

IMPROVING THE QUALITY OF LIFE FOR THOSE WHO ARE BLIND AND VISUALLY IMPAIRED



2020-2021 ANNUAL REPORT

ENRICHING LIVES. PROVIDING OPPORTUNITIES.

Dear Friends,

At Northwest Association for Blind Athletes (NWABA), we believe every individual deserves to be included—to build friendships and community, to improve physical and mental health, and to achieve goals in all areas of life, from school to employment. This past year, working alongside dedicated families, volunteers, and program partners, we made strides in providing the skills, tools, and resources to realize this vision. On behalf of our staff and the individuals and families we serve, we thank you for being a part of our team.

Together, we achieved the following:

- Delivered 600+ in-person and live virtual events to individuals with visual impairments in communities across regions.
- Supported in-home classes and activities for individuals of all ages five days per week with live-streaming, audio-described programming—now a permanent addition to our Sports Outreach Program.
- Launched the eight-week HomeRun course, providing pre-employment education and preparation to youth ages 14–21.
- Successfully completed year one of our three-year strategic plan, scaling our services and driving program growth and innovation to deepen mission-impact in line with our 10-year vision.

We continue to find inspiration in our community's resilience, collaboration, and innovation in the face of challenges presented by the global pandemic, reminding us what's possible when we come together, even from afar. We are proud to showcase the services we delivered across Washington, Oregon, Idaho, and Montana this past year and to highlight some of the incredible individuals and families we had the honor to serve thanks to your collective support. Working together, we will continue to transform lives by improving the quality of life for individuals with visual impairments!

With sincere appreciation,



Billy Henry, Founder & CEO

A handwritten signature in cursive script that reads "Billy Henry".



Erik Selden, Board Chair

A handwritten signature in cursive script that reads "Erik Selden".



We were able to deliver **1,930** program and service interactions in FY21 because of your generosity.

BILLY HENRY - FOUNDER & CEO

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PROGRAMS & SERVICES

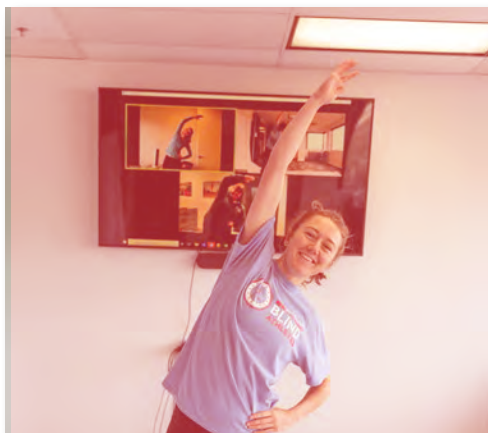
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INNOVATING OUTREACH

Programming Amid the Global Pandemic

In response to the arrival of COVID-19 in 2020, NWABA quickly pivoted to deliver virtual programming while providing safe outdoor and socially distant activities as permitted by state guidelines. Committed to innovations that improve access and reach, our program team's efforts have enabled us to support participants and their families amid the crisis.

SPORTS OUTREACH

Programming New Possibilities



6

Programs
Offered

246

Athletes
Served

1,930

Program & Service
Interactions

609

Program
Events

614

Program
Hours

250

Volunteers
Engaged

397

Volunteer
Hours

41

Cities
Served

SPREADING THE JOY OF SPORTS

In 2021, NWABA continued to adapt our sports outreach, expanding virtual programming while providing safe outdoor and socially distant options whenever possible. With these shifts, we consistently delivered diverse physical activities to individuals of all ages, backgrounds, and abilities.

We launched our Virtual Workout program, delivering 609 program events to 246 athletes. The program was so well-attended we have added it indefinitely.

We started our Athlete & Volunteer Orientation program, available year-round online, and experienced a 62% increase in the number of volunteers over last year.

Despite the challenges of the pandemic, we had a record-breaking year with a total of 1,930 Program & Service Interactions, surpassing last year's numbers by 34%.



NWABA believes people of all ages who are blind and visually impaired deserve the opportunity to participate in sports and to achieve their goals.

CAMP SPARK

A Life-Changing Experience

CONNECTIONS WITH LASTING IMPACT

NWABA's Camp Spark is a comprehensive overnight sports camp for youth who are blind and visually impaired. This unique model uses sports, physical activity, and orientation and mobility as a catalyst to encourage leadership, independence, advocacy, and daily living skills that contribute to overall greater quality of life. NWABA hosts week-long summer and winter camp sessions in Oregon and Washington each year.

NWABA hosted virtual and in-person sessions of Camp Spark this year, including our return to in-person camp session at Mt. Hood Kiwanis Camp in March 2021.



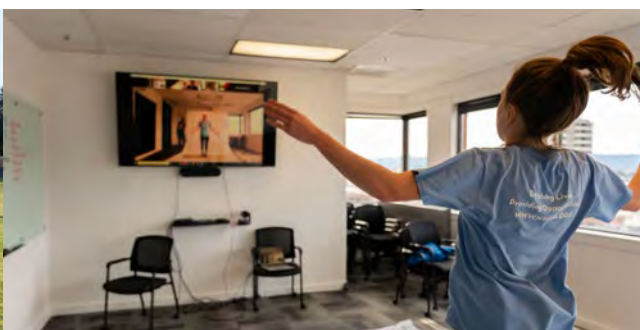
“After the first week of camp spark, we did our last care to share and i remember feeling so amazing as i said to a counselor, ‘oh my goodness everybody believes in me.’ and she said, ‘and now you have to believe it too. that is the key—you have to believe it too.’ i smile thinking about that moment and i get to believe in myself now.

— Elora, NWABA Athlete



70

Athletes Served



697

Hours of Live Programming



2

Virtual Camp Sessions



Did you know the cost of an individual to attend a week at summer camp is approximately \$3,200? NWABA appreciates the support from our program partners, corporate sponsors, and individual supporters to ensure there is no expense for campers or their families.

SPORTS ADAPTATIONS

Forging Avenues for Inclusion



VIDEO RESOURCE LIBRARY

Available online with global reach, the NWABA Video Resource Library provides free instructional videos and supporting content that educate people on adapting and teaching sports and physical activities to those with visual impairments. We currently have 191 videos and are actively seeking support to expand our offerings in 2022.

ADAPTIVE EQUIPMENT LENDING LIBRARY

Regardless of visual ability, physical location, or financial background, everyone deserves to play. Our Adaptive Equipment Lending Library makes this possible by loaning sports equipment to individuals, families, and schools free of charge. Last year, we sent equipment to 16 cities spanning 4 states, encouraging independence and physical activity across urban and rural communities.

ADAPTED P.E. CONSULTATIONS

In the 2020–2021 year, we provided virtual consultations to teachers, IEP teams, administrators, and organizations across our four-state region. From adding a sound source to the goal to modifying rules for inclusion, our experienced staff offered suggestions and adaptations to ensure sports and physical activities are accessible to those who are blind and visually impaired.

156
Equipment
Lent

152
Programs & Service
Interactions

18
Hours Consulting

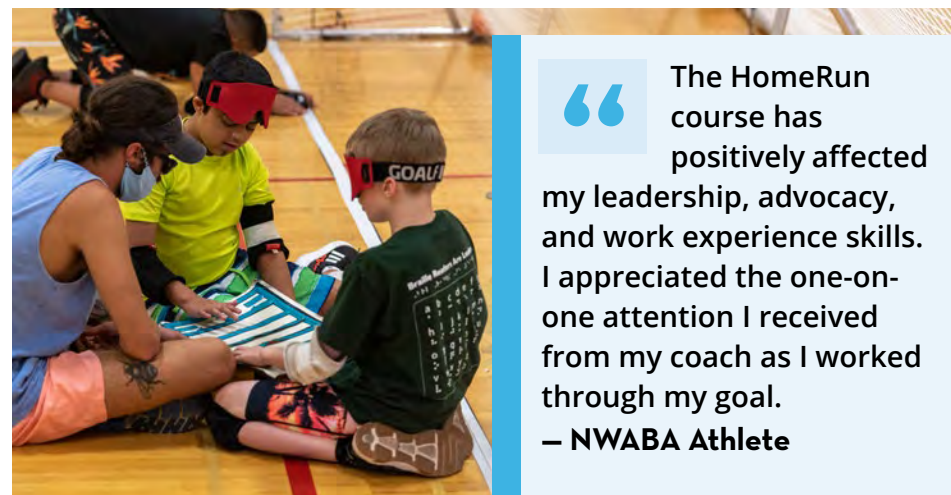
152
Video Sessions



Played 500 times, “Blind Audio Described - Full Body Workout (H)” was our top-performing video last year. Watch it yourself and browse other videos at <https://www.youtube.com/nwaba1>.

IMPROVING ACCESS

Athletes Achieving Their Goals



“

The HomeRun course has positively affected my leadership, advocacy, and work experience skills. I appreciated the one-on-one attention I received from my coach as I worked through my goal.

— NWABA Athlete

SCHOLARSHIPS

Scholarships reduce financial barriers and empower individuals with the resources they need for special equipment and to participate in local, regional, national, or international competitions.

2

Scholarship Applicants

\$2,000

Amount Awarded

HOMERUN COURSE

Using sports as the starting point, our new HomeRun course educates and prepares youth (ages 14–21) who are blind or visually impaired for future employment. Athletes develop skills for the workplace, demonstrating how sports can positively impact all areas of life.

60

Course Graduates

30

Program Hours

30

Athletes Per Class

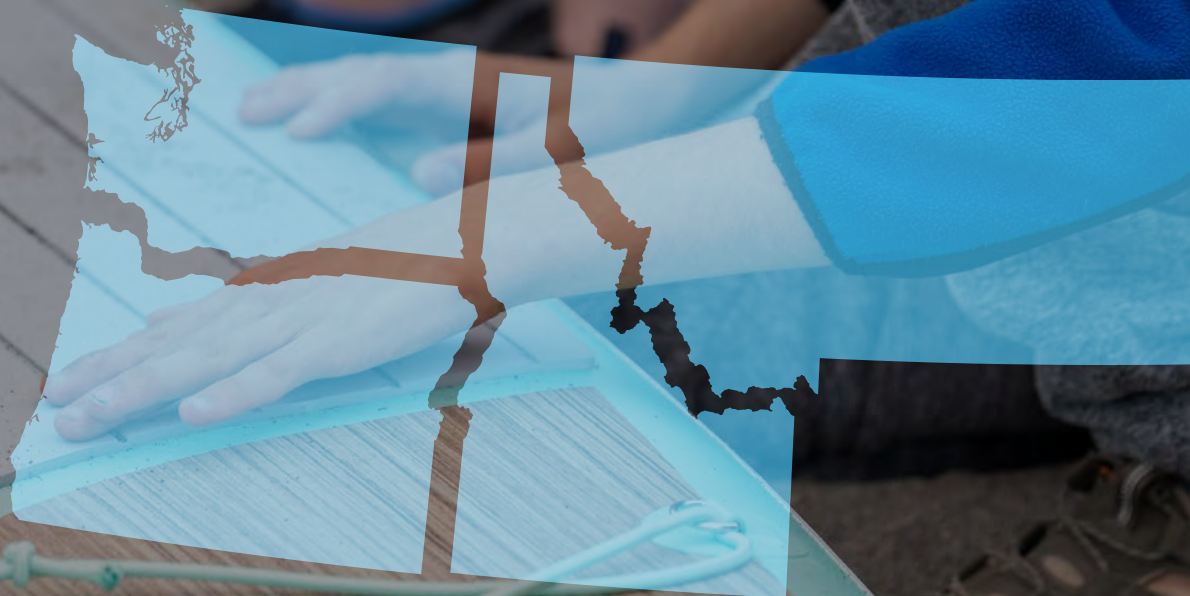


The HomeRun Course costs \$2,250 per athlete and is given free of charge to the athletes and families we serve.

INCREASING VISIBILITY

Programming New Possibilities

We are intentional in our efforts to continue raising awareness across the region by being present in the communities we work with and participating in public speaking engagements to increase the visibility of our life-changing opportunities.



650

In-Person Program &
Service Interactions

1,280

Virtual Program &
Service Interactions

1,930

Total Interactions



DIGITAL CHANNELS WITH GLOBAL REACH

Through our website, email outreach, Youtube channel, and digital media, we are fostering new levels of access, inclusion, and connection across the world. Last year, we distributed 58 emails, issued 20 press releases, and engaged with 6,000 constituents.



CRAFTING COMMUNITY ON SOCIAL MEDIA

We stay connected to athletes, volunteers, donors, brand ambassadors, and the rest of the community through social media. Our social media engagement increased each quarter across platforms.



MAKING HEADLINES IN THE NEWS

In the 2020–2021 year, we appeared in 25 news stories across The Columbian, KGW, NBC Right Now, Gorge News Center, KTVX, and Metro Blind Sport.

BOARD OF DIRECTORS

United in our Purpose

MISSION: To provide life-changing opportunities through sports and physical activity to individuals who are blind and visually impaired.

VALUES:

- ▼ **GROW BOLDLY:** We are committed to cultivating opportunities for individual and organizational growth.
- ▼ **BE TRANSPARENT:** We operate with full transparency, bringing honesty and integrity to everything we do.
- ▼ **BE INCLUSIVE:** We welcome, serve, and support all people with dignity and respect.
- ▼ **STRIVE FOR EXCELLENCE:** We bring steadfast determination in pursuit of our mission and our goals.
- ▼ **EMPOWER PEOPLE:** We champion potential and empower people to turn their ambitions into reality.

VISION: To be the national leader in transforming the quality of life for all individuals who are blind and visually impaired, through sports and physical activity.



BOARD MEMBERS

Erik Selden
- *Chair*
Sr Vice President
First Citizens Bank

Karen Holterhoff
- *Finance Chair*
Chief Logistics Officer
Lady Boss, Weight Loss

Scott McCallum
- *Vice Chair*
Superintendent
Washington State
School for the Blind

Teresa Lawwill
- *Secretary*
Community Volunteer

Alan Hed
Community Volunteer

Ben Campbell
Publisher/CEO
The Columbian
Newspaper

Don Rhoads
President
The Convenience
Group

Dr. Jennifer Drean
President
Gem State Family
Eyecare

Eric Merrill
Community Volunteer

Jason Fish
Owner
Main Event
Restaurants

Jeff Gray
Senior Director
Global Sales and
Customer Success
Recruiting, Service
Now

Jonathon Nelson
Senior Writer
Legacy Health

Mike Williams
Community Volunteer

Robert Stewart
Investment Advisor
Representative
CUSO Financial
Services/Columbia
Credit Union

Rod Cook
Community Volunteer

Scott Miller
Community Volunteer

OUR IMPACT

Directly Driving Results

MORE THAN 75% OF OUR EXPENSES GO DIRECTLY TO SUPPORTING OUR LIFE-CHANGING PROGRAMS.

Northwest Association for Blind Athletes values your generosity and is committed to full transparency and stewardship of our resources. A copy of our Form 990 is available online at nwaba.org or can be provided upon request.



FINANCIAL IMPACT

Fiscal Year: July 1, 2020—June 30, 2021

Programs & Services

\$1,012,762

Development & Communications

\$193,271

Management & General

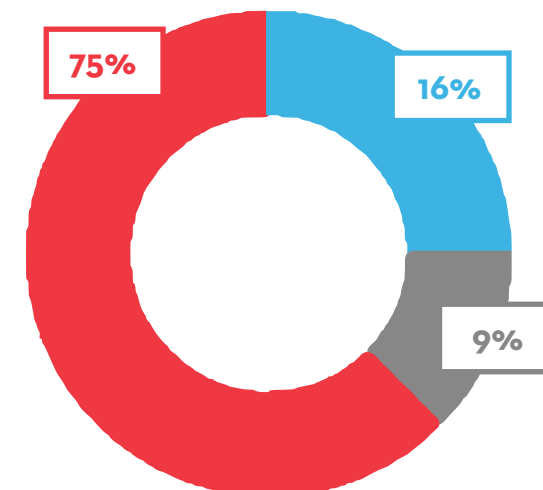
\$104,849

Total Revenue

\$1,582,891*

*NWABA received a Payroll Protection Program (PPP) loan that was forgiven during the fiscal year and recorded as revenue which resulted in a higher than anticipated net surplus.

Our vision is to be the national leader in transforming the quality of life for all individuals who are blind and visually impaired through participation in sports and physical activity, and our finances reflect that.



	2020	2021
Total Revenue	\$1,582,887	\$1,582,891
Total Expense	\$1,300,041	\$1,197,303
Ending Net Assets	\$682,540	\$1,194,823



Served 420 children, youth, and adults across the Northwest.



Strategically invested in our growth areas including Southern Willamette Valley, Puget Sound, and the state of Idaho.



Engaged 250 volunteers in sports and physical activity for individuals who are blind or visually impaired.



Northwest Association for Blind Athletes is honored to have been awarded a Platinum Seal, the highest level possible, by Guidestar, demonstrating our commitment to transparency.

GET INVOLVED

Transforming Lives, Together



ADVOCATE

BE AN ADVOCATE

Support our mission across social platforms, share our mission with your network, and become a brand ambassador!

DONATE YOUR DAY

Do you have a birthday, anniversary, or another reason to celebrate? Consider supporting NWABA on this special day with a campaign to raise critical funds for our athletes.

Using Facebook Fundraising on your special day can greatly help our athletes participate in events such as Camp Spark!

To get started, contact:
development@nwaba.org



VOLUNTEER

PROGRAMS & SERVICES

Work with a team of dedicated volunteers and become a tandem biking captain, swimming instructor, hiking guide, and more for one day events. Volunteer for an extended weekend as a counselor and more!

SPECIAL EVENTS

NWABA hosts a number of special fundraising events throughout the year to support our mission.

OFFICE

Volunteers are invited to help with special projects throughout the year with programs and development.

To volunteer, contact:
programsteam@nwaba.org



OTHER WAYS

FRED MEYER COMMUNITY REWARDS

Visit:

www.fredmeyer.com/communityrewards

Log-in to your account, click "Link Your Rewards Card Now", and Enter NWABA's nonprofit code, #89247

AMAZON SMILE

Amazon will donate 0.5% of eligible purchases to support our life-changing programs.

IN-KIND DONATIONS

In-kind donations are graciously accepted by NWABA throughout the year.

To learn more, contact:
development@nwaba.org

THE POWER OF VOLUNTEERING

Community Engaging with our Athletes



VOLUNTEER SPOTLIGHT



As an athlete with a visual impairment it is both a joy and privilege to participate with the North West Association of Blind Athletes as a counselor at Camp Spark. Helping young athletes explore the different camp opportunities is by far one of the most awesome experiences of my life.

- Logan, NWABA Volunteer

CELEBRATING SUCCESSES

In an Unprecedented Year



THANK YOU!

We greatly appreciate all of our donors, board members, event sponsors, and volunteers for joining us in support of our programs, fundraising events, and campaigns. Our world faced significant challenges this year, but with you by our side, we were truly able to make a difference.





BECOME A CHAMPION. LEAVE A LEGACY.

On behalf of the children, youth, and adults with visual impairments we work with, we invite you to become a Champion by making a legacy gift to help ensure individuals with visual impairments always have the opportunity to build the confidence, friendship, and independence they need to achieve success in all areas of life. Members of the Champions Legacy Giving Society have made a gift that will truly transcend time and make a difference for a lifetime by including Northwest Association for Blind Athletes as part of their estate planning.



My family gives to NWABA to support the mission of people who have decided to find a solution to make their own way. Movement is the foundation of life and is essential to our function and well-being. NWABA has made it accessible where it was not before.
— *Jordan Smith*



INCLUDE NWABA IN YOUR WILL

Add NWABA to your will through a simple bequest - the most popular and easiest choice.



DESIGNATE A BENEFICIARY

Make NWABA the beneficiary of retirement accounts, insurance plans, stocks, bonds, or mutual funds.



DONATE PROPERTY

Bestow real estate or other valuable property that you no longer need to NWABA, and avoid capital gains.



Giving is as easy as adding one sentence to your will! To further discuss your options, **please contact Sue Warren at swarren@nwaba.org or 360-984-5506.**



NW ASSOCIATION
FOR
BLIND
ATHLETES

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