



Call Center • Machining • Assembly • Office Supplies
Wiscraft, Inc. 501(c)3

5316 West State Street, Milwaukee, WI 53208 | 414.778.5800

ANNUAL REPORT 2011 2012

www.Beyond-Vision.org



Honored with 2012
Excellence in Fiscal Integrity
by the Nonprofit Center
of Milwaukee



OUR VISION

Beyond Vision will enrich the lives of people who are blind through the power of work valued by customers and the community.

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BUILDING MOMENTUM

2011-12 was a great year for Beyond Vision. We have implemented several changes to our organization giving us positive momentum for the future. We have opened new lines of business, launched a new brand and made significant steps to advance our mission of providing sustainable employment for people who are blind.

Beyond Vision is the new brand for two aligned organizations (Wiscraft, Inc. and Associated Industries for the Blind [AIB]). The creation of Beyond Vision has expanded our reach of services. We have combined the manufacturing, assembly/packaging and full service call center operations of Wiscraft with the AIB Base Supply Centers (BSC's). Located in seven states, these BSCs operate on nine Federal installations that support nearly 60,000 military and civilian personnel.

Beyond Vision is proud to be an AbilityOne participating agency. The AbilityOne program is enabled by the Javits-Wagner-O'Day Act and creates employment and training opportunities for people who are blind or who have other severe disabilities through a federal government preferred sourcing program. Federal purchasing of products under the AbilityOne Program allows the government to procure the products it needs at a fair-market price, while simultaneously creating employment for more than 47,000 blind Americans (3,300 of these are disabled U.S. military veterans).

We are extremely excited to enter a new year as Beyond Vision. As the momentum builds for our organization, the essential and vital support our customers and donors provide will enable us to take advantage of the many opportunities to come.

Thank you.

Ron Hutchinson
Chair of the Board of Directors



A BRIGHT FUTURE

Dear Friends & Supporters of Beyond Vision,

On behalf of all of us at Beyond Vision, I would like to thank our customers, board, employees, donors and all the friends of the Beyond Vision mission for an outstanding year.

As an independent, non-profit social enterprise, we use business principles to achieve our mission of providing sustainable employment opportunities for people who are blind or severely visually impaired. In fiscal year 2011-2012 we have seen growth in our Machine Shop, Assembly & Packaging, Communications Center, and Office Supplies' business units. Our ability to provide employment for this underserved population has grown because of relationships with our current customers including: Briggs & Stratton, GenMet, Harley Davidson, Oshkosh Truck, Pentair, Phoenix Products and P&H Mining to name a few.

We are equally delighted to announce the addition of several new customers including American Family Insurance, Ecolab, Harken Yacht Fittings, Helios Solar Works, Grainger, Sic Lazaro and the State of Wisconsin Department of the Treasury. As our business grows, we are able to provide more employment opportunities for people who are blind.

In August of 2012, we launched the rebranding of Beyond Vision complete with a new web site, new signage, production of new sales videos and even a social media marketing program. We believe the revitalized marketing campaign has increased our presence in the community and has broadened our opportunities in ways we are yet to imagine. The addition of our office products business unit expanded the reach of our mission through the sale of office products and janitorial supplies at nine Base Supply Centers (BSC's) located on federal installations in seven states.

Beyond Vision has made significant strides in our fundraising initiatives as well. The majority of our operating funds come from the sale of products and services. However, philanthropic support from individual donors, foundations and corporations is vital to the success of our mission to provide transferable and marketable training to our employees, as well as help defray the expense of vital capital improvements allowing us to be competitive with our sighted counterparts. (More than 2,000 hours are dedicated to employee training and workforce development each year).

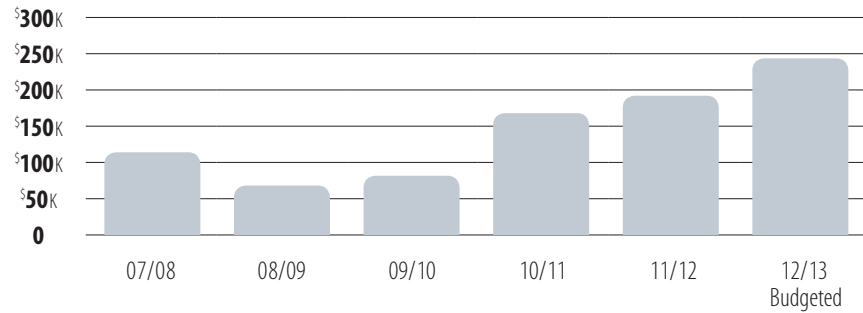
Beyond Vision continues its focus on quality. We are ISO 9001:2008 certified and utilize lean manufacturing processes to ensure the highest quality of our products and services. The outstanding dedication of our employees is exemplified by Frenchie Randolph who works in our Assembly & Packaging division. Completely blind, Frenchie is also the primary caregiver and financial support for six children; she graduated from a two year college and will continue her college education in 2013. She made us even prouder when she was named National Industries of the Blind Employee of the Year — earned from a national, highly competitive field of nearly 100 participating agencies.

We are excited and energized about Beyond Vision's bright future. With your continued help and support the opportunities for people who are blind or severely visually impaired are boundless.

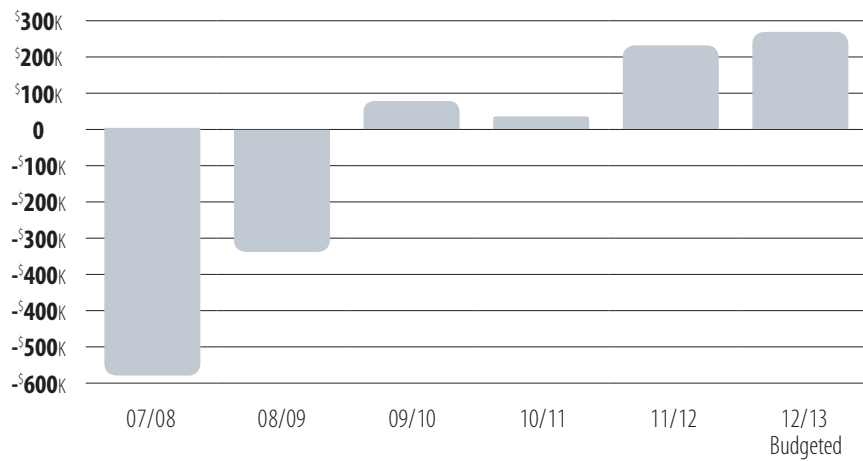
Thank you.

Jim Kerlin
President & Chief Executive Officer

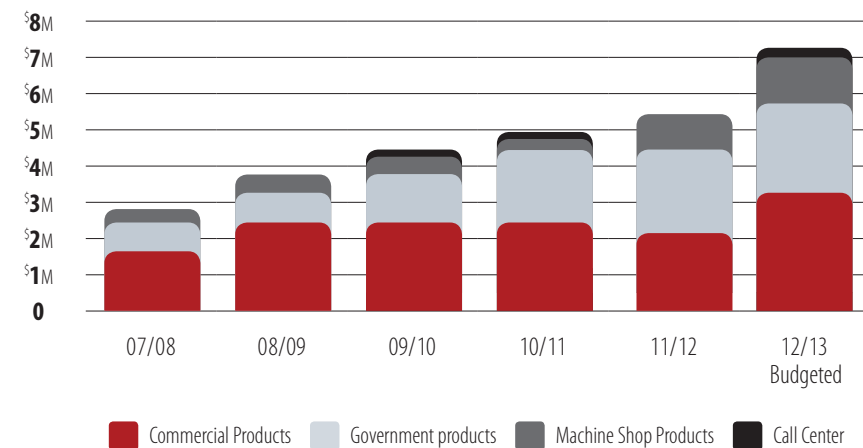
Wiscraft, Inc. d/b/a Beyond Vision
FUNDS RAISED • FY 07/08 TO FY 12/13



Wiscraft, Inc. d/b/a Beyond Vision
OPERATING MARGIN • FY 07/08 TO FY 12/13



Wiscraft, Inc. d/b/a Beyond Vision
REVENUE DIVERSIFICATION • FY 07/08 TO FY 12/13



REVENUE DIVERSIFICATION

Each of Beyond Vision's business units grew during the heart of the Great Recession and we anticipate continued growth for fiscal year 2012-13. (Beyond Vision's fiscal year is July 1 through June 30th).



DESPITE SIGNIFICANT ECONOMIC DOWNTURNS BEYOND VISION HAS GROWN STEADILY.



DONATIONS FOR BEYOND VISION'S GENERAL OPERATIONS HELP TO OFFSET TWO KEY GAPS COMPARING THIS MANUFACTURING/SERVICE INDUSTRY SOCIAL ENTERPRISE TO OUR MORE TRADITIONAL COMPETITORS

Exceptional Employee Training & Support Required

Eighty-six percent (86%) of our manufacturing/production staff is comprised of people who are blind. Since many of our employees have not held sustainable employment in the past, and because of their vision challenges, concentrated training, additional job performance supervision and coaching are key components to the mission. Beyond Vision offers employee training that begins with an evaluation of baseline skill levels. We then strive to objectively match the worker with the job skills necessary to meet customer requirements and provide employees with transferrable, marketable skills. Training includes instructions on manufacturing techniques needed to meet specific customer order requirements, as well as special adaptations of traditional manufacturing methods to compensate for the workers' inability to see, and often we must also shore-up deficiencies in basic knowledge employees may have. An example of Beyond Vision's mission-driven training is an on-site Shop Math Skills class.

Because of the special needs of our workforce, there are frequent productivity and efficiency challenges. Beyond Vision employees often require additional assistance to complete a task than may

be usual and customary in a traditional manufacturing or service industry setting. To be successful in highly competitive markets, philanthropic operating support makes the difference in our ability to price manufacturing and/or call service opportunities competitively.

Productivity & Wage Gap/Employment Mission

We offer employees sustainable wages meeting the Federal hourly standards. Frequently Beyond Vision employees cope not only with the disability of being blind; they often have other attendant health issues as well. We offer every full-time employee full health care benefits and a retirement plan. Employment at Beyond Vision gives people who are blind a feeling of success, an increased awareness of the importance of a job well done, as well as a heightened level of pride and independence.

The jobs we provide to individuals who are blind also reduce dependence on entitlement programs. Reducing the dependence on entitlement programs at the national and state level reduces tax burden and helps Wisconsin foster a more pro-business climate.

PHILANTHROPY AT WORK

Beyond Vision is one of just two organizations in Wisconsin with the sole objective of reducing the unemployment rate of people who are blind.

Beyond Vision's objective is to increase its number of employees in its manufacturing and call center components. This increase will come largely through an expansion of Beyond Vision's customer base and gross sales.

Below are just a few stories of employees at Beyond Vision. Their ingenuity and abilities are motivating for everyone.

Frenchie Randolph | Production

Though Frenchie has been totally blind for decades she has not allowed the disability to stop her growth and life experience. She earned an associates degree in teaching from Milwaukee Area Technical College in May of 2011. Ever improving, she will attend Cardinal Stritch University in pursuit of a bachelor's degree in education with a certificate in special education. From a competitive field consisting of more than 100 agencies, Frenchie is the recipient of the 2012 National Industries for the Blind's "National Employee of the Year" award.

"Don't tell me what I can't do; I'll show you what I can do." – Frenchie Randolph



Steven Gastreich | Customer Service Representative

Steven is an example of the outreach and opportunity Beyond Vision provides. Blind since birth, Steven graduated with a degree in Speech Communications from UW-Whitewater and later earned a Master's Degree in Theology. However, the years since college graduation have been a roller coaster of jobs with none lasting more than two years. His job security was jeopardized by a lack of commitment from employers to work with a person who is blind. Since joining Beyond Vision, Steven's skills and intellect have been successfully utilized.



Nick Czaplewski | Fund Development Coordinator

Nick joined Beyond Vision in mid-2012 after earning a degree in Marketing from the University of Wisconsin-Milwaukee. Nick is visually impaired and this is his first professional fund raising position.

"It is exciting and very rewarding for me to be a part of helping to advance and preserve the mission of Beyond Vision."
– Nick Czaplewski

A SOCIAL ENTERPRISE THAT WORKS

SERVICES OFFERED

MANUFACTURING & ASSEMBLY

- Machining – ISO 9001:2008 certified
- Programmable CMM accurate to .0005" SPC capable
- CNC Milling
- CNC Turning
- High Speed CNC Drill and Tap
- ID Keyway or Spline Broaching
- Sawing
- Laser Non-Metallic Cut and Etching
- Manual Machining
- Assembly & Packaging
- Bench Assemblies
- Kitting and Bagging
- Packaging and Labeling
- Product/Package Reclamation
- End-to-End Fulfillment Services

CALL CENTER

- Incoming Call Services
- Outgoing Call Services
- Customer Service
- Post Sale Customer Service
- Order Processing & Fulfillment
- List & Database Development
- Information Hotline Services
- Database Verification
- Answering Services
- Lead Generations/Qualifying
- Help Desk Services
- Product Marketing
- Surveys

OFFICE SUPPLIES

At Beyond Vision we provide service solutions for a wide range of applications. Whether you need a single service or a complete end-to-end fulfillment solution, we're here to help! We have provided manufacturing services in Wisconsin for more than 100 years and have since expanded into fulfillment and contact call center services as well.

Beyond Vision is proud to be part of a national network of agencies dedicated to providing sustainable employment for individuals who are blind. One of the ways in which agencies create employment opportunities is through the sale of office products to federal government customers under the SKILCRAFT® brand name. In the near future, Beyond Vision hopes to bring these great products to our commercial customers as well.

Beyond Vision is a 501 (c) 3 social enterprise that works! We have room in our production schedules to provide a wide range of services to new and existing customers. Give us the opportunity to quote on any size job and you will be helping to provide sustainable employment for people who are blind.

Read what one of our satisfied customers has to say:

*"GenMet is a 75 person metal fabricating plant and we have outsourced machining work to Beyond Vision for more than five years with wonderful results. The quality and on time delivery have been near perfect. Beyond Vision has completely improved their process in the recent years, implementing lean manufacturing techniques in line with their ISO Certification, allowing them to offer competitive prices with necessary lead times. It has evolved from a **make work** company to a **make money** company that is continually increasing the number of employees who are blind and offers them meaningful careers.*

GenMet finds Beyond Vision employees reliable and dedicated. It is a pleasure to tour the Beyond Vision shop floor and see the great attitudes of employees who want to work.

If more companies like mine put assembly and machining work in Beyond Vision, they will be supporting this noble cause of providing employment to people who are blind."

– Eric Isbister
CEO GenMet

Beyond Vision



WITH GRATEFUL APPRECIATION

Every contribution helps Beyond Vision provide sustainable and worthwhile employment for people who are visually impaired. Beyond Vision appreciates philanthropic support from individuals, foundations and corporations. We have three opportunities for support – general operating funds, Visionaries Capital Campaign and programming.

The Helen Bader Foundation is a supporter of our workforce development initiatives:

"Workforce development is important to the Helen Bader Foundation because we believe everyone who has the ability to work should be able to work."

Beyond Vision gives those who may not be given a chance to work elsewhere the opportunity for meaningful and sustainable employment.

A 70% unemployment rate for people who are blind tells me that as a society we have to be more creative; there is no reason people who are blind shouldn't be employed. They are very capable and we need to design workplaces to give everyone an opportunity for jobs. This is a missed opportunity for us all; people who are blind are great employees and contributors to society."

**– Dan Bader, President
Helen Bader Foundation**

INDIVIDUALS

- Anonymous
- Thomas Arenberg
- Robert E. Anthony
- Carol Beecher
- Walter Bertinick
- Pauline Birnbaum
- Eugene Blank
- Robert & Wendy Buettner
- Barbara Brown
- Joseph & Heather Carroll
- Natalie Cerfus
- Pat Czaplewski
- Richard Davenport, M.D.
- Bernice C. Davis Revocable Trust
- K & D Donarski
- Eugenia Dries Trust
- Shawn Duffy
- James & Debra Ellsworth
- John Emanuel
- Scott & Linda Haag
- Sandra Hartay
- Doreen S. Horak
- William Hughes
- Ron & Maureen Hutchinson
- Eric & Mary Isbister
- Henrietta Jones
- R. K. Kapusta
- Glenn Kennedy
- Cindy Kerlin
- James Kerlin
- Marvin Knuth
- Scott Leonard
- Robert J. McLeod
- M. Miller

- Clifton Perryman
- Peter Rieck
- Dolores Rudolph
- John Phillip Ryan
- Marion Sass
- Roger Schneider
- E. Schroeder
- Eric & Jane Schumann
- Rosemarie Schweikart
- Mary Ellen Spiegelberg
- Herbert Stark
- Kimberly Stepien, M.D.
- S. Sturemer
- Mark Taber
- Verna Treu
- William & Barbara Velez
- R. B. Wagner
- L. Zimdars

FOUNDATIONS

- Helen Bader Foundation
- Badger Meter Foundation
- Alvin & Marion Birnschein Foundation
- Lynde & Harry Bradley Foundation
- Briggs & Stratton Foundation
- Joan and Peter Bruce Fund
- Caledonia Lioness Club
- Emory T. Clark Family Charitable Foundation
- Patrick & Anna Cudahy Foundation
- Forest County Potawatomi Foundation
- Gardner Foundation
- Greater Milwaukee Foundation

- Harley Davidson Foundation
- Harry Heeb Foundation
- Dorothy Watkins Insbusch Foundation
- JayKay Foundation
- Ladish Foundation
- Catherine & Walter Lindsay Fund
- PPC Foundation
- Park Bank Foundation
- Nonprofit Management Fund
- Thomas Reinhart Foundation
- Schoenleber Foundation
- Helmut Wolfgang Schumann Foundation
- Vilter Foundation
- Wauwatosa Savings Bank Foundation
- Whyte Hirschboeck Dudek Foundation
- Ziemann Foundation

CORPORATIONS

- J&M Borchardt
- Bostik, Inc.
- Briggs & Stratton Corporation
- Capital Stampings
- Duffy Grain, Inc.
- Global Precision Company
- Harley Davidson Corporation
- Milsco
- National Industries of the Blind
- Okuma
- Synergy LLC
- Vilter Manufacturing
- WMEP/Abbott Labs

For more information about donating to Beyond Vision, please contact

Nick Czaplewski

**Fund Development Coordinator
414-778-5800 ext 5823**

This is a comprehensive list of all donors to Wiscraft, Inc., d/b/a Beyond Vision. We apologize if there are any omissions.