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SERVICES FOR THE BLIND

Members Meeting

NAD Executive Committee

November 1, 2025





Prepared by
Dexter Thomas, D. Min., *President and Charles Reel, VP for Finance*

Quiet Crisis

- **Newly diagnosed**, still deciding what life looks like now
- **Can’t read** the bulletin, the screen, or their Bible
- **Too embarrassed to ask**, they quietly withdraw
- **Reach 2026** is our answer to the silence after a diagnosis



The Lifeline Kit mailer clinics receive

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Reach 2026

- **2,026** medical waiting rooms, each with a Lifeline Kit
- **First Responders**, our volunteers, open the door at local eye clinics
- **Member Services** follows up, ships the kit, and carries the load
- **Follow-up** grows into a lasting partnership
- **Inform, include, invite**: the message at every step

1

The Volunteer

A First Responder Kit opens the door at a local eye clinic

2

The Clinic

A Lifeline Kit goes into the waiting room, with follow-up from Member Services

3

The Member

A Welcome Kit follows each new member home

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Grant from NAD Resource Development

- **First Responder Kits** connect volunteers with vision providers
- **Lifeline Kits** for doctors' offices, four pieces, free
- **New Member Welcome Kits** follow members home
- **Data** guides where kits go: **62%** of members live in **15** states



Lifeline Kit



Welcome Kit

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Offering Video



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2026 and 2025 Financial Results

Statement of Financial Position

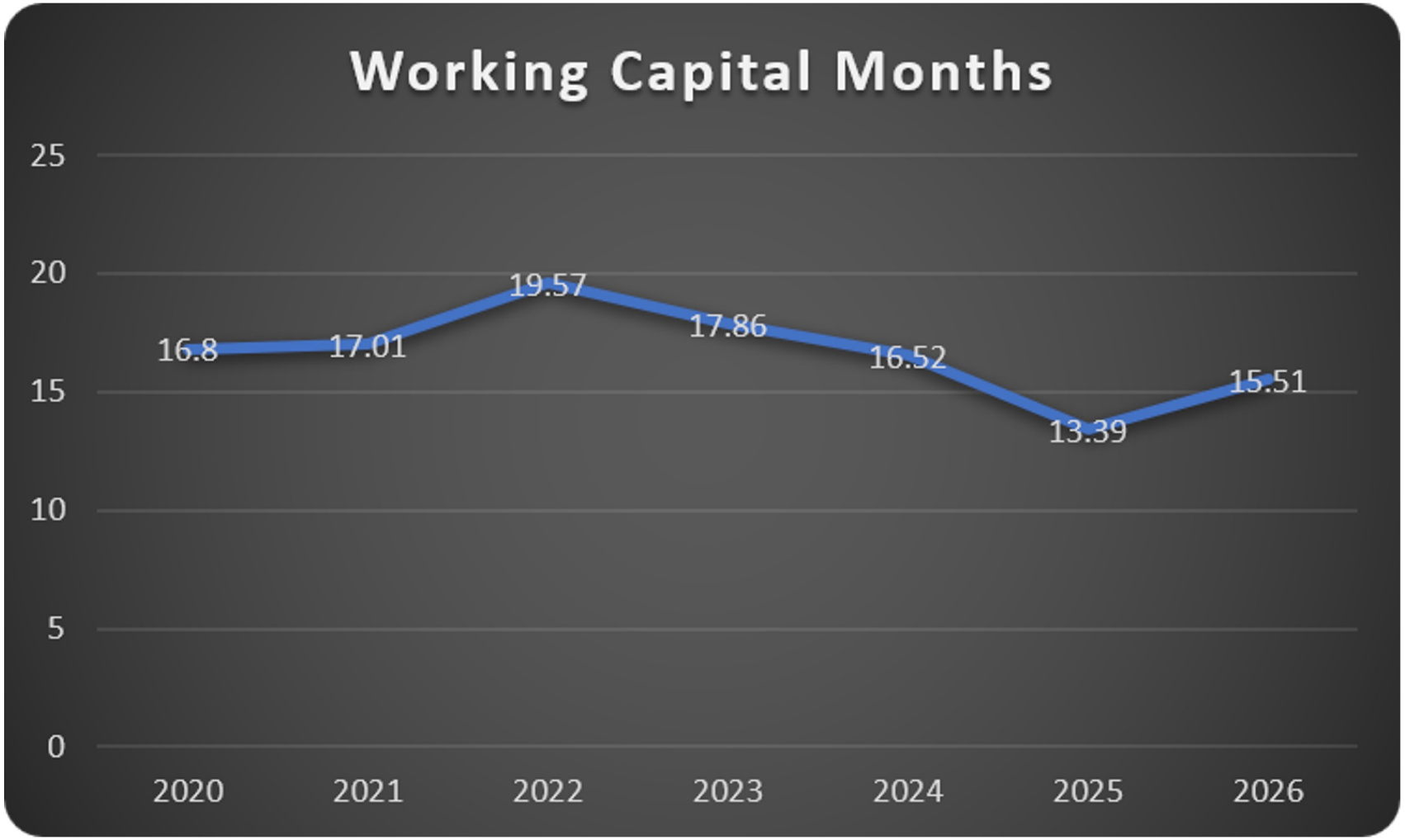
	Sep-26	Sep-25
Net Assets Beginning	$8,399,223	$8,811,280
Net Assets Ending	$8,788,342	$8,016,310
Increase/Decrease	$ 389,119	$ (794,970)

Statement of Changes in Net Assets (Operating)

Revenues & Support		Budget	Difference	
Contributions	$ 735,270	$1,353,000	$ (617,730)	$ 738,256
Legacies and Bequests	$1,290,488	$ 148,500	$ 1,141,988	$ 139,707
Investments	$ 89,705	$ 86,025	$ 3,680	$ 111,852
Other Income (Appropriation & Adj)	$ 119,671	$ 103,050	$ 16,621	$ 113,376
Total Income	$2,235,134	$1,690,575	$ 544,559	$1,103,190
Expenses and Losses				
Program Services	$1,354,001	$1,383,593	$ (29,592)	$1,409,808
Fundraising	$ 348,968	$ 335,335	$ 13,633	$ 347,763
Administration	$ 229,095	$ 212,360	$ 16,735	$ 250,218
Other		$ 31,644	$ (31,644)	$ 32,777
Total Expenses	$1,932,064	$1,962,932	$ (30,868)	$2,040,565
Net Operating Gain (Loss)	$ 363,760			$ (818,334)
Restricted Contributions	$ 60,690	$ 253,500	$ (192,810)	$ 119,042

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Working Capital-September 2026



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Days of Cash Trend-September 2026



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2025 Match $100,000

$100,000 Year-End Match

YOUR COMPASSION CHANGES A LIFE.

TODAY, YOU CAN CHANGE TWO.

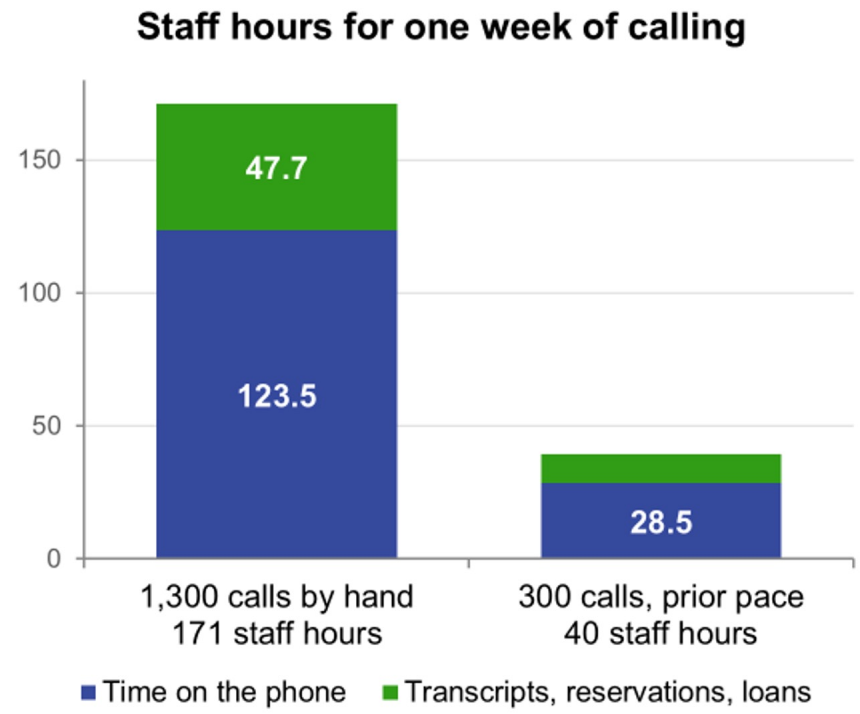
When vision fades, your gift steps in. You provide the braille, large-print, and life-changing camp experiences that tell someone losing their sight, "You are not alone."

Thanks to a generous gift left in a supporter's will, your generosity is matched dollar-for-dollar today.

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Agent & AI

- **1,300** calls by our agent in one week, English and Spanish
- **171** staff hours to handle those calls by hand
- **Same team**, more than 4x the weekly calls
- **Every call** recorded and transcribed for review
- **Every Tuesday**, reservations, loans, and labels ready
- **Convention intake**: two weeks down to a few hours

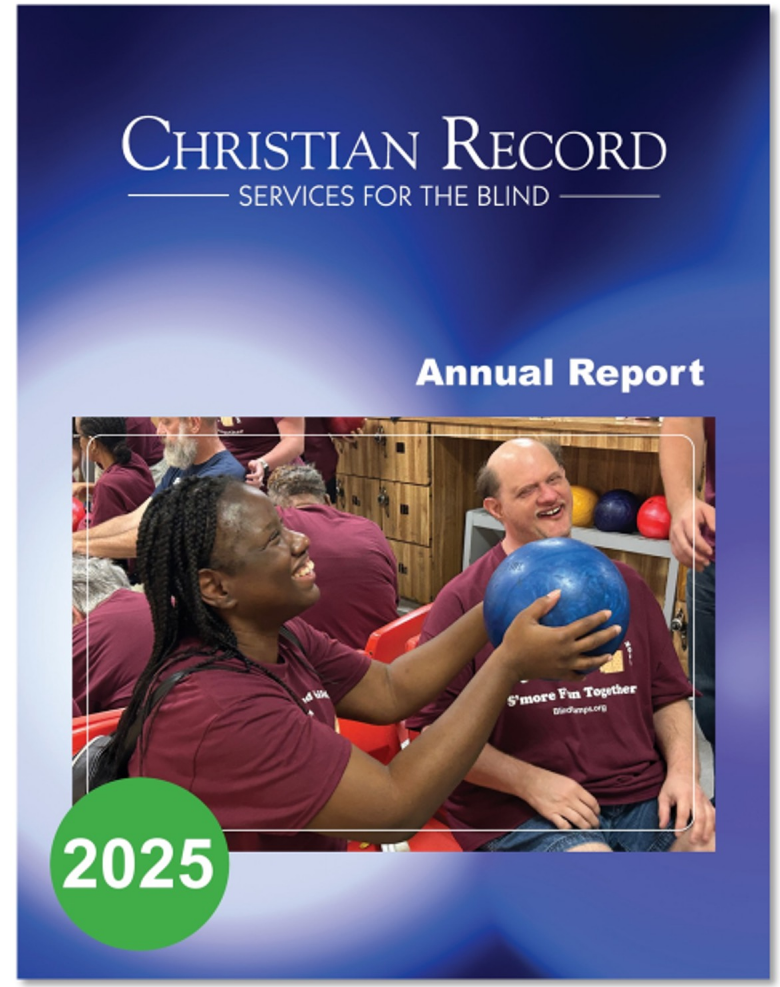


Our agent placed all 1,300 calls.
Staff now monitor and spot-check.

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2025 Ministry Impact

- **17,275** People Uplifted
- **401** New Members Added
- **87,382** Resources Delivered
- **153** Bibles Mailed
- **2,591** Bible Portions Mailed
- **305** Bible Lessons Mailed
- **20** Bible School Certificates Awarded
- **903** PhoneFaith® Call-in Programs
- **386** PhoneFaith® Participants
- **8** Camp Partnerships
- **6** College Scholarships Awarded



Download Annual Report at ChristianRecord.org.

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PhoneFaith

- Disciple making ministry



Greater Access to Blind Community

- Christ's method alone; mingling with the blind



Community Engagement Volunteer

- Quarterly outreach initiatives to our to churches their communities



2025-2027 Strategic Plan

Membership Growth

- Ensure people throughout our territory have knowledge of and access to free resources and services, supporting the goal to encourage membership growth
- Identify partners in new markets
- Regularly engage members to determine collaboration opportunities and better understand perceived value of current services and programs

Development Growth

- Raise necessary contributions to sustain ministry
- Add new donors
- Steward donors and encourage movement to higher giving levels
- Increase donor retention
- Develop processes to add church and foundation grants

Strengthen Our Identity

- Strengthen church engagement and church and community partnerships
- Increase awareness of resources through educational initiatives targeted at the blind and low-vision community, local organizations, and media outlets
- Strengthen brand identity
- Increase departmental communication support

Resource Development

- Enhance resource production efficiencies
- Increase Lib.Guide and Liberty Link engagement and efficiencies
- Increase studio staff knowledge base through training opportunities
- Identify new opportunities to provide resources from birth to adulthood

Mission Statement

Together, we value the blind and low-vision community and are committed to enriching their life journeys through free inspirational, educational, and informational resources and experiences.

Vision Statement

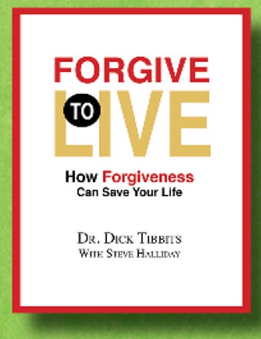
Recognizing each person is a child of God with inherent worth and purpose, Christian Record Services aims to create inclusive, empowering environments where everyone can reach their highest potential. Through our steadfast commitment to **compassion**, **transparency**, **collaboration**, and **innovation**, we seek to inspire and transform lives, ensuring no one who is blind or has low vision faces their journey alone.

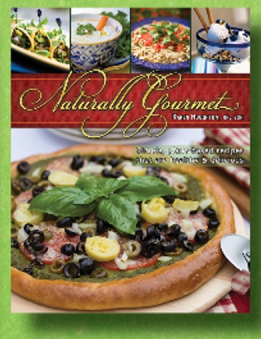
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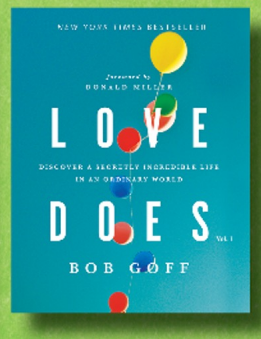
The Quiet Crisis in the Pew

Christian Record
Services for the Blind

Struggling to read normal sized print?
You may qualify for free resources!







- *Large print books
- *Audiobooks and podcasts
- *Braille books and magazines
- *Bibles, Bible studies and more!



Scan Now
for free resources!
402.488.0981, opt. 3

Linq

Refer a Yourself or a Friend for Services

402-488-0981, Option 3 or
Option 9 (Spanish)
Services@ChristianRecord.org

Give Today

402-488-0981, Option 4
DonorCare@ChristianRecord.org

Partner in Ministry

Dexter.Thomas@ChristianRecord.org





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