global are at the intersection of technology and accessibility," stated NED DESMOND, Executive Producer of this global conference, "and it has the potential to **position Vista Center as a thought leader.**"

**Register for this free conference, and learn about last year's inaugural event at [sighttechglobal.com](https://sighttechglobal.com).**



# Thank you to our donors!



“Women on the Verge” performed  
in the inaugural Voices for Vista

## VIRTUAL EVENTS SAVE THE DAY

We're profoundly grateful to all of our donors for their unwavering commitment to the Vista Center mission. For a second year, we found new and creative ways to replace our traditional, successful in-person fundraising events. We look forward to gathering together again.

- SEPTEMBER 15, 2020—in partnership with the Lions Clubs, we celebrated youth with a **Back to School** video fundraiser.
- DECEMBER 2 & 3, 2020—a mission-aligned fundraiser taking tech for the vision-impaired to a whole new level, the inaugural **Sight Tech Global** conference positioned Vista Center as a global thought leader.
- MARCH 11, 2021—our **Low Vision Clinic** opened in San Jose, supported in part by proceeds from years of successful Vintage Affaire special events. We toast and thank the many volunteers who made it happen for nearly forty years.
- MAY 6, 2021—an online fundraiser, **Voices for Vista** brought amazing vocal talent to the virtual stage in a wonderful evening of music and celebration.

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## GRANTOR FOCUS



**“There should be no barriers to care, and partnering with Vista Center ensures that clients who are blind or have low vision have access to resources, regardless of their financial status,”** said **JENNY BRATTON**, Manager of Grants and Programs,

**“We are very enthusiastic supporters of Vista Center!”**

Over the years, Sequoia Healthcare District has provided funding for our Safe and Healthy Living programs, and helped support the refurbishment of our newly accessible website.

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