

2020-21

ANNUAL REPORT



2020-21

PRESIDENT'S MESSAGE

The past two years of progress for Beyond Vision can be summed up this way...

#MissionFirst. Over a decade ago, our leadership team embraced the philosophy that our mission should drive every decision we make. We continually ask ourselves if we are making the best decision for the mission, ahead of personal or departmental priorities. If the answer is yes, we are making the right decision. Years later that simple yet powerful philosophy is now reaping rewards in the form of growth. We are seeing growth in our jobs, our culture, work accessibility, competitive salaries, our fiscal health, and most importantly, our mission. This is no accident. Additionally, a dedicated Board and a strong, persistent leadership team lays the foundation for this growth, and I am blessed to have both. The most important measure of our success is growing our mission. We're reaching record levels of employment in all corners of the company. After the successful launch of a new fully accessible enterprise-wide ERP system, we now have 100% computer software accessibility for every position.

This change eliminated an existing barrier and enabled us to promote several people and hire others for roles that were previously not accessible. Our culture continues to grow healthier. Employees throughout the company have a strong emotional engagement to growing the mission. We center ourselves around Servant Leadership principles which are baked into the corporate Values and part of every employee's annual review. The concept that leaders should focus on serving their staff to help them achieve their best now permeates the entire culture. You feel it when you walk through the building. And our employees and customers feel it too.



**Jim Kerlin,
President &
Chief Executive Officer**

A handwritten signature in white ink, appearing to read 'Jim Kerlin'.

OUR MISSION IMPACTS THE COMMUNITY

Accessible Transit

Beyond Vision employees worked with Milwaukee County Transit System (MCTS) and the Milwaukee County Office for Persons with Disabilities (OPD) to make public transit in Milwaukee accessible for people with vision loss. Our team members helped test and implement Aira, a software app on mobile phones. The app connect users with an operator who gives navigation, reads signs and helps to avoid obstacles.



Helping Students

Working with BestEd Business, Beyond Vision supports the MPS Foundation program, "No Empty Backpacks". The program provides disadvantaged Milwaukee Public Schools (MPS) students by providing them with school supplies to help them succeed. Beyond Vision employees take great pride in the project. Assembling the supplies helped over 10,000 children.



Volunteer Board of Directors

JEFFREY ALAN PEIL, CHAIRMAN

THOMAS E. ARENBERG,
Accenture (Retired)

SHAWN DUFFY,
C.P.A. Controller, WTC Machinery

JOHN EMANUEL
Senior Counsel, Husch Blackwell LLP
(Retired)

**WILLIAM HUGHES, CHAIRMAN
EMERITUS**
USAFR (Retired)
Attorney, Partner, Husch Blackwell LLP

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CEO, GenMet Corporation

DANITA JACKSON
Intake Specialist, Disability Rights
Wisconsin

JAMES KERLIN
President & CEO, Beyond Vision

GEN. PAUL E. LIMA (RET.)
President, St. Johns Northwestern Military
Academies

BURTON METZ
Vice President, Wangard Partners

TOM O'CONNELL
CEO, Tank Holding Corp./Snyder Industries
(Retired)





The VisABILITY Center is becoming A REALITY

Current facilities limit the growth of our mission to provide meaningful and sustainable employment for people with vision loss.

Beyond Vision is building a state-of-the-art manufacturing and administrative campus in West Allis, Wisconsin. This construction will serve to broaden our capabilities and mission. It will also be an opportunity to invite co-location of other organizations serving people with vision loss.

We call it The VisABILITY Center.

Blindness is the disability most feared by Americans, according to a study by Johns Hopkins University School of Medicine. There can be significant barriers to jobs or careers for people with vision loss. Beyond Vision presents a pathway to a first-time job offering competitive wages, or a continuation of a career without limitations.



The VisABILITY Center will potentially double or triple employment levels at Beyond Vision.

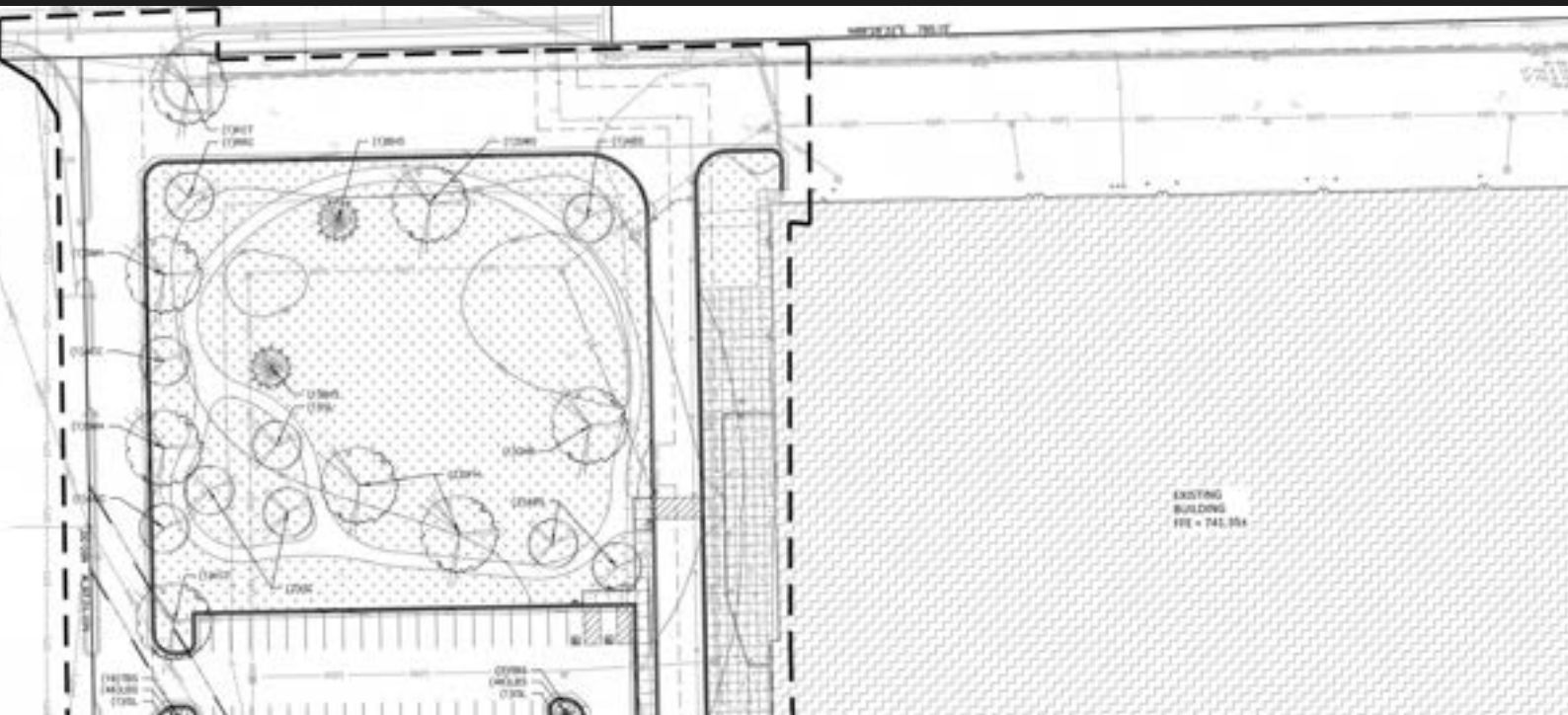
ARCHITECT, CHRIS DOWNEY



Key to the design is architect Chris Downey. He brings a personal perspective to the planning process because of his 20 years of architectural experience before losing his sight during an operation. His awareness of physical space and blindness is unique.

"I believe great architecture for the blind and visually impaired is just like any other great architecture, only better. It's a richer experience, involving all the senses."

- Chris Downey



NUMBERS



55% MISSION RATIO

115 EMPLOYEES

63 EMPLOYEES WHO ARE VISUALLY IMPAIRED

52 EMPLOYEES WHO ARE SIGHTED



97,270

BLIND PAID WORKING HOURS



94%

MISSION DIRECT HOURS



\$38,305,000

REVENUE

2020

OUR VISION

Enrich the lives of Americans who are
blind...

through the dignity of work valued by
customers and the community.

NUMBERS



52% MISSION RATIO

123 EMPLOYEES

64 EMPLOYEES WHO ARE VISUALLY IMPAIRED

59 EMPLOYEES WHO ARE SIGHTED



103,093

BLIND PAID WORKING HOURS



93%

MISSION DIRECT HOURS



\$44,395,000

REVENUE

2021

OUR MISSION

Grow by being a valued partner to customers, suppliers, and the community while operating as a fiscally responsible enterprise.

“Keep your head up. No matter how hard life can get, think positive.”

**- Stacy
Customer Service
Representative**



**Beyond
Vision**

SCRAFT, INC. 501(C)3



MEET STACY

With a Bachelor's Degree in Communications Studies along with a Psychology Minor from UW-La Crosse, it's hard to imagine having trouble finding consistent employment. For a person who lost their sight in infancy, it is difficult to find stable work.

Stacy is our Manufacturing Customer Service Representative. She has been working at Beyond Vision since 2019 when she moved here for the opportunity to build her career.

Stacy loves interacting with customers and colleagues, in the culture we have built here at Beyond Vision. Employment means more than jobs, it builds confidence and integrity.

She brings great passion to her work and is a leader in the making.

EVENTS

SHOT IN THE DARK

SEPT. 10TH 2021

A unique golf outing that takes place in the dark. The event also helps us connect with our supporters in a fun, relaxed environment. Held annually.

DOORS OPEN MILWAUKEE

SEPT. 25TH 2021

This event offers behind the scenes tours of commercial buildings, art galleries, urban gardens and more throughout Milwaukee's downtown and neighborhoods. We are proud to be part of the tour.

KICK-OFF CELEBRATION

OCT. 1ST 2021

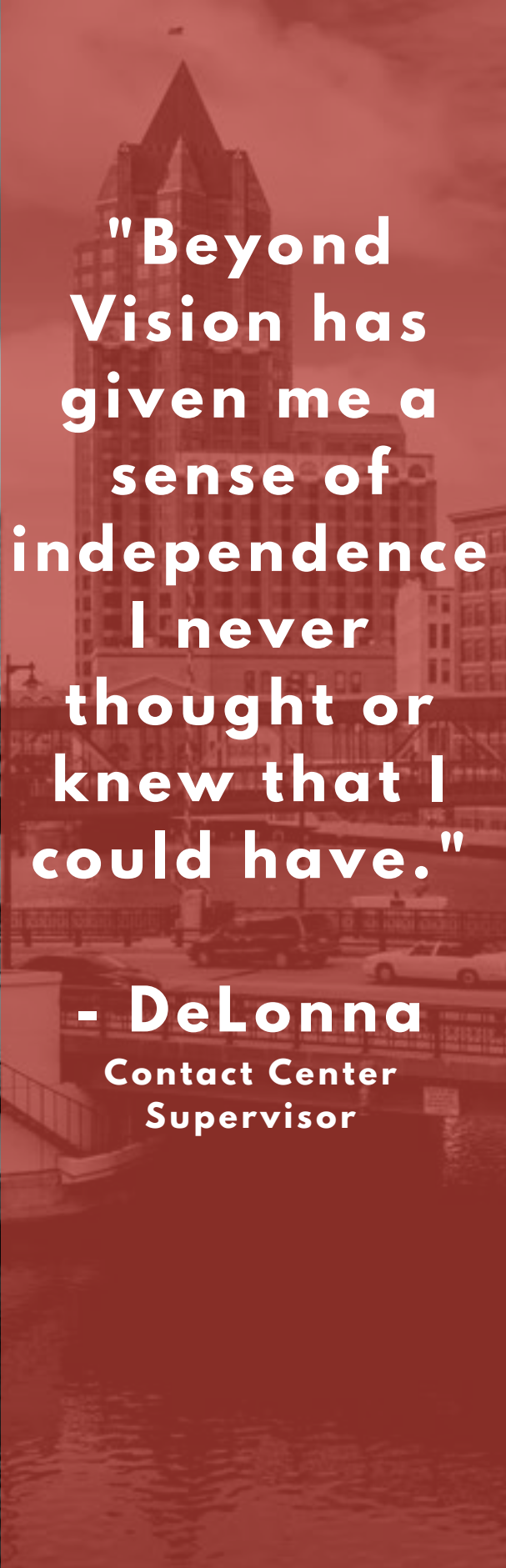
Our opportunity to invite supporters of our Capital Campaign to the VisABILITY Center for a before look at the facility.

WHITE CANE DAY

OCT. 15TH 2021

Sharing the celebration of white canes allowing people who are blind to express their equality, and independence. Most significantly, the white cane represents safety and the respect of drivers.

Learn more about past and upcoming events on our website: www.BeyondVision.com



"Beyond Vision has given me a sense of independence I never thought or knew that I could have."

- DeLonna
Contact Center
Supervisor

THE POWER OF CULTURE

Winner - MMAC Focus on the Future Talent Award

At Beyond Vision, we are all co-workers. We foster self-respect and integrity in our powerful culture. By removing barriers, employment opportunities for people who are blind are available in EVERY department.

Our intention is to be a career runway. A place for people to land and a place for people to take off in their careers. It could mean a career change due to vision loss. The runway could also be a place to try out having a job when no one ever thought you could. It's also a place for people to take off and use their skills to succeed in any career path they choose.

We are grateful to be recognized by the MMAC and Southeastern Milwaukee's business community for our culture based on opportunity and independence for people with vision loss. It is a tremendous honor and we will continue this legacy.



Thank You to Paul Nash

After 47 years of dedicated service, Paul Nash is parking his ten-speed to retire. If you've ever toured Beyond Vision, you'll remember Paul. His tremendous work ethic has helped us with so many projects. And his adaptability and versatility in his capabilities has impacted so much of our work. He will be greatly missed, and we wish him well in his retirement.





SKILCRAFT

Beyond Vision proudly produces SKILCRAFT products that create and sustain rewarding careers for Americans who are blind.



Since 1938, the U.S. Government has mandated their agencies purchase products made by Americans who are blind.

The program has advanced over the years to include opportunities to produce more sophisticated products and services.

Beyond Vision proudly produces several products in use by the federal government:

- Sit-Stand Desk Workstations
- Privacy Filters
- Socket Sets
- Floor Mats
- Military Kits



Come for a tour to learn more about our program and products.

Your support helps Beyond Vision expand its workforce, providing more people who are blind with the dignity and independence of work. Whether your support comes by outsourcing work or through donations, you are changing lives. **Thank you for keeping our #MissionPossible.**

INDIVIDUALS

Dino Antonopoulos

Thomas & Diane Arenberg

Cliff & Janie Asmuth

Ruth Benben

Casey Berrall

Michael Bishop

Rob Buettner

Ronald Buettner

Cindy Buss

Matthew Cavanaugh

John Certalic

Mike Cryczka

Teri Davis

Robert & Barb Delgadillo

Shawn Duffy

Kevin & Brian Dwyer

John Emanuel

Sandra Engebregtson

Sally Engle

Gordon Farr

John Feeley

Thomas Gauthier

Fred & Anne Geilfus

Patty Gobin

Taegan Grunwald

Peter Harken

Tyler Hart

James Hofmann

William Hughes

The Hutchinson Family

Patrick Hutchinson

Stephanie Hutchinson

Eric & Mary Isbister

Danita Jackson

Marlene Jauwasser

Evan Johnson

Cynthia Kerlin

Jim & Shawn Kerlin

Paul Khislinger

Bob Lappanen

Mitchell Latallie

Harry Lewis

Paul Lima

Catherine & Walter Lindsey

Marc McCollough

Amy Meier

Stacy Mings

Ronald Morey

Kevin Mucha

Paul & Cindy Muzzey

Leone Nasehi

Tom O'Connell

Michael Passante

Thomas Patzman

Jeff Peil

Roger & Kathleen Peil

Richard & Suzanne Pieper

Luc & Angela Piessens

Jason Putnam

Elizabeth Reid

Roy & Roberta Reimans

Barbara Rekowski

Elizabeth Rezel

Kevin Riordan & Mary Johnson

Katie Robinson

Stephanie Ruls

Eric Schumann

Nancy Sennett

Lynn Sigfred

Alexander Smith

Lindsay Smith

Timothy M. Steffen

Kandra Tess

Joseph Torsiello, Jr.
Chris Urban
Dan & Sheila Vanden Sanden
William & Barbara Velez
James & Yong Voigt
Jess Walton
Art Wasserman
Rick Wintersberger
Richard Woods
Tom Wright
Alejandro Zamora Jr.
Natie Zenker

ORGANIZATIONS

2nd Chance
3M
Amazon Smiles
Ariens
A.W. Asmuth Family Fund
Associated Industries for the Blind
Bader Foundation
Badger Meter
Badger Meter Foundation
Bentley World Packaging
BMO
Bostik Inc.
Brand Strength Products Inc.
Briggs & Stratton
Briggs & Stratton Foundation
Buy-Rite Distributors
Capital Investment Services of
America
CDBG Grant
Cognex Corporation
Concord Chamber Orchestra
Crown Mats & Matting
Cudahy Lions Club
Duffy Grain
Essendant
Ralph Evinrude Foundation
FBB Charity Golf Winnings Donation
Forrest County Potawatomi
Francis L. Silverman Foundation
Gardner Foundation

GE Foundation
Gravelly Mower
Greater Milwaukee Foundation
Harley Davidson Foundation
Harri Hoffmann Foundation
Harry Heef Foundation
Hartford Lions Club
HD Supply
JP Morgan Chase Good Works Program
The Alan & Jacqueline Keltner Trust
Kiwanis Foundation
Kohls
Legacy Capital Partners
Lions Club
Milwaukee Behavioral Health
Moore Construction Services
National Exchange Bank
National Industries for the Blind
Network for Good
New Berlin Lions Club
Newburg Lions Club
Northwestern Mutual Foundation
Park Bank
Park Bank Foundation
Patrick & Anna Cudahy Foundation
Thomas J. Reinhart Foundation
Stackner Family Foundation
United Way
UW - Milwaukee
Valor Technologies
Wangard Partners
Art Wasserman Trust
Waukesha Noon Lions Club
WE Energies
Whyte, Hirschboeck, Dudek Charitable
Fund
Margaret Wiegand Trust
Wipfli
Wisconsin Public Services Commission



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Milwaukee, WI 53208
www.BeyondVision.com

Enriching the lives of Americans who are blind...
through the dignity of work valued by customers and the community.