THE JEWISH GUILD FOR THE BLIND
and Subsidiaries

SERVING OUR COMMUNITY

2010
As government at all levels addresses issues of access to health care, rehabilitation and education while simultaneously attempting to reduce spending, the challenges we face are greater now than ever before. However, Guild services are, above all, responsive to society’s changing needs and economic realities. In 2010, The Guild helped more blind and visually impaired people than ever before. Our reputation for innovation and cost-effective models of care has become increasingly well-known and at a time when others reduced their programs, we found ways to expand ours to meet ever-changing needs. This Annual Report reviews some of our work during 2010.
Mission, Vision and Values

Our **mission**, as it has been for almost one hundred years, is to foster and facilitate lives of independence and dignity for individuals of all ages who have lost, or are losing, their vision. Using our knowledge, skill and expertise, we design, deliver and disseminate programs and services that enhance physical, emotional and intellectual functioning for the whole person.

Our **vision** drives us to identify needs within the communities that we serve and to identify opportunities to expand access to affordable, high-quality health, rehabilitation, educational, mental health, and vision services. As we have always done, we place special emphasis on vulnerable populations within the visually impaired community, populations that have been largely overlooked, neglected and underserved.

Many of our services are unique, but they all share a common core **value** – to treat all who come to us for help with respect and dignity and to help to overcome barriers that prevent blind and visually impaired individuals from leading independent, productive lives. Over the next five years, we will spend almost $2 billion to provide services, many of which are unavailable elsewhere.
In 2010, **GuildCare**™, our Adult Day Health Care program (ADHC), marked 25 years of service and, as one of the largest ADHC providers in New York State, served nearly a thousand New Yorkers through program sites in Albany, Buffalo, New York City, Niagara Falls and Yonkers.

GuildCare provides occupational and physical therapy, social work, dietary counseling, nurse assessment and monitoring in cost-effective congregate settings that facilitate social interaction and recreational activities. Those who come for services have multiple chronic health conditions and, in addition, many are blind or visually impaired and have diabetes, glaucoma, cataracts or macular degeneration, the leading causes of vision loss in adults. Vision rehabilitation plays a vital part in all aspects of GuildCare and it emphasizes how
to make the most of remaining vision while preventing any further vision loss.

In 1999, we launched **GuildNet** our Managed Long Term Care (MLTC) plan. GuildNet celebrated its 10th anniversary in 2010, and now serves almost 7,000 people in their own homes, with medically necessary services available around the clock, 365 days a year. GuildNet is the only MLTC that specifically addresses the chronic and complex health care needs of people with vision loss. Individuals with Medicaid who need nursing home level care, but are able to stay in their homes safely with the help of a coordinated and extensive range of home and community-based health services are eligible for GuildNet. GuildNet is currently available in the

*GuildNet client Carmelo Rosado discusses his medications with Aracelly Lizarraga, RN, as part of GuildNet’s intake process.*
Bronx, Brooklyn, Manhattan and Queens, and Nassau and Suffolk Counties.

In the past year, GuildNet doubled the size of its Medicare Advantage Special Needs Plan, known as **GuildNet Gold** for Medicare beneficiaries who also have Medicaid. GuildNet Gold provides complete health care coverage, while managing, coordinating and providing physician and inpatient hospital care, emergency and urgent care, as well as Medicare Part D prescription drug coverage. Together with other Guild services, GuildNet’s programs provide a seamless continuum of services for those it serves.

Both GuildNet and GuildNet Gold will expand rapidly to meet the mandates of federal and state health care reform, enhancing outcomes and containing long-term costs through the delivery of comprehensive care management and coordination of a broad range of multidisciplinary services. Our broad continuum of services already provides health supports and referral to community, social and mental health services, as well as long-term and acute care serves – all important elements in improving health outcomes for people with multiple chronic conditions and extensive care needs.
More Effective Nursing Home Care

Recognizing that nursing home care is sometimes the best option for effective care, The Guild continues its design of new programs with The Guild Institute for Vision and Aging, located on Jewish Home Lifecare’s (JHL) Harry and Jeanette Weinberg Campus.

Extensive renovations on the first of the Institute’s three floors have been completed to ensure a better, safer, more comfortable environment for residents with vision loss. Future plans include the renovation of two additional floors, which will then become part of The Guild Institute.

The Guild’s Research Center, dedicated to improving the quality of care for all persons with vision loss, is located within The Guild Institute for Vision and Aging. Its aim is to create reproducible and cost-effective models of vision and health care service delivery.
Advancing Vision Care and Health

Our Center for Health Care Services provides an extensive array of services – the broadest available – and addresses many of the complex health care issues of persons with vision impairment.

Our team is comprised of physicians, optometrists, rehabilitation specialists and other professionals who provide primary care, vision rehabilitation, diabetes care, podiatry, endocrinology, nephrology, occupational and physical therapies, nutrition instruction and social work services. Patients are able to access a continuum of health care and services under one roof.

The Center’s Vision Rehabilitation Clinic evaluates vision loss and provides vision-assistive equipment, such as specialized telescopes, magnifiers and prisms, as well as therapeutic interventions designed to maximize usable vision, thereby enhancing quality of life and independent functioning.
Our Maxine and John M. Bendheim Center for Diabetes Care provides comprehensive health care to persons with impaired vision or who may be at risk for further vision loss as a consequence of diabetes. Our Diabetes Self-Management Education Program, recognized by the American Diabetes Association, teaches self-care and promotes self-efficacy while reducing excess health care expenditures. We work to intervene at the earliest stages of diabetes to minimize the risk of blindness, kidney disease or amputation.

Laura Sperazza, OD, Director of the Vision Rehabilitation Clinic, examines client Ai Ping Liu’s eye, checking the cornea, conjunctiva and lens with a hand-held slit lamp (right) and obtaining information on her media opacities with a hand-held auto refractor.
Our **Center for Behavioral Health** helps people who have lost or are losing their vision and are having difficulties adjusting or coping emotionally. The center will mark 50 years of service in 2011.

- The **Psychiatric Clinic** is the only one in the US created for people who are blind or visually impaired, and specializes in working with persons and their caregivers, who are having adjustment reactions to vision loss.

- Our **Mental Health Day Treatment Program** is available for blind and visually impaired individuals who are seriously and persistently mentally ill. The program helps them function as independently as possible and acquire independence, personal, social and interpersonal skills.

- Our **Developmental Disabilities Day Treatment Program** serves adults who are blind or visually impaired with developmental disabilities many of whom live in residential facilities as well as at home. By teaching essential life skills through occupational and physical therapy and social work, individuals are helped to live more fulfilling and independent lives.
Whether it’s working in the kitchen or at the office, navigating a sidewalk or the Internet, we offer instruction to help individuals acquire the skills that will give them more control over their lives.

Our **Workplace Technology Program** trains blind and visually impaired individuals who are intent on staying up to date with the latest advancements in adaptive technology. Training and equipment helps persons with vision loss to take advantage of all that computers and other specially designed electronic devices have to offer.

The **Howard A. Newman Employment Development Program** assists blind and visually impaired individuals in job preparation. Computer training is offered to those who
are seeking employment and also to people already working who are losing their vision, helping them to keep their jobs. Classes are available for Braille, English as a Second Language, high school equivalency and college entrance exams.

**Orientation and Mobility** training is an essential life skill for all blind and many visually impaired persons in order to maintain their independence. Through teaching clients the best way to use any residual vision, often in combination with the traditional red and white cane, they learn to travel safely, both indoors and out.
SightCare provides education and training for health care providers, giving them a greater awareness and understanding of how vision loss affects patients. It also provides training that focuses on helping providers identify patients with vision problems and emphasizes the correct ways to address those problems within a health care environment.

Our goal is to help assure that more effective care for people with vision loss is available across the entire spectrum of health care delivery. In the past year, SightCare programs for home care nurses, medical and
As part of its nationwide outreach, SightCare offers an online training program for occupational therapists in partnership with The American Occupational Therapy Association (AOTA). The Guild is an AOTA approved provider of continuing education.
As part of our effort to improve patient care through vision rehabilitation, The Guild continues its ongoing partnership with the Edward S. Harkness Eye Institute of Columbia University to improve the quality of clinical vision rehabilitation, advance knowledge and to better train practitioners. We conduct training programs in vision rehabilitation for first-year residents, provide on-site training at The Guild for second-year residents and present an annual lecture series for all residents. We also collaborate with Bascom Palmer Eye Institute of the University of Miami as a part of their Inter-American Course attended annually by more than 500 South American ophthalmologists. Our goal is to help minimize the disabling consequences that frequently accompany vision loss. By disseminating our knowledge, we help people around the world.
In 2010, Guild School students participated in the second art exhibition organized by the Children Art Foundation (CAF). The partnership between CAF and the Guild School, now in its third year, brings professional artists as volunteers to assist in the school’s art therapy program, in which students develop spatial concepts and are encouraged to make their own choices, a major achievement for students with disabilities.

The Guild’s Harriet and Robert Heilbrunn School meets the special needs of students aged five through 21 who are visually impaired with additional disabilities including developmental disabilities and hearing loss and whose needs cannot adequately be met within a public school setting. For children between the ages of three and five we provide vision assessments and vision-related services at a number of private preschools throughout New York City.
Greater Boston Guild for the Blind, a Guild subsidiary, partnered with the West Roxbury YMCA to expand our diabetes education programs for children and families in the Greater Boston area. Led by registered dietitians, and certified diabetes educators in collaboration with “Y” staff, nearly 400 elementary school children at 10 school-based sites around Boston participated in this important program.

Our Tele-support Network, an integral part of The Guild’s Children’s Vision Health Initiative links together parents of children who are blind or visually impaired and provides emotional support and guidance as well as

Speech-language Pathologist Betty Maurice works with Guild School student Gabriel Tolama on his communication skills using the DynaVox V.
information from leading experts. At present, parents from 46 states, Puerto Rico and Canada, call in to support groups each week. Since the program began four years ago, hundreds of families have participated. In 2010, two more tele-support groups were launched. Hermansky-Pudlak Syndrome is a genetic disorder indigenous to Puerto Rico which results in ocular albinism and visual impairment. Our groups for this disorder are conducted in Spanish. Another new group is for parents of children who have vision impairment as well as an autism spectrum disorder, a combination of disabilities that frequently results in misdiagnoses and often leads to incorrect treatment.

In collaboration with the National Association for Parents of Children with Visual Impairments, we are establishing additional support groups. One such group is for parents of children with achromatopsia, a congenital eye defect that results in severe color blindness, poor detail vision and extreme sensitivity to light. Without appropriate intervention, children with this condition often avoid being out of doors and have difficulty recognizing facial expressions, both of which contribute to deficits in social skills development. The sharing of information as well as the input from professionals has made the tele-support groups an invaluable resource for participating parents.
The Bressler Prize recognizes a professional in the field of vision science whose leadership, research and service have resulted in important advancements in the treatment of eye disease or rehabilitation of persons with vision loss. While each prize winner’s precise work may not be widely known, the quality and benefit of their achievements to the world of vision science and care is without equal.

In 2010, the Bressler Prize was awarded to Martin Friedlander, MD, PhD, a leader in the development of novel approaches to the treatment of neovascular eye diseases. Dr. Friedlander is a Professor in the Department of Cell Biology and the Graduate Program in Macromolecular and
Cellular Structure and Chemistry at The Scripps Research Institute and Chief of the Retina Service at Scripps Clinic and Green Hospital.

Through the GuildScholar program, we further demonstrate our commitment to working toward a more inclusive society by reaching out to high achieving high school students who are legally blind and assisting them with the cost of their college education. Including the sixteen 2010 GuildScholars, who started their freshman year at college in September 2010, the program, now in its seventh year, has awarded more than $1 million in scholarship assistance to 94 students residing in 32 states to help assure that this country’s next generation of leaders will include young men and women who are blind.
For almost a century, The Guild has provided programs and services carefully designed to improve the quality of life for people who are blind or visually impaired. Today, our programs and services provide a safety net for all in the community. The Guild is helping address broad societal problems which must be overcome if members of the blind community are to take their rightful place in society with equality and dignity.

We are proud that The Guild continues to provide the widest array of health, educational and rehabilitative services found anywhere in the world. While our services continue to evolve, our mission remains unchanged: we offer assistance, hope and support for all people who are blind or visually impaired. With your interest and financial help, our work will continue.
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** Officer of The Guild’s Subsidiary Corporations
Legacies

We honor the memory of the men and women whose bequests were received by The Guild during 2010. They have helped assure continuity of services to people who are blind and visually impaired.

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Bequests
A bequest is an opportunity for you to make a larger gift in the future than you may be able to make today. It is important to consult an attorney about structuring your will to include The Guild in your estate planning.

Gifts that Provide Income to the Donor
Life Income Plans such as Gift Annuities or Charitable Remainder Trusts offer a way to provide future support for The Guild while at the same time assuring that you or someone you name can receive income for life or for a period of years. The gift can also provide tax benefits to the donor.

Matching Gifts
If your employer has a matching gift program, complete and submit your company’s matching gift form with your donation.

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Thank You
The Guild is grateful for the generosity of our loyal friends. Every gift helps support our services and programs for the tens of thousands of people we help each year. We welcome your inquiry about giving opportunities.
Notice of Nondiscrimination

The Jewish Guild for the Blind, GuildNet, Inc., JGB Education Services Corporation, JGB Health Facilities Corporation, JGB Rehabilitation Corporation, JGB Mental Health & Mental Retardation Services, Inc., and Greater Boston Guild for the Blind, in each and all of their programs do not discriminate on the basis of race, color, creed, gender, sexual orientation, disability, age, sponsorship, marital status, citizenship or national and ethnic origin with regard to admission to any of their programs and services or in any of their policies or practices.

For more information about The Guild or its programs, visit www.jgb.org or call The Guild's Public Information Department at 212-769-6237.

To obtain The Jewish Guild for the Blind’s complete, audited financial statement, write to The Guild, Development Department, 15 West 6th Street, New York, NY 10023, or contact the New York State Department of Law, Charities Bureau, 120 Broadway, (Third Floor), New York, NY 10271 or visit www.guidestar.org.