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EXECUTIVE POSITION PROFILE



**VISION LOSS
RESOURCES**
ADAPT | CONNECT | THRIVE

ORGANIZATION

Vision Loss Resources

POSITION

Chief Executive Officer and President

APPLICATION DEADLINE

December 23, 2022

COMPENSATION

Base salary range of \$205,000 - \$240,000 +
discretionary annual incentive compensation

BRIEF

Ballinger | Leafblad is pleased to conduct the search for a CEO and President at Vision Loss Resources in Little Canada, Minnesota

CONTACT

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VISION LOSS RESOURCES
ADAPT | CONNECT | THRIVE

ORGANIZATIONAL OVERVIEW

Vision Loss Resources is Minnesota’s leading nonprofit provider of training, classes, social activities and support for people with vision loss living in the Minneapolis/St. Paul area.

For more than 100 years Vision Loss Resources (VLR) has provided services for those who are visually impaired, blind, or deafblind. Clients, caregivers, donors, business partners, volunteers and dedicated staff provide robust support for VLR programming through Community Services, Rehabilitation Services and DeafBlind Services of Minnesota. DeafBlind Services Minnesota advances the independence of children and adults with combined hearing and vision loss. Contract Production Services is a social enterprise owned by VLR which contributes support to the mission to provide services, skills, and support for people with vision loss.

Learn more at <https://visionlosresources.org/>

2021 By the Numbers

70

Support groups held

7,295

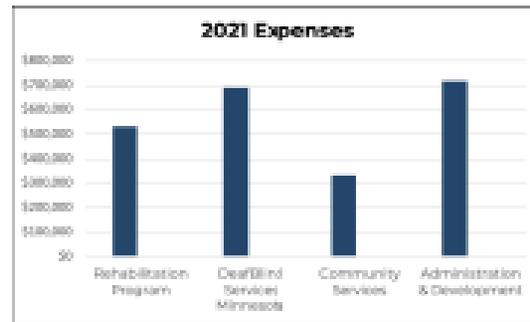
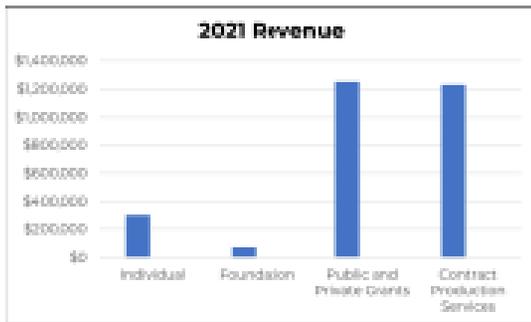
Hours of instruction in the Rehabilitation Center

112

DeafBlind adults served

455

Individuals reached through Community Services



HISTORY

The work began in 1914, when Vision Loss Resources was founded when Grace Swift Strong, Fred Nash, and Thomas Schall found the Minneapolis Society for the Blind. They were inspired by a talk given by Helen Keller hosted by the Woman’s Club of Minneapolis. In Saint Paul, the Mutual Aid Blind Association grew with support from the Council of Jewish Women.

As the need for vision loss support grew, the St. Paul Society for the Blind opened in 1955. In 1993, the two organizations merged to become Vision Loss Resources, and in 2005, DeafBlind Services Minnesota became part of the organization.

All along the way, the people served are at the center, learning to adapt, connect, and thrive. By practicing independent living skills and connecting with others going through similar experiences, clients open doors to new opportunities rather than seeing their world narrowing. The people VLR serves don’t “suffer from” vision loss—they live with it an empowered way.

In 2014, while in its 100th year, Vision Loss Resources noted an increasing demand for their services, particularly among older adults. Fundraising efforts began in order to sustain and grow programs. Clients initiated and published a book, *“The Way We See It: A Fresh Look at Vision Loss”* (read it [here](#)).

More History can be found at <https://visionlossresources.org/about/history/>



DIVISIONS



DEAFBLIND SERVICES OF MINNESOTA

DeafBlind Services Minnesota (DBSM) is a limited liability corporation (LLC) of Vision Loss Resources.

DeafBlind Services Minnesota advances the independence of children and adults with combined hearing and vision loss. The only program of its kind in the country, DBSM brings one-to-one support to deafblind individuals of all ages, throughout Minnesota. Trained support service providers (SSPs) work with adults, while interveners teach communication skills to infants, children, and youth.

Children, Youth and Family Services

DBSM provides support, information, referral, training and advocacy to deafblind children (ages 0-21 while in school on an IFSP/IEP) and their parents, family, educators and other service providers. Intervenors are trained staff who work with deafblind children so that they may learn about their environment and community, meet childhood developmental goals, and develop communication strategies. Intervenors assist families with techniques for communicating with their child, developing appropriate expectations of and for their child, and collaborating with educators, schools, and service providers.

Adult Community Services

This program provides community support to self-determined deafblind adults age 22 and up (or age 18 and up if not on a school IEP), living throughout Minnesota. Support Services Providers (SSPs) assist deafblind adults with activities of daily living such as grocery shopping, banking, running errands, reading mail and filling out forms. SSPs also help with participating in community life and accessing information.

Adjustment to Blindness/Deafblindness Training

A variety of training activities and classes are offered which focus on the unique needs of deafblind people. Training is offered through the rehabilitation training center at VLR.

More about DeafBlind Services:

<https://visionlossresources.org/training/dbsm/>



TOOLS AND RESOURCES

Training and Classes

Training and classes are available for individuals and caregivers to learn to adapt to vision loss and maintain independence. Offerings are geared for all ages from older adults to help seniors stay independent and age in place to working adults to learn skills needed to work, attend school and live independently. Training programs and informational presentations are offered for professionals, community groups and caregivers

Social and Emotional Support

Vision loss can be isolating. VLR brings people together through online social activities, support groups, and mentorships. Several on-line activities are currently available. Support groups help people with vision loss adjust to this phase in their lives. The Peer Mentors program pairs longtime clients with people new to the vision loss journey for practical and emotional support.



CONTRACT PRODUCTION SERVICES

Contract Production Services (CPS) is a limited liability corporation (LLC) and manufacturing division of Vision Loss Resources. CPS is fast-turn, high-quality

packaging and assembly business. Products include Blister Packaging, Display Packaging Assembly, and Custom Converting.

CPS is the largest funder of Vision Loss Resources programs. Since the founding of CPS in 1955, 100 percent of the profits have been directed to Vision Loss Resources. CPS is a social enterprise, not a sheltered workshop; Vision Loss Resources clients do not work at Contract Production Services.

More about Contract Production Services: <https://cpsmsp.com/>



SUMMARY

Vision Loss Resources seeks a caring and entrepreneurial-minded leader skilled in navigating change and building high performing teams. Reporting to the Board of Directors, the CEO and President combines inspiring management and exceptional organizational leadership abilities while working closely with the organization's executive team. The CEO ensures that the organization is continually well equipped to advance its mission and vision.

The CEO and President demonstrates a deep commitment to supporting vision loss and deafblind culture and oversees responsibilities across all programs and departments, including Vision Loss Resources, DeafBlind Services Minnesota, and Contract Production Services.

MANAGEMENT RESPONSIBILITIES

A total of 75 employees work in the organization in addition to over 120 volunteers. The executive leadership team reporting directly to the CEO & President is: Director of Manufacturing-Contract Production Services, Controller, Director of Programs and HR Manager.

ESSENTIAL RESPONSIBILITIES

Strategy and Board

- Refine and implement ongoing strategic plan in conjunction with the Board; involve staff in planning and implementation of the strategic plan; inspire and further the VLR vision and mission.
- Maintain strong relationships with Board members.
- Support the recruitment of new Board members in partnership with the Board Executive Committee.
- Build a culture centered on service and accountability to ensure a climate that attracts and keeps exceptional employees.

Development and Fundraising

- Drive development and fundraising in collaboration with the Development Manager and Director of Programs, leveraging the Board as needed
- Initiate, cultivate, and extend relationships with the organization's portfolio of individual, foundation, and corporate supporters

Financial and Operational Management

- Responsible for accomplishing the organization's mission in a financially prudent manner.
- Ensure VLR's financial sustainability by maintaining healthy cash flow and adequate reserves.
- Oversee CPS fiscal performance and serve as key relationship builder in business development strategy.

External Relations and Communications

- Oversee overall, communications responsibilities, including those specific to various constituencies, and the planning, organizing and implementation of public relations programs to create awareness and support.

DESIRED QUALIFICATIONS

- Commitment to the VLR mission to provide services, skills, and support for people with vision loss.
- Substantial ability and experience working with people with disabilities, working knowledge of the function and role of a nonprofit Board of Directors, Finance, Marketing, Program Management, Management Information Systems, and Human Resources management.
- Lived experience connected with the hard-of-hearing, deaf, visually impaired, blind or deafblind community.
- Master's degree in business administration or nonprofit administration, leadership, or related field
- 10 + years' leadership experience leading and supervising teams
- Experience working with packaging and/or manufacturing Industry.

LOCATION

After over 75 years on Lyndale and Franklin Avenues in Minneapolis, Vision Loss Resources, DeafBlind Services Minnesota, and Contract Production Services moved in October 2022 to Little Canada, Minnesota.

COMPENSATION AND BENEFITS

The target base salary range for this position is \$205,000-\$240,000 along with discretionary annual incentive compensation and participation in the organization's comprehensive benefits plan.

VLR IS AN AFFIRMATIVE ACTION / EQUAL OPPORTUNITY EMPLOYER

Vision Loss Resources is an Equal Employment Opportunity (EEO) employer for all persons regardless of age, color, national origin, citizenship status, physical or mental disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, genetic information, marital status, status with regard to public assistance, veteran status, or any other characteristic protected by federal, state or local law.



COMMUNITY INFORMATION

The Twin Cities metro area includes Minneapolis, Saint Paul and the surrounding suburban area. Making up the 14th largest metropolitan area in the country, it is a unique blend of a small town and major cosmopolitan hub. Both urban cores boast a thriving business atmosphere. Saint Paul, as the state capital, is home to state government and has a more historical vibe. Minneapolis is the larger and more commercial of the two cities.

Separated by the Mississippi River, both cities share a common root of being river towns - and the great outdoors are still a major attraction for residents and visitors alike. There are over 100,000 acres of parks, walking and bike paths, and other outdoor spaces.

Outside of the central downtowns, however, both cities have many distinct neighborhoods, and residents identify more with their individual communities than with the larger city as a whole. The area has a diverse range of neighborhoods and homes, with an atmosphere of a small town feeling with the conveniences and cultural hallmarks of a big city.

The Twin Cities offer something for everyone, from six professional sports teams to a robust theater and arts scene. There is a thriving “foodie” culture offering award-winning restaurants (several chefs have been regional James Beard Award winners). Shopping is plentiful with area malls and unique shopping districts in both cities and in the suburbs.

Nearly every weekend in the summer there are several outdoor events for participants and spectators—triathlons, biking races, marathons, boat races, water skiing competitions, golf tournaments including several PGA tournaments. Winter is also celebrated with events such as the Saint Paul Winter Carnival, the City of Lakes Loppet Winter Festival and the U.S. Pond Hockey championships. And for those who want to get away from it all, ice fishing and snowmobiling are popular Minnesota pastimes.

RESOURCES

MeetMinneapolis | <https://www.minneapolis.org/>

Saint Paul | <https://www.stpaul.gov/>

Greater MSP Partnership | www.greatersp.org

Saint Paul Convention & Visitors Bureau | <https://www.visitsaintpaul.com/>

Saint Paul Chamber of Commerce | <https://www.stpaulchamber.com/>

Minneapolis Park & Recreation | <https://www.minneapolisparke.org/>

Minnesota Compass | www.mncompass.org

3.6M Population of
Greater MSP Region



60+ Museums in the Metro Area



300 Parks



1,750 Regional Lakes



Thriving Arts & Cultural
Districts



1,000+ Miles of Bike Trails