



“As co-founder of the Menlo Charity Horse Show, I know donors have choices when they give. I choose Vista Center year-after-year because they continually enhance, improve, and innovate to provide the highest quality services for those living with vision loss in the Bay Area.”  
 - Betsy Glikbarg, Menlo Charity Horse Show Co-Founder

# Annual Report 2019-2020

2500 El Camino Real, Suite 100  
 Palo Alto, CA 94306  
 650.858.0202

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 San Jose, CA 95128  
 408.295.1398

3315B Mission Drive  
 Santa Cruz, CA 95065  
 831.426.6233

[www.vistacenter.org](http://www.vistacenter.org)

“Our family supports Vista Center with financial contributions, as well as our time. We look forward to Sight Tech Global and the exciting ways Vista Center is using innovation and community partnerships to ensure the best for people living with vision loss.”

- Joan Desmond, Vista Center Board Member  
 - Ned Desmond, Former COO TechCrunch, Sight Tech Global Executive Producer



Vista Center serves people who are working hard to make meaningful and positive changes in their lives while overcoming challenges they face with visual impairment. Vista Center programs serve students, working adults, and seniors in building an essential sense of independence and dignity through evaluation, education, and training.

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Support those living with vision loss by mailing a financial gift to our Palo Alto office or donating online. Thank you!

Please visit our website or call 650.858.0202 to learn more about Vista Center.



Gold Rating



100 Beta Score

## Vista Center FY20 Board of Directors

- Amy Andonian, Board Chair
- Claire Biancalana, Fund Development Committee Chair
- Recia Blumenkranz, M.D., Board Member
- Meaux Costello, Board Member
- Joan Desmond, Board Member
- Michael Freitas, Board Member
- John Glass, Chair Elect & Treasurer
- Susan Glass, Program Committee Chair
- Katie Hogan, Secretary
- John Hufferd, Board Member
- Karae Lisle, Vista Center CEO
- Patrice Maginnis, Co-Chair Board Development
- William Miklos, Audit Committee Chair
- Artis Montague, M.D., Board Member
- Mark O'Boyle, Emeritus Board Chair
- Mike Plesha, Board Member
- Sudha Rajagopalan, Board Member
- Carolyn Rogers, Board Member
- Steve Sanislo, MD, Co-Chair Board Development
- Bob Stewart, Board Member
- Christy Tall, Board Member
- Ashley Tuan, OD, PhD, Board Member
- Nels Westman, Finance Committee Chair



A Message from Karae Lisle, Vista Center CEO:

In January 2020, I reviewed our progress and thought, our strategies to tighten productivity and strive for new revenue are working - we will diminish Vista's operating deficit in the near future. In March, the pandemic Zoomed into our lives and changed everything. Vista Center's response to the pandemic was a Board supported commitment "to continue serving our community - in spite of financial losses incurred". Staff adjusted service delivery methods and leveraged technology to quickly pivot to provide continued support for clients and their families. No staff layoffs, in fact as essential workers, hours increased, thereby widening our funding gap.

### Clients First

In trauma, increased isolation from shelter-in-place, exaggerated anxiety, and heightened fear are mental health issues that surfaced for individuals living with vision loss; consequently, as an approved essential services organization, we encountered new client needs. Vista added a support phone line, launched a food/medicine delivery service, and proactively completed wellness calls to 2,000 clients/individuals. Now, Zoom, FaceTime, and smartphones have become familiar tools used to stay connected!

### Funding vs. Demand

As in FY20, we will experience another operating deficit in FY21, but a smaller one, with expenses trending down and revenues inching up. Many loyal donors have increased support, and we are working diligently to bring new donors and grantors into the Vista family. Our wait list includes 200+ clients and schools are requesting additional services for students.

Through virtual fundraising events, new next generation Board members, and technology thought leadership, Vista Center is using strategies designed to broaden support for programs and services for people living with vision loss.

With absolute sincerity and full gratitude, we celebrate the community's dedication to Vista Center's mission!



"I have referred clients to Vista Center for over 20 years. Their service approach combines a focus on functional vision skills with the compassion and emotional support that is critical to rehabilitation after vision loss. Simply put, Vista Center is priceless."

- Steve Sanislo, M.D.

*Stanford Byers Eye Institute Clinical Professor, Ophthalmology  
Vista Center Board Member*

"Prior to Vista Center, I did not have much to live for... after talking with the Vista social workers, I now have hope. Their positivity, enthusiasm, and encouragement on the possibility for me to regain my independence has made me feel uplifted and empowered that I can reclaim my independence again."

- Ken, 75, Client



"I don't know about you, but this week has been awesome! Because you (Vista Center Teacher) are my home-school teacher again, and I am so happy to be learning with you!"

- Jake, 10, Student

## In the midst of COVID-19, Vista Center continues to meet our client's critical needs:

### Virtual services:

- Online Case Management for all Vista clients Virtual
- Support Groups and Peer Mentoring to encourage, uplift, and help address concerns 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

### New non-virtual services:

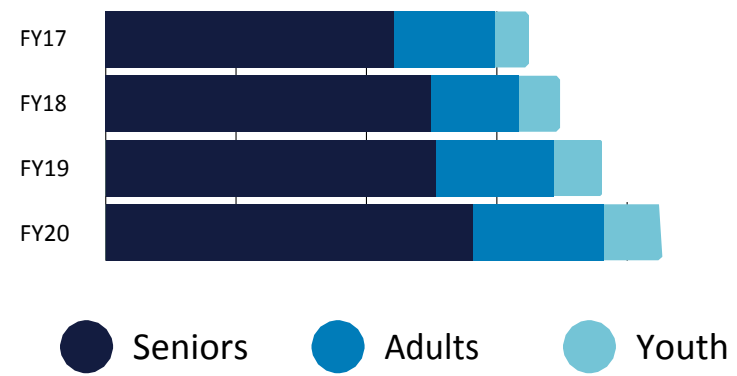
- Help Line for referrals and assistance with transportation, shelter, and medical services
- Medical and grocery shopping, including delivery, free of charge
- Meal delivery to seniors enrolled in the County Senior Nutrition Program



# - Programs and Services -

# 21,655

Client Service Hours delivered



## Vision Loss Rehabilitation Services



Safe & Healthy Living Services



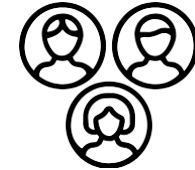
Low Vision Clinic Services



Technology Training



Youth Services



Community Services



**9** out of **10** students meet or exceed their academic goals

"I felt so depressed when I lost my vision. Vista Center was my bridge to see life beyond sight and the many joys that other blind individuals cherish every day."

- Timothy, Student



**85%**

of clients are able to resume reading with the use of low vision aids

"Thank you to each one of the staff members; everyone is happy, ready and willing to assist and they always provide positive and helpful information. I feel blessed!"

- Gladys, Client



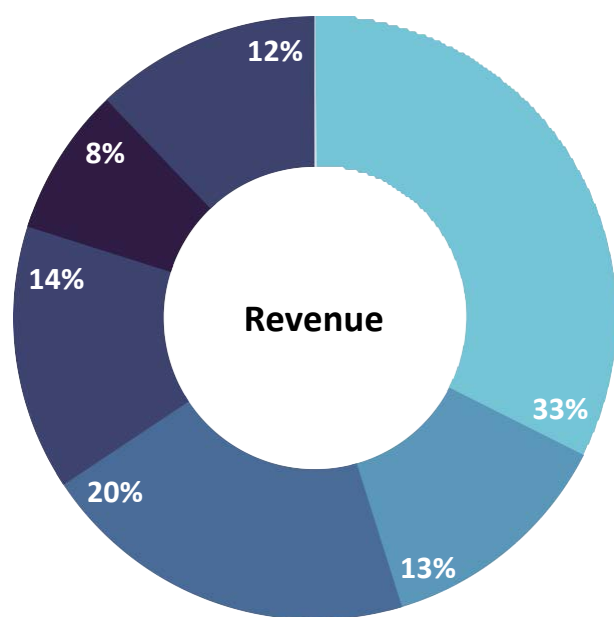
**8,840**

hours of volunteer service to Vista Center

"The volunteers are the heartbeat that keeps Vista Center alive with vibrant energy and community spirit. Many of the volunteers have also been Vista Center clients, who take great pleasure in giving back to the organization."

- Karae Lisle, Vista Center CEO

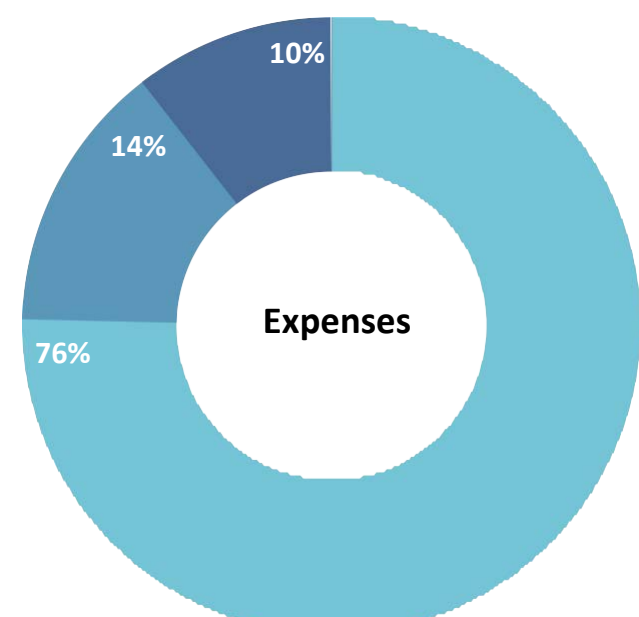
# - Financials -



### REVENUE

### AMOUNT

Contributions	1,014,109
Public Funding	400,494
Program Services	634,368
Events	443,681
Investments Income	248,490
PPP Stimulus Loan	378,594
<b>TOTAL REVENUE</b>	<b>\$ 2,105,626</b>
<b>TOTAL SUPPORT &amp; REVENUE</b>	<b>\$ 3,119,736</b>



### EXPENSES

### AMOUNT

Program Services	2,649,655
Management & General	496,494
Fundraising	369,036
<b>TOTAL EXPENSES</b>	<b>\$ 3,515,185</b>
<b>Change in Net Assets</b>	<b>\$ (395,449)</b>
<b>Net Assets, Beginning of Year</b>	<b>\$ 11,579,590</b>
<b>Net Assets, End of Year</b>	<b>\$ 11,184,141</b>

## - Fundraising -

Vista Center celebrates our kindhearted community partners, who are generous in spirit, and have continued to support the organization during a particularly challenging year. In an era when fundraising is especially difficult, even for a worthy cause, and despite the need to cancel in-person 2020 events, we are profoundly grateful for your unwavering commitment to the Vista Center mission.



**Menlo Charity Horse Show**  
Show Cancelled  
Virtual Gala Only



**Vintage Affaire**  
Event Cancelled  
Wine Sale



**Hats Off to Vista Center**  
Event Cancelled  
Donation Campaign



**Sight Tech Global**  
Virtual Conference  
Inaugural Event

## - Grantors -

Atkinson Foundation	Pajaro Valley Community Health Trust
Bright Horizons Fund	Palo Alto Community Fund
The Max and Victoria Dreyfuss Foundation	Palo Alto Weekly Fund
El Camino Hospital	San Jose Mercury Wish Book
Fox Family Foundation	Sequoia Health Care District
Fremont Bank	Sereno Group 1% for Good
Lions Vision Research Fund	Silicon Valley Community Foundation
Los Altos Community Fund	Sutter Health - PAMF
The Nicholson Foundation	Tae Foundation

## - FY20 Donors -

### \$50,000+

Josephine Carpignano  
Dinesh & Joy Desai

### \$20,000 - \$49,999

Suzanne Legallet  
William Miklos & Susan Rinne Miklos  
Ronald & Barbara Peyton  
Clarence Rinne

### \$5,000 - \$19,999

John & Gioia Arrillaga  
Claire Biancalana & Bill Kelsay  
Janice Dingler  
Kevin & Catherine Harvey  
Jack & Geraldine Kabak  
Michael & Kathy Ladra  
Patrice Maginnis & Eric Rice  
Larry & Nancy Mohr  
George Paris & Elizabeth Wood  
Christel Resetar  
Susan & Edward Shenk  
Steve & Paula Smith  
Stephen Silver & Connie Norlander  
Paula Thompson  
Nels & Susan Westman  
David Wollenberg

### \$1,000 - \$4,999

Art & Donna Anderson  
Amy & Timothy Andonian  
Lindsey Archer  
Thomas & Margrette Ard  
Robert & Mona Armistead  
Adrian & Penny Bellamy  
Pamela Berry  
Recia & Mark Blumenkranz  
Pamela Brandin

Walter Carroll & Cindy Heyer  
Jeffrey Chambers & Andrea Okamura  
Chloe Chan  
Lily Chang  
Michael & Renee Child  
Ralph & Susan Coan  
Meaux & Patrick Costello  
Joan & Ned Desmond  
Amr & Rasha Dessouki  
Carrie Drake  
Jeffrey & Gary Dunker  
Michael & Melanie Freitas  
Bridgitte Frenay & Craig Ekiss  
Michael Gaynon & Susan Ryu  
Christine Germino  
Harry Gould  
Susan & Steve Hailey  
Dane & Kathleen Hardin  
Katie & John Hogan  
Mary Holman  
Alexander & Jovita Honor  
Sharon Hudson  
Thomas Iglar  
Marc & Rebecca Jedel  
Neil Jones  
Michael Keithley  
David Kennedy  
David & Laura Krane  
Robert & Susan Kresak  
David Labuda  
Elizabeth Lewis  
Sheng-Wei & Chi-Ping Li  
Bridget & Brian Madigan  
Rick & Amy Magnuson  
Kristin Major  
Roberto Manduchi  
Michael & Jane Marmor  
Gary & Susan Martin  
Thomas & Anne Berenice McDevitt

Keith & Della McKenzie  
Lane Melchor  
Robert & Kathleen Menifee  
Robert & Cynthia Miller  
Artis Montague & Todd Alamin  
Carlos & Cecilia Montalvo  
Bernard Newcomb & Gerry Marshall  
John Nicol  
Annie Nunan  
Nicole Paiement & Brian Staufienbiel  
Wendy Darling Parkin  
Drew Perkins  
William & Paula Powar  
Wasson Quan  
William Reller  
Robert & Sally Roe  
Frances Roth  
Steve Sanislo & Arturo Pereyra  
Donald & Peggy Schmitz  
Pearl Anne & Edward Seipp  
Simta Sharma  
Jeremy Smith  
Shirley Smith  
Kristin Spindt  
Robert & Rebecca Stewart  
Scott Tall & Christy Halderman-Tall  
Raman & Tanuja Sud  
Lisa & Thomas Tayeri  
John & Sandra Thompson  
Meta Townsley  
Jon Turner  
Ashley Tuan & Dragos Maciuc  
Sudha Rajagopalan &  
Shanker Venkataraman  
Thomas Wei  
Kevin & Joy White  
James & Patty White  
Carl & Doris Yanari  
John Youman

### \$501 - \$999

Michael Bordoni  
Rosemary Brogan & Gary Caballero  
Selma Chin & Charles Bang  
Renee Courington & David Beaver  
Nels & Maureen Enemark  
John Tang & Jean Hsia  
Kingsley Jack  
Herbert & Lee Kanner  
Jeffrey & Alison Kondo  
Bryan Loomas  
Christine Mangan  
Anne Peterson  
Yen Pham  
Brad & Stephanie Van Linge  
Sherry Woo & Erik Ottem

### Corporate

#### Platinum Premier

Kodiak Sciences

Amazon  
Facebook  
Ford Motor Company  
Google  
IDEO  
Microsoft  
Mojo Vision  
Netflix  
Perceptive Automata  
Samsung TechCrunch  
Verizon Media

[Donate](#)

## - Corporate Partner Spotlight -



Vista Center is perfectly positioned to provide consulting to Silicon Valley-based corporations on Design and Usability Testing for products in development. Our turnkey consulting approach provides companies with a Functional Accessibility Review to assess their product design, or existing products, through our expert Access Technology Specialists.

One of our premier corporate partners, Mojo Vision, Inc. is a startup in the San Francisco Bay Area, that recently launched the first Smart Contact Lens, which utilizes Augmented Reality (AR) to enhance contrast and detect objects.

Leveraging Vista Center's consulting, Mojo not only met their deadlines for conducting research, but also worked with a broader population for more meaningful insights and feedback. "Mojo's partnership with Vista Center has been a game changer. They have been instrumental in helping us accelerate consumer research and feedback on feature functionality" said Steve Sinclair, SVP of Product and Marketing at Mojo Vision. "Our collaboration has provided us with valuable insight that will result in a better product."

In FY20 alone, our growth in this arena has expanded exponentially. Vista Center has also provided valuable support for research and assessing existing products for Amazon, Microsoft, Facebook, and Netflix.

Mojo Vision's strong commitment to volunteerism supported the launch of a food delivery program for clients during COVID-19. Mojo team members also shopped for and delivered food items to clients who were not able to visit grocery stores during shelter in place restrictions. "My (sighted) wife is feeling ill, and is staying separated from me at home. Our two kids were advised to not visit us due to their mom's condition. It is hard being blind, trying to get around to make a meal for me, if not for the two of us. I was very grateful when your volunteer knocked on the door and left the bag of meals. This kindness gave us so much relief during this time."

Corporate volunteerism through Vista Center is a win-win for all involved. Our corporate partners have participated in guided hikes, Board service, pro bono consulting, and customized recreational activities. Corporate employees learn firsthand the importance of the Vista mission and how Vista Center promotes independence as a core value among clients.

## - Leading with Innovation -



As a thought leader among charitable organizations serving the Bay Area Visually Impaired Community, Vista Center is constantly identifying ways to use technology to strengthen the bridge that connects individuals living with vision loss to medical personnel, friends & family, professional contacts, and the world at large. Innovation is a core value of the Vista Team, and in that spirit, we are launching **Sight Tech Global**, the first global virtual conference dedicated to bringing together technology pioneers using artificial intelligence to enhance barrier-free navigation, facilitate expedient access to information, and bolster positive connections for people who are blind or visually impaired.

Vista Center owes an enormous amount of gratitude to Ned Desmond, the Sight Tech Global Executive Producer, and his esteemed team of experts, who have spent hours planning inspiring discussions and breakout sessions to appeal to a broad range of people who support the blind and visually impaired community.

Join us December 2-3, 2020 for this virtual event. Registration is free and with generous corporate sponsorships, this event serves as a significant fundraiser for Vista Center.

[www.sighttechglobal.com](http://www.sighttechglobal.com)