

# BrailleINK<sup>TM</sup>

*A Nonprofit Organization  
Promoting Braille Accessibility  
and Education for Both  
Visually Impaired and  
Sighted Individuals*

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## *Mission Statement*

- ❖ BrailleInk. is a charitable nonprofit organization dedicated to enhancing the experience of shared reading by print and braille readers and to promoting braille awareness.

## *Activities*

- ❖ BrailleInk.'s primary focus is publishing existing high-quality children's books in a new, easy-to-share format that adds braille while maintaining the original print and illustration.

## *Audiences*

- ❖ Our books will help alleviate a shortage of books for the following groups:
  - Families with an adult or child who is blind or visually impaired.
  - Teachers and other professionals who work with individuals with visual impairments.
  - Sighted individuals interested in learning or teaching about blindness, braille and disabilities.

## *Traditional Formats for Children's Books in Braille*

Each of the options is problematic:

- ❖ Braille only (*braille on blank white paper*).
  - The lack of corresponding print makes it impossible to share these books with a non-braille reader.
- ❖ Braille on clear sheets (*regular books, with braille on clear sheets that are either affixed to each page or bound in as separate pages*).
  - The braille often covers the text and illustrations, and braille readers' hands block what sighted people are trying to see – making it difficult to share the book with sighted readers.
  - There is no alignment between the print and the braille, so it's hard to use these books to teach or learn braille.

*Most blind children attend regular public schools.  
Almost no public school teachers – or parents, even – know  
braille. Therefore, the ability to share a book between print  
and braille readers is critical.*

## *Features of BrailleInk.'s Books*

BrailleInk.'s books solve the other formats' identified problems and introduce new features:

- ⠄ Page layout is designed for shared reading.
  - The top portion of the page contains the original print and illustration.
  - The bottom portion contains the braille and its one-to-one print translation.
  - Designed by a parent of a child who's blind.
- ⠄ Basic braille instruction is included in the back of each book.
- ⠄ Board book construction is modified to protect the braille and will withstand heavy use.
- ⠄ Some titles will be produced with contracted braille, some with uncontracted.

*Braille readers' hands don't block what sighted readers are trying to see, and it's easy to determine what the braille says.*



Little Nutbrown Hare,  
 who was going to bed, held  
 on tight to Big Nutbrown Hare's  
 very long ears.

Little Nutbrown Hare,  
 who was going to bed, held  
 on tight to Big Nutbrown  
 Hare's very long ears.

*BrailleInk's page layout*

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 Candlewick Press Inc., Cambridge, MA, on behalf of Walker Books Ltd. London.*

*Patent pending.*

[www.brailleink.org](http://www.brailleink.org)

## *Ways to Help*

- Purchase books for yourself or as a gift.
- Make a tax-deductible donation.
  - Unrestricted or used to provide books to families, schools, libraries and programs. Each book costs \$19.95 plus shipping and handling. The cost per book, if distributed to individual recipients, is \$25.

\$ 250 = 10 – 12 books	\$ 2,000 = 80 – 100 books
\$ 500 = 20 – 25 books	\$ 5,000 = 200 – 250 books
\$1,000 = 40 – 50 books	\$10,000 = 400 – 500 books
  - We are happy to acknowledge donors.
- Provide contacts.
  - Funding (*individuals, foundations or corporations*)
  - In-kind donations (*e.g. printing or shipping services, office equipment*)
  - Key constituencies (*e.g. school/library administration, publishers*)
- Volunteer.
  - Many tasks can be performed from anywhere, at any time.
- Help spread the word.
  - Tell teachers, parents, librarians, potential funders and others about our books.

*Thank you very much!*