WELCOME EVERYONE
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.
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**

### Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>About APH</td>
<td>1</td>
</tr>
<tr>
<td>President’s Message</td>
<td>4</td>
</tr>
<tr>
<td>Code Jumper</td>
<td>7</td>
</tr>
<tr>
<td>Learn Your Way</td>
<td>8</td>
</tr>
<tr>
<td>Federal Quota Program</td>
<td>12</td>
</tr>
<tr>
<td>Baking for a Cause</td>
<td>14</td>
</tr>
<tr>
<td>Thanks to Our Generous Donors</td>
<td>15</td>
</tr>
<tr>
<td>Our Supporters</td>
<td>16</td>
</tr>
<tr>
<td>Financial Reports</td>
<td>17</td>
</tr>
<tr>
<td>Fiscal Year 2018 Highlights</td>
<td>18</td>
</tr>
<tr>
<td>APH ConnectCenter</td>
<td>19</td>
</tr>
<tr>
<td>Guidance for our Mission: Corporate Officers, Trustees, and Committees</td>
<td>24</td>
</tr>
</tbody>
</table>

### 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.)
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.

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
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.
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 with 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).
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):

Total Quota Funds Allocated: $19,383,730.73

Full Federal Quota Funds Due Report: www.aph.org/federal-quotas/agencies-receiving-funds-2018
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)

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

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

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.
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:

<table>
<thead>
<tr>
<th>Ways to Donate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gifts of Cash</td>
</tr>
<tr>
<td>A gift of cash is an easy way to make a direct impact.</td>
</tr>
<tr>
<td>Tribute and Memorial Gifts</td>
</tr>
<tr>
<td>Honor a friend or loved one by contributing a donation in his/her name.</td>
</tr>
<tr>
<td>Charitable Gift Annuity</td>
</tr>
<tr>
<td>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.</td>
</tr>
<tr>
<td>Support a special project or program</td>
</tr>
<tr>
<td>Support a particular project or program – we will apply your gift towards your preference of hundreds of specialized products or programs.</td>
</tr>
<tr>
<td>Matching Gifts</td>
</tr>
<tr>
<td>Double the amount of your monetary gift through your company’s philanthropic departments’ matching program.</td>
</tr>
<tr>
<td>Gifts of Stock</td>
</tr>
<tr>
<td>Through a simple email, we'll make it easy for you to contribute a gift of stock.</td>
</tr>
</tbody>
</table>

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

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
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

“Alone we can do so little, together we can do so much.”
— Helen Keller
## 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:
FISCAL YEAR 2018 HIGHLIGHTS

Sales Revenue Dollar
- 62.4% Federal Quota
- 11.4% Other
- 8.6% NLS and Other Federal Agencies
- 17.6% Non-government Contracts

Types of Products Sold
- 57% Educational and Other Aids
- 27% Braille Publications
- 7% Electronic Media and Other
- 9% Large Type Publications

APH PRODUCTION HIGHLIGHTS

Braille Pages Produced
- FY 2016: 21,174,994
- FY 2017: 12,838,586
- FY 2018: 11,762,520

Braille Volumes Produced
- FY 2016: 93,303
- FY 2017: 61,667
- FY 2018: 51,772

Large Type Department Pages Printed
- FY 2016: 10,432,870
- FY 2017: 8,943,069
- FY 2018: 9,209,800

Audio Minutes Recorded
- FY 2016: 521,636
- FY 2017: 383,850
- FY 2018: 297,843
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.
“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

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chairman</td>
<td>Jane W. Hardy</td>
</tr>
<tr>
<td>Vice Chairman</td>
<td>Phoebe A. Wood</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Darrell R. Wells</td>
</tr>
<tr>
<td>President</td>
<td>Craig Meador</td>
</tr>
<tr>
<td>VP, Finance; and Secretary</td>
<td>William G. Beavin</td>
</tr>
<tr>
<td>VP, Development</td>
<td>Robert Belknap</td>
</tr>
<tr>
<td>VP, Human Resources</td>
<td>Vicki Buns</td>
</tr>
<tr>
<td>VP, Marketing and Sales</td>
<td>Anne Durham</td>
</tr>
<tr>
<td>VP, Information and Technology</td>
<td>Alejandro Erick Franco</td>
</tr>
<tr>
<td>VP, Government and Community Affairs</td>
<td>J. Gary Mudd</td>
</tr>
<tr>
<td>VP, Production</td>
<td>Steve Paris</td>
</tr>
<tr>
<td>VP, Educational Services</td>
<td>Dorinda Rife</td>
</tr>
</tbody>
</table>

## CORPORATE TRUSTEES

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jane W. Hardy</td>
</tr>
<tr>
<td>Dr. Charles Barr, M.D.</td>
</tr>
<tr>
<td>Angie M. Evans</td>
</tr>
<tr>
<td>Judge David Holton II</td>
</tr>
<tr>
<td>Dr. Virginia T. Keeney</td>
</tr>
<tr>
<td>Dr. Julie S. Lee</td>
</tr>
<tr>
<td>W. James Lintner, Jr.</td>
</tr>
<tr>
<td>Dr. Craig Meador</td>
</tr>
<tr>
<td>W. Barrett Nichols</td>
</tr>
<tr>
<td>Yung Nguyen</td>
</tr>
<tr>
<td>Herbert W. Perkins III</td>
</tr>
<tr>
<td>Darrell R. Wells</td>
</tr>
<tr>
<td>Phoebe A. Wood</td>
</tr>
<tr>
<td>Jane W. Hardy (Board Chair, FY 2018)</td>
</tr>
</tbody>
</table>
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.