



7000 Hamilton Avenue
Cincinnati, OH 45231-5297
513-522-3860 (Voice or TDD)
www.clovernook.org
(Return service requested)

Non-profit Org.
U.S. Postage
PAID
Cincinnati, OH
Permit #694

Board of Trustees

- Alfred J. Tuchfarber, Ph.D., chair
- Frances D. Cohen
- Richard L. Duell
- Richard R. Hammel, M.D.
- Mark A. Jackson, CPA
- Richard S. Kerstine, M.D.
- Christopher D. Lah
- Helen G. Levine
- Peggy A. Markstein
- Mary D. Nelson
- Christopher D. Riemann, M.D.
- Wilbert F. Schwartz, CFA
- Paula Thomas, L.U.T.C.F.
- William H. Thomer



Perspective is published by Clovernook Center for the Blind and Visually Impaired



Editorial Staff:
Alison G. DeFisher, communications and fundraising coordinator.
We would love to hear from you!
Direct your questions or comments to us via our toll-free number, 888-234-7156 or via e-mail, adefisher@clovernook.org.

To receive the *Perspective* electronically or in braille, please contact Alison DeFisher at 513.728.6288 or adefisher@clovernook.org.

Clovernook provides comprehensive services for individuals who are blind or visually impaired. Through our braille production, paper products and contract packaging business units, we provide quality products that generate revenue to support our operations and create job opportunities for people who are blind or visually impaired.

If you or someone you know has vision loss, please call us about our services at 888-234-7156.

The board of trustees generally meets the third Thursday of the month in January, March, April, June, September and November. To offer recommendations or comments to the board, please call 888-234-7156.

OUR MISSION

To empower people who are blind and visually impaired to be self-sufficient and full participants in their communities.



PERSPECTIVE

Clovernook Center for the Blind and Visually Impaired

Donor Spotlight: Alexis Scott

Some people donate money to nonprofit organizations because they have a special interest in the cause and it feels great to give back. Others donate at the same time each year for tax purposes. People give donations for many reasons, but Alexis Scott donates to Clovernook, she says, because she has no reason not to!

“It’s part of being a grown up and acting on your decisions,” said Scott. “Who will benefit from your money? The obvious choice is legacy giving.”

A native of St. Louis, Missouri and resident of Cincinnati since 1985, Scott has been donating to Clovernook since 2000 and made the decision to add the organization to her estate plan three years ago. “This is what I want to do with my money,” she said. “People-wise, I have no one to whom to leave it.” At age 54, Scott is one of the youngest members of the Trader Society, an exclusive membership of donors who are making a legacy gift to Clovernook.

A litigation specialist at Nationwide Insurance, Scott first became involved with Clovernook when she began receiving mailings and annual appeals. After writing checks for varying amounts each year, Scott decided to take her giving to the next level. The guide dog program especially interested her, having two dogs herself, but her love of her two Pug mixes Meka and Marko isn’t the sole reason for her interest in the organization.

inside this issue

- donor spotlight.....1
- tribute gift listing.....2
- program services.....4
- events & happenings.....5
- legacy giving.....6
- letter from the president and chairman.....7



Clovernook tribute gifts

Below is a list of people who received honor or memorial gifts in their name from 9/1/2010 - 1/31/2011. Making a tribute gift in honor or memory of a loved one is a very important decision and we can't thank our donors enough for choosing Clovernook.

Honorarium Donations

In honor of Jan K. Danner
Gayle K. & Thomas Kidd
In honor of Allen Freeman
Lois Gray
In honor of W. F. and Rita Galle
Robert F. & Shirley W. Tate
In honor of Richard S. and Mona Kerstine
Robert & Barbara Osher
In honor of Larry Klug
Birchie King
In honor of Anne Maxfield
Wayne B. Miller
In honor of Stephen M. Stahl
Joyce A. Leach
In honor of Robert J. and Robin Usalis
David S. & Elizabeth T. Mann

Memorial Donations

In memory of C. Robert Aufmann
Mary Lou Aufmann
In memory of James A. Delaney
Peter Bernard
Rosanna F. Bretz
Truie Davis
Kathy A. Deddens
David Flaspohler & Cynthia Crown
Jean M. Lim
Dorothy Leubbers

Laura D. Martin
Milton A. & Estelle M. Partridge
Richard H. & Susan L. Pohlkamp
Marilyn A. Ruther
Marilyn C. Schweikert
Eugene E. Wagner
Joseph H. & Adelaide L. Wessling
In memory of Ann & Janet Dickinson
Donald J. Dickinson
In memory of Elizabeth Emery
Roy & Julia Guill
In memory of Pat Fisher
Cliff Jacobs & Family
In memory of Edna Flowers
James & Helen O'Connell
In memory of Joan Georgenson
Herbert M. Georgenson
In memory of Rita C. Goldsmith
Sandra G. Allgeier
In memory of George Gosey
William S. Robertson
In memory of Mr. Robert R. Harrison
Richard R. & Marcie Hammel
Douglas & Julie Jacques
Anne Maxfield & William Lege
Robert J. & Robin Usalis
In memory of Hazel M. Herron
Mary P. Herron
In memory of Evelyn Horowitz
Ellin L. Bloch
In memory of Mildred Horowitz
Ellin L. Bloch
In memory of Mary Kilroy
Dale & Carol Weisker
In memory of Judy Lass
John B. & Ann Byas
In memory of Philip McGing
Delia McGing & Family
In memory of Thomas & Elizabeth McGing
Delia McGing & Family

In memory of Steven Merkle
Cincinnati Psychoanalytic Institute
Edward Merkle
William L. Tedford
In memory of Dorothy E. Montgomery
Anne Maxfield
Jessica Salyers
In memory of Steve Owens
David M. & Barbara A. Owens
Roland & Brenda N. Zimmerman
In memory of P.J. Pointer
Werner & Sue Kummerle
In memory of Margaret Runnebaum
Edward T. Runnebaum
In memory of Paul Slaton
George E. & Marion A. Dorin
In memory of Forence & Georgia Trader
Katherine T. Hannabass
In memory of Ed Wabbolding
Janet R. Lykins
In memory of Daniel Willig
Ruth H. Rubendunst

What is a tribute gift?

A tribute gift is a thoughtful way to honor family and friends while benefiting many others with the essential services that Clovernook Center for the Blind and Visually Impaired provides. To make your tribute gift, contact Clovernook at 888-234-7156 or visit www.clovernook.org



Meka and Marko, Scott's two pug mixes

(continued from page 1)

"I'm not somebody who totally wraps up my life in dogs, but I give to the humane society and other organizations," said Scott. She researched Pilot Dogs, a not-for-profit training program in Columbus for guide dogs for people who are blind as another recipient of her gifts. "These dogs are people's eyes, ears and mobility to the world," she said.

As for the reasons behind her charitable giving, Scott described the ease and simplicity of including Clovernook in her estate planning, stating it involved one meeting with an attorney and required only that she brought Clovernook's tax identification number. "Clovernook has an established history of handling its money well," she said. "You have to be cognizant of what's going on in the organization." Scott has toured the facilities at Clovernook and maintains a yearly lunch date with Clovernook's vice president of fund development and community relations, Anne Maxfield. She added that the decision to make a planned gift can be changed at any time. If life factors change, it should be reviewed every few years with an attorney.

"Alexis is a great friend of Clovernook and a wonderful example of how legacy giving is unique to the individual," said Maxfield. "She is extremely modest, even though her support will impact Clovernook consumers for generations to come."

Scott may seem modest about her philanthropic nature, but she is passionate about the culture of giving and how to inspire younger generations to want to become involved in nonprofit organizations. She believes that for most people, charitable giving is a process that evolves over years of being involved and that over time, they will want to donate. Scott equated this concept to the candy strippers of the 1940s, when young girls were inspired to become nurses later in life because they became involved in volunteering at age 14 or 15.

"We need to physically get people in the door of these organizations to plant the seed and they will say, 'Wow, this is interesting,'" Scott said.

leg.a.cy giv.ing, *verb*

1. to convey one's values through the creation of a future gift to charity.
2. a foresighted action to strengthen a favorite cause.

Program Services

May 1 - October 31, 2010

BY THE NUMBERS

Cincinnati & Memphis

700
total consumers served

120
people served in the Low Vision Clinics

50
participants in the Youth Discovery Program

19
people placed in gainful employment in their community

5,508
hours of volunteer time logged

44
average number of active volunteers each month

1,585
people exposed to Clovernook's mission in the community

*These numbers represent data from a 6-month impact report of Clovernook's program services. This is a partial listing of all programs and services offered from 5/1/10 to 10/31/10.

OUR MISSION IN ACTION



Jacque Sammon, ceramicist, works on her latest piece. Clovernook artists have made headlines as well as delighted many purchasers of their work and art surveyors alike. Classes are offered through Clovernook's Recreation Services.



Pictured is Carol Lommer, one of Clovernook's many loyal volunteers, driving consumer Shirley Blackmore to an appointment. Through Volunteer Services, our volunteers support the mission by driving consumers to the store, the doctor and other appointments.



Hard at work in our Transcription department, a sighted text reader and a braille reader are ensuring that people who are blind and visually impaired have access to braille books and magazines throughout the world.

Clovernook enhances braille literacy

Clovernook recently completed a process-mapping project to determine how to increase its production of braille publications. The result? Clovernook's braille print house is in need of the latest equipment and technology to improve efficiency, emboss more books and magazines (Braillo 440SW) and advance its commercial business strategy. Optical braille readers and scanners, which convert text to braille, are critical to this process.

"The project will help to continue the efficiency of our braille operations," said Rich Duell, chair of business operations and facilities committee and a Trustee. While Clovernook already produces 30 million braille pages a year, these upgrades will allow for even more pages to be produced. Increased revenue from the upgrade will support operations, in-house jobs and serve more people who are blind and visually impaired.

Clovernook thanks its generous funders on this project: Mark and Meg Hausberg, The Hayfields Foundation, Richard D. Reis Family Foundation, RiverPoint Capital Management, Schiff, Kreidler-Shell Inc., Alexis Z. Scott, and Virginia Willoughby.

Celebrity Bartender a success

Clovernook's second annual Celebrity Bartender event took place Tuesday, November 2nd, 2010 at Clovernook Country Club. The event featured celebrity bartenders Janeen Coyle of WGRR's Married with Microphones, Jim Breech, former Cincinnati Bengals player and Dan Brooks, mayor of North College Hill. Also pouring drinks and greeting guests were Clovernook's president, Robin Usalis and chairman of the board, Alfred Tuchfarber. The event was attended by more than 80 guests and raised \$2,000 to support Clovernook's mission. Interested in attending this free event? Save the date for the third annual Celebrity Bartender: Tuesday, October 25, 2011! For more information, please contact Alison DeFisher, adefisher@clovernook.org or 513.728.6288.



Bartenders (from left) Alfred Tuchfarber, Janeen Coyle, Emily Proffitt of CCC, Jim Breech and Robin Usalis.

Planned giving sets stage for future of Clovernook

Georgia and Florence Trader left a legacy long before their early vision of Clovernook became a reality. Today, the Trader sisters are synonymous with promoting independence and opportunities for people who are blind and visually impaired. Anyone can leave a legacy gift—one that will benefit Clovernook consumers for generations.

Leave a Legacy program

Clovernook is a partner in the Leave a Legacy program, a group of nonprofit organizations in the Greater Cincinnati area that are committed to upholding the highest standards in fundraising. This program provides the community with information about planned giving and access to local professionals who can help you make the right choice about donating to charitable causes.

How to invest

Planning a gift doesn't necessarily mean a major chunk of change; gifts come in many forms. To have a significant impact, one might consider several options—some include naming Clovernook as a beneficiary in your will, retirement account, insurance policy, or even trust fund. Those who have named Clovernook as the beneficiary through these avenues are members of the Trader Society, named after Clovernook's founders. Trader Society members are supporting important services and job opportunities for the blind and visually impaired for years to come.

As always, consulting with your financial advisor or lawyer is always best before considering a planned gift. If you are interested in becoming a member of the Trader Society or finding out more about planned giving, please contact Anne M. Maxfield, vice president of fund development and community relations, at 513-728-6274 or amaxfield@clovernook.org.

Special events committee to host raffle

Clovernook will be hosting a new fundraiser this year with a new twist: you don't have to attend! The first annual raffle is this year's non-event, where participants can purchase "chances" to win great raffle packages donated by local businesses and friends of Clovernook. Some of these packages include dugout seats at a Cincinnati Reds game and dinner at Nicola's restaurant, the world premiere of the Cincinnati Ballet 2011 Nutcracker, original art and much more.



"This type of event has been successful at other organizations for a good number of years and it will work for Clovernook, too," said Fran Cohen, event chair. "I believe it will work because no one has to come to the event -- just send money!" The raffle drawing will take place April 15, 2011. For more information on the raffle, contact Alison DeFisher at adefisher@clovernook.org or at 513-728-6288.

Purchase chances to win this "Super Cincinnati" basket along with gift cards to some of the city's favorite restaurants.

Letter from the president and chairman of the board



Robin L. Usalis
President/CEO



Alfred J. Tuchfarber,
Ph.D.
Chairman of the
Board

Did you enjoy reading this issue of *Perspective*? It must be clear by now that there's a lot going on at Clovernook in 2011. With the new year, we also celebrated ringing in a new strategic plan that will guide us through 2013. The three-year plan, approved by the board of trustees in November 2010, will help us to make decisions about how to allocate both human and financial resources, as well as drive us forward with fresh, updated mission and vision statements:

Mission: *To empower people who are blind and visually impaired to be self-sufficient and full participants in their communities.*

Vision: *Clovernook will be a nationally recognized leader in creating opportunities for people who are blind and visually impaired.*

This plan has been in the works since 2009, and we have already made strides toward our goals: to continue commitment to the mission through organizational growth and long-term sustainability. Through increased production in our braille print house, we are increasing employment for people who are blind or visually impaired as

well as providing braille books and magazines to some of an estimated 15 thousand people who are blind and visually impaired in the United States requesting them. In addition, our books and magazines will soon be available for purchase through our Web site - allowing avid readers to continue enjoying their favorite titles in braille. As we undergo maintenance on one of our presses, we look forward to obtaining a new Braillo 440SW, which will allow Clovernook to continue increasing capacity and obtaining more contracts in our 97-year old print house as well as advance our commercial business strategy.

All of our accomplishments haven't gone unnoticed. In December, National Industries for the Blind (NIB) awarded Clovernook with a cash prize under their Employment Retention/Growth/Upward Mobility reward program. More specifically, for retaining and increasing employment for people who are blind working on NIB's AbilityOne program contracts to achieve economic and personal independence. On behalf of Clovernook, we are honored to have been recognized for this prestigious annual title.

As spring approaches, we can't wait to see what 2011 will bring.

"I hope one day to see enough braille presses, libraries, schools, and training centers and teachers to assure all persons the opportunities they would have had, had they not been blind. This is my greatest purpose in life." - Helen Keller