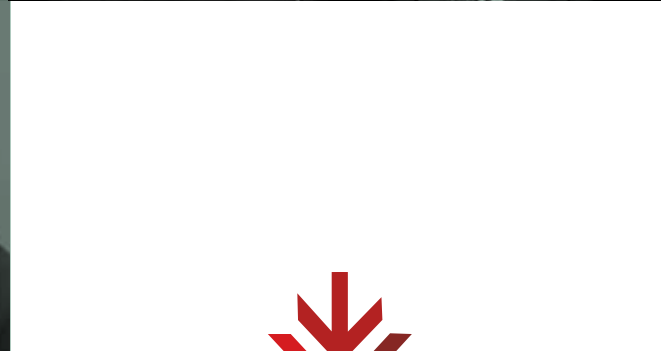


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ACCESS IS OPPORTUNITY

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**CAV is dedicating its 2020 Annual Report to the team of ASL and LSQ interpreters in recognition of their extraordinary efforts during the COVID-19 pandemic.**

# MESSAGE FROM THE CEO AND EXECUTIVE DIRECTOR

It is my privilege to present the 2020 annual report for the Canadian Administrator of VRS (CAV), Inc.

I choose the word “privilege” deliberately. Never in my life – personal or professional – have I had the privilege to experience so great a spirit of collaboration and goodwill in the face of a crisis, let alone one on the scale of a global pandemic.

I have to confess, as well, that I have never felt so conflicted as I have in the past year. On the one hand, I worried about the health and safety of our staff and those in the whole ecosystem that makes up **SRV Canada VRS**. On the other, I was so proud to lead a team delivering an essential service in a time when communication was never more important. I can’t imagine what Deaf and hard of hearing Canadians would have done without **SRV Canada VRS** for critical services such as health care, education of children, information during income tax season, and communicating with the federal government for the Canada Emergency Response Benefit.

I can say with pride that CAV not only rose to the challenges of the pandemic, we continued to make continuous improvements to our services throughout the year. For that, I have many people to thank.

From the first days of the pandemic, we had the full support and confidence of our Board of Directors as we charted new and unprecedented courses to continue bringing Canada VRS to customers. Their trust was greatly appreciated.



I could not be more pleased with the outstanding actions of our small but mighty CAV staff. Working remotely, and without skipping a beat, they continued to act as a cohesive team and kept laser-focused on meeting our priorities for the year.

I am equally thankful for the agility that our video interpreter providers displayed as together we transformed our service model to enable interpreters to work remotely and stay safe.

It was no small effort to manage the dramatic spike in call hours when the pandemic was declared and which continued through the year. But that was not all the CAV team accomplished. Among our many successes was the introduction of new Canada VRS apps for Mac and PC computers, which provide customers with a more intuitive, convenient and overall easier user experience. We also made available to our customers the Embrava Blynlight, a device specially tailored for Canada VRS which flashes to notify customers that they are receiving a call.

CAV made significant additions and improvements to our website assets. We are particularly proud of our CAV Connect page, which serves as the hub of our Community Relations practice. In 2020, the plan to expand outreach by holding more events in virtual settings was accelerated by the pandemic and became a highlight of our year’s achievements. If anything good came out of the

pandemic, it is that a hybrid of in-person and virtual events is not just possible, but offers new and innovative opportunities to reach and engage more people.

Outreach efforts in 2020 were strengthened by greater use of our Facebook and YouTube channels to bring frequent and clear information to our customers. Last year, followers on our ASL and LSQ Facebook sites grew by more than 25 percent.

Our performance in 2020 was reflected in the results of our customer satisfaction survey, which were as high and in some cases surpassed response rates of previous years. I cannot thank our customers enough, who showed patience, grace and loyalty as we navigated through many challenging moments to ensure they could place their important calls in a time when we were all so isolated.

In the years to come, as I look back on 2020, I will do so with great pride and remember that we were there for people.

A handwritten signature in black ink, appearing to read "Sue Decker". The signature is fluid and cursive, with the first name "Sue" being more prominent than the last name "Decker".

**Sue Decker**

CEO and Executive Director

# MESSAGE FROM THE CHAIR OF THE BOARD OF DIRECTORS

At the beginning of 2020, nobody could have predicted how this extraordinary year would unfold. But from my vantage point as Chair of the Board of Directors, what was predictable was how CAV would respond to it – driven at all times to deliver and continue to improve an essential service to Deaf Canadians in a time of crisis.

I can't help but think what an equalizing effect the COVID-19 pandemic had on all of us. We were all in it together, sharing similar experiences. We faced and feared the unknown. The lines between our workplaces and homes quickly blurred as we moved from in-person to virtual meetings. We juggled family obligations ranging from elder care to home schooling. We did all this while holding down jobs, or struggling with job loss and other issues.

Far from letting the pandemic pull us apart, it had the opposite effect. We were there for each other throughout, and we were there for our customers at a time when they needed us most.

Even as the year ended with continued uncertainty, we had plenty to be thankful for. Our Board of Directors was unfailingly supportive and flexible as decisions and course changes had to be made to accommodate the dramatic increase in demand for Canada VRS.

We were delighted in 2020 to appoint David Joseph Vice Chair of our Board. David's time as Director, together with his wealth of professional experience, make him an ideal choice as we address new opportunities and challenges ahead.



Sue Decker and her team were a source of inspiration throughout the year. I speak for the Board of Directors when I say that their ability to meet unplanned operational pressures while making significant improvements in Canada VRS was truly impressive. They have our thanks and our gratitude.

I also want to commend Sue for her work to advocate for the Deaf. Since 2016, **SRV Canada VRS** has made an important contribution to empowering Deaf Canadians and the people they communicate with, but there is always more to do.

As much as we stood by our Canada VRS customers, they were equally loyal to us. The results of the 2020 customer satisfaction survey proved two things for me. The first and most obvious is that the CAV team delivered excellent service. The second is that in a time when patience and understanding were often in short supply, customers showed plenty of both, as well as loyalty, in their Canada VRS.

As the year closed, the times remained uncertain. But what is certain is that even when CAV is tested to its limits, it will always provide excellent video relay service to Deaf Canadians.

A handwritten signature in black ink, appearing to read 'Tony D'Onofrio'. The signature is fluid and cursive, with a prominent 'T' and 'D'.

**Tony D'Onofrio**  
Chair of the Board of Directors



# ABOUT CAV

## VISION

Empower Deaf Canadians

## MISSION

Provide VRS for Canadians who use ASL and LSQ; enabling connections to people and increasing opportunities.

The Canadian Administrator of VRS (CAV), Inc., is a not-for-profit telecommunications services corporation with a mandate from the Canadian Radio-television and Telecommunications Commission (CRTC) to design, implement and oversee the delivery of Video Relay Service (VRS) in Canada.

**SRV Canada VRS** enables Deaf, hard of hearing or speech-impaired Canadians who use American Sign Language (ASL) and Langue des signes Québécoise (LSQ) to make telephone calls via Internet-based videoconferencing technology.

Calls are connected to a sign language interpreter, who provides real-time interpretation of the telephone conversations, allowing Deaf users who use sign language to communicate with spoken language users.

CAV and its Board of Directors are responsible for Canada's national VRS — **SRV Canada VRS** — which is available to ASL and LSQ users.



## A STORY OF TRANSFORMATION

### Shelley Carver's Story

The Saskatchewan Deaf and Hard of Hearing Services' interpreting practice provides in-person communications support to Deaf and hard of hearing patients during health emergencies and doctors' visits.

In June, Shelley Carver was experiencing shortness of breath and used Canada VRS to help her connect with the province's Healthline. During the call, Healthline called dispatch to send for an ambulance. The video interpreter was able to stay with her the whole time. Once the paramedics arrived, they began to assess the situation with the assistance of VRS on her device. The video interpreter made all the difference. Shelley was able to communicate with the paramedics easily, which helped discover the cause of her health emergency. The interpreter helped both parties communicate effectively and seamlessly. Without Canada VRS, the interaction would have been much more difficult and stressful for Shelley and the paramedics.

# THE 2020 BOARD OF DIRECTORS OF THE CANADIAN ADMINISTRATOR OF VRS (CAV)

## A WORD ABOUT OUR BOARD OF DIRECTORS

In a year filled with unforeseen and unpredictable moments, CAV was very fortunate to have had the always reliable leadership of its Board of Directors. It is a testament to the talent, experience and unfailing support of each member that the organization not only coped through a difficult year, but operated with great efficiency and was highly productive.

Once the global pandemic was declared, Board meetings quickly moved from traditional in-person events to virtual gatherings. Despite the change in approach, Board members were without exception available and supportive of the decisions and actions that had to be made to ensure Canada VRS continued its high-quality service when it was needed more than ever.

In 2020, David Joseph was appointed Vice Chair of the Board. As a Board Director since 2019, David's contribution from his perspective as a Deaf person, financial analyst and teacher has been invaluable to the direction and growth of **SRV Canada VRS**. His new role as Vice Chair will ensure the Board continues to have knowledgeable and stable leadership over the long term.

In November 2020, Board member Renu Sangha resigned to begin a management position with CAV's partner, Convo Canada. The Board of Directors was sorry to see her leave, but were pleased that she is continuing to contribute to the **SRV Canada VRS** ecosystem and serving its customers.



From left to right: Dr. Marty Taylor, Permanent Invitee; Scott Fletcher, Secretary of the Board of Directors; Sue Decker, CEO and Executive Director; Eric Edora, Director; Jonathan Daniels, Director; Renu Sangha, Director; Dr. Gary Birch, Director (seated); Anne Missud, Permanent Invitee; Dr. Jessica Dunkley, Director; David Joseph, Vice Chair of the Board of Directors; Tony D'Onofrio, Director and Chair of the Board of Directors.

To view biographies for members of the Board, visit: [srvcanadavrs.ca/en/about](https://srvcanadavrs.ca/en/about)

# CAV STAFF

In May, CAV was pleased to announce the addition of Carmelle Cachero in the newly created role of Chief of Staff. Carmelle quickly found her place, performing a variety of administrative functions, leading a number of special projects, and serving as the Executive Director's dedicated interpreter. She brings to CAV a wealth of experience and skill that is perfect for the telecommunications sector and Canada's VRS community.

Carmelle is a certified interpreter, having studied Sign Language Interpretation at Douglas College in British Columbia. Her professional experience includes interpreting in a variety of settings, administrative work, Deaf community engagement

and involvement in the performing arts field as an artist. Carmelle is also trained in interpreting for theatre.

In September, CAV also welcomed David Egan to its headquarters staff. In his role as Service Operations Manager, David is responsible for overseeing and directing CAV's Customer Service operations. David brings a wealth of telecommunications, information technology and customer service expertise to CAV with more than 20 years' experience in the call centre industry. He has worked with renowned organizations such as Bell Canada, Dell Canada, Xerox as well as the Government of Canada. His focus will be to create the best possible customer service experience for Canada VRS' customers.



Top row: Carmelle Cachero, Chief of Staff; Jonathan Masters, Project Consultant; Jo-Anne Bryan, Outreach Specialist.  
Middle row: Paula Bath, Program Manager; Sue Decker, CEO and Executive Director; David Egan, Service Operations Manager.  
Bottom row: Diane Unterschultz, Community Relations, Assistant Manager; Patrick Lazure, Outreach Specialist;  
Pamela Witcher, Community Relations Manager.



# THE YEAR IN REVIEW

There was nothing normal about 2020. But even without the disruption of the COVID-19 pandemic, the achievements of the year would certainly compare favourably with previous years. In 2020, CAV navigated the pandemic while continuing to advance all its service areas and developing ambitious plans for future improvements.

What the year's results do not show at first glance are the tremendous lengths to which CAV went to minimize service interruptions during the pandemic. When it was declared, CAV's first action was to follow public health guidance, close its office doors, and activate emergency operations to enable staff to work remotely. CAV could not continue its operations unless the health and safety of its own staff were protected.

It became quickly apparent that Canada VRS was more important than ever to customers - keeping families and employees connected while they weren't able to see each other, enabling transactions with health care providers, discussions with school teachers and tax specialists during income tax season, and connections with other essential services.

On March 16, the day on which most Canadians were sent home, Executive Director and CEO, Sue Decker, issued a note on Facebook. "Our top priority is the health and safety of our CAV team members, our customers, and the communities where we live, work and serve across Canada." She also asked for the cooperation of customers in the early days of the pandemic to limit their calls if possible, and to seek alternative channels to communicate if required, especially in an emergency.

The next priority was to keep Canada VRS operating effectively as call hours spiked by 60%. One of many tasks was CAV's work with its video

interpreter provider (VIPs) companies. With the disruption of their business models due to call centre and office closures and other restrictions, a critical priority to address was to ensure video interpreters (VIs) - the essential link in video interpretation - had the resources they needed to carry on their work from home.

CAV responded rapidly by putting in place a pilot program to allow VIs to work safely from home. This action helped keep VIs safe and with their families during a very stressful time. In addition, many community-based interpreters could no longer work because of COVID-19, and CAV was able to give them employment. This was a win-win situation for CAV because the organizations needed more interpreters to meet the increased call demand, and they needed the work.



What is always extraordinary about a crisis is that, despite the great upheaval it can cause, patterns emerge and organizations like CAV find ways to settle into a new normal. Once primary services stabilized, CAV's planned improvements for the year resumed while a close eye continued to be kept on the pandemic-related issues affecting call operations.

New Canada VRS apps for Mac and PC computers were introduced, empowering customers with more control and improved features. In addition, the Embrava Blynlight signal notification tool was added to the tool mix.

The Community Outreach program – already evolving before the pandemic to a new hybrid model of in-person and virtual outreach, underwent a major transformation from an in-person to a video-based program. The transformation included the creation of a new name and logo. CAV Connect/Connexion ACS is bilingual, with both ASL and LSQ signs for VRS.

The Outreach team also leveraged web and social media channels not just to inform customers with news, information and invitations to events and activities, but to keep the community connected

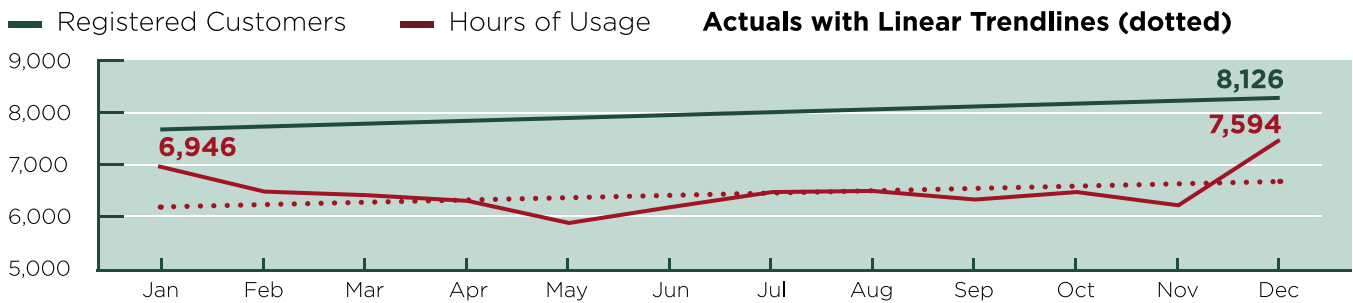
through the year. This information was often conveyed in video messages and appealing infographics.

Education work – always a priority – continued with inroads made with policy-makers to build awareness of the barriers Deaf Canadians face to communicate and fulfill their potential in the workforce and other facets of society.

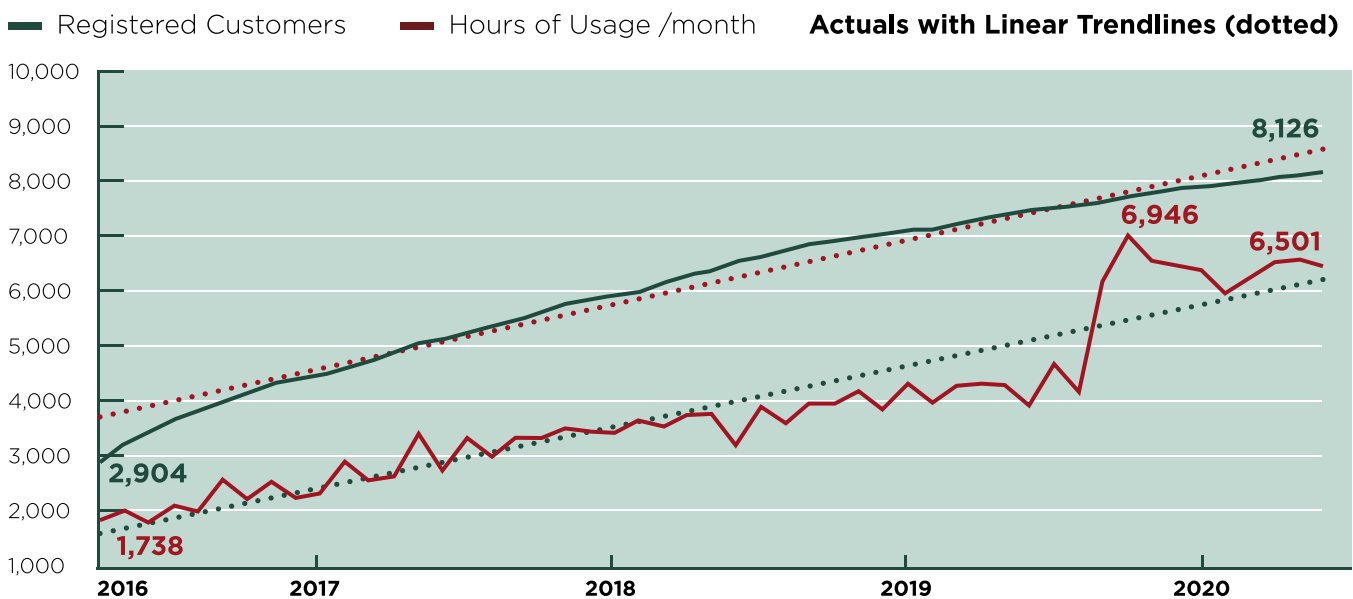
CAV’s efforts for the year were validated with positive feedback in the annual customer satisfaction survey. The results, as positive as in previous years, were proof that CAV’s work paid off.

## TELLING OUR STORY BY THE NUMBERS

### VRS GROWTH in 2020 [Figure 1]



### VRS GROWTH BY MONTH SINCE LAUNCH TO DECEMBER 31, 2020 [Figure 2]



**CALLS** [Figure 3]

Call Type	2017	2018	2019	2020	Q4 2020
Total Relay Calls*	318,480	472,959	521,569	610,731	160,335
Deaf to Hearing	80%	76%	78%	85%	85%
Hearing to Deaf	19%	23%	21%	15%	15%
Point to Point	1%	1%	1%	1%	1%
9-1-1 Calls*	283	799	823	1,340	377
Avg Mins/Call	5.5	5.1	5.6	7.0	7.2

\* answered

In 2020, the number of registered customers grew from 7,432 customers at the beginning of the year to 8,126 at the end [Figure 1]. This was a rate consistent with the previous year’s growth and anticipated in operational planning.

**SRV Canada VRS** has grown steadily year-over-year since it was launched in September 2016 [Figure 2]. A combination of quality service, continuous improvements and a strong outreach program have yielded positive results. In addition, as customer adoption rates have naturally slowed (once successive waves of early adopters and mainstream users subscribed), how customers use their Canada VRS has changed. Average minutes per call have increased, and customers have broadened their use of Canada VRS from calling family and friends to connecting with service providers and other services and resources. Thanks also to CAV’s *Don’t Hang Up* campaign, Canada’s hearing community has learned how to recognize incoming VRS calls, which has served to strengthen the service.

Very little could have prepared CAV for the explosive growth in call hours in 2020, as seen in Figure 3. Following the declaration of the global COVID-19 pandemic in mid-March, usage hours soared more than 60%, from 4,605 hours to 6,946 hours in that month. Even after the initial shock of the pandemic

wore off for customers, usage hours leveled out to about 30% higher than usual for the balance of the year.

Canadians are familiar with the stories of the pandemic’s human cost – of lost loved ones, and the sacrifices made by those who worked on the front lines to ensure vital services continued uninterrupted. CAV had its own stories to tell: the hard work and concern of CAV staff to ensure quality service during a crisis; the extraordinary demand on the VRS infrastructure; the reality of customers spending hours waiting to be connected to health care, government and other services; and the pressure on VIs to provide the vital link between callers and the hearing community. It was an extraordinary feat for CAV to meet the unprecedented surge in call hours day after day and, later, to continue meeting higher than average call hours for the rest of the year.

On their own, numbers and results don’t always reveal what is going on behind the scenes, especially during a crisis. For Deaf Canadians, video interpreters (VIs) were among the unsung heroes of the pandemic. When it was declared, CAV worked closely with VIPs and VIs so they could continue delivering service despite public health restrictions. When VIs could no longer work from cubicles in their office locations,

CAV implemented a pilot program to enable remote work.

CAV kept VIs employed, as so many community-based interpreters were no longer able to work due to the pandemic. Giving VIs flexibility to work from home became a win-win situation for everyone.

With the increase of 30% in call hours and VIs working remotely, a higher level of coordination was needed. So, weekly meetings with VIPs were scheduled and adjustments were made to service delivery approaches.

Many of the calls VIs handled were very important and sensitive. Calls to telehealth services, for employment insurance claims, to schools and teachers, and to the Canada Emergency Response Benefit (CERB) became regular themes.

As the pandemic continued, patterns and solutions evolved with significant behind-the-scenes activity. Keeping the calling experience consistent was a priority. To that end, having VIs seen in similar backgrounds, lighting and other features helped to maintain confidence in customers that their calls would be as professionally managed as they had been before the pandemic. As these new solutions were implemented, CAV notified its customers of the changes in service delivery. No complaints were made.

New ways to have VIs work together were found. VI work can be intense, especially if the calls are lengthy and one VI needs to spell another off. For long calls, which increased in number as customers waited to connect with CERB or their children's schools, having VIs work closely together became even more important than ever. To support VIs while they were working remotely, CAV had to find solutions to enable them to spell each other off quickly and efficiently.

Naturally, challenges cropped up and had to be addressed. CAV had already been planning to evolve its VI services and apps to enable remote workplaces. Some of these innovations were put in place, while others are planned for the coming



“I had an interview with an employer through Canada VRS. They did not know that I am Deaf, but we were taking turns in conversation, we were at ease with each other, and were able to laugh together through a video interpreter. After the interview, I got that job. Amazing, huh?”

**Forrest Smith**

year. During the year, CAV consulted with the CRTC to conduct a pilot for remote VI service. In particular, customer privacy was an important concern. These issues were addressed in the pilot, and remote VI service moved forward and will continue to be adjusted and improved in 2021 and beyond.

VIPs were already musing about whether remote VI work can continue in future. By year's end, CAV was busily working to evolve technology, apps and the overall VI experience to enable remote work to continue.

The swift move to remote VI services would not have been possible without the VIs themselves, who showed unflagging flexibility, patience and good will throughout the many changes they faced during the year.

## INSIGHTS FROM THE 2020 CUSTOMER SATISFACTION SURVEY

In a year filled with unpredictable and disruptive moments, it is truly a testament to the efforts of CAV staff and its network of highly professional service providers that the results of its annual customer satisfaction survey were so favourable.

CAV conducts an annual survey to evaluate customer satisfaction with **SRV Canada VRS**,

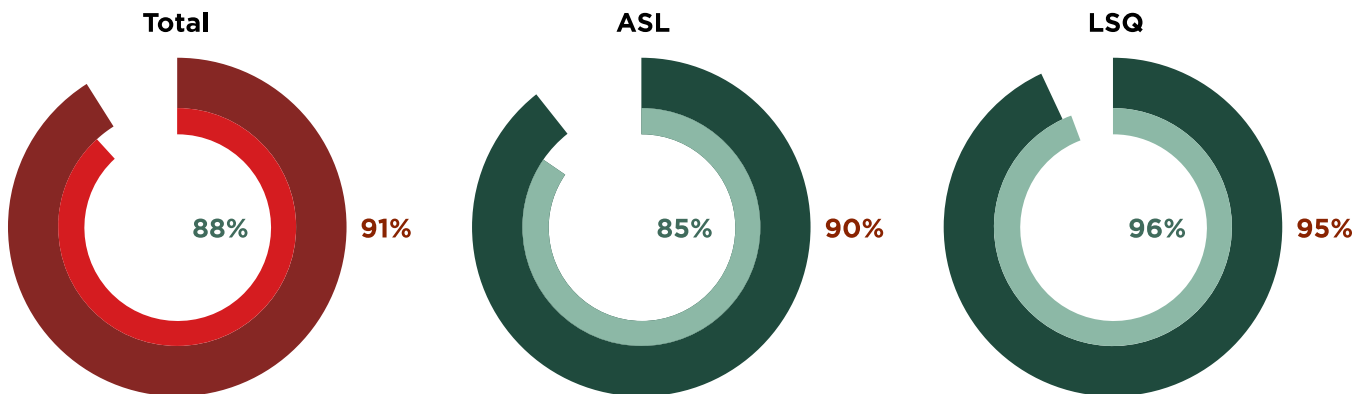
provide deep insight into how the services are used, and identify barriers that may exist in using the service. The survey is sent to all registered ASL and LSQ customers.

Of the 7,978 SRV Canada VRS customers invited to participate in 2020, 1,295 responded to the survey – 957 and 338 ASL and LSQ users respectively.

## CONSISTENT HIGH SATISFACTION

7,978 customers invited to participate  
1,295 completed the survey (response rate 16%) 957 ASL 338 LSQ

■ 2019 ■ 2020



Interpreting Quality		Technical Quality	
	93%		92%
VI Professionalism and friendliness	95%	Easy to Use	91%
VI Flexibility and Patience	94%	Resolving Technical Issues	86%
VI Skill	93%	Wait Time	83%





Among the high-level findings in the survey are that overall satisfaction with **SRV Canada VRS** was 91%, satisfaction with VI quality was 93%, and 92% of survey respondents were happy with technical quality.

It is worthwhile to note that for VI quality, survey respondents were asked to rate professionalism and friendliness, flexibility and patience, and skill level. For technical quality, they judged ease of use, resolution of technical issues, and wait times.

**SRV Canada VRS** is changing the way Deaf Canadians communicate. Canada VRS users report relying less on text-based relay services such as TTY (teletypewriter, or text-based telecommunications equipment) and MRS (message relay service), from 24% in 2019 to 15% in 2020.

More general findings include:

- Two years in a row, overall satisfaction was on average about 90%.
- More Deaf Canadians want the ability to self-announce on their VRS calls.
- New mobile VRS apps and outreach efforts could further engage interested Deaf youth, registration for whom remains low.

Demographic data from the survey showed survey participants under age 35 represented 11% of the response. Customers 35-44 years of age made up 16%. Customers between 45 and 54 years of age accounted for 22%. Customers age 55-64 made up the largest group with 30%, and 20% of customers were over age 65.

## A HEARING PERSON'S VRS STORY

Paul Hempel is a Parkdale Food Centre volunteer driver, which is located in Ottawa. He experienced Canada VRS for the first time when he was outside a customer's residence. After his call was connected, the Deaf customer came outside to pick up his order.

In awe by the positive experience, Paul wasn't sure if the voice he heard was the Deaf person's or someone else's, and he got curious about how VRS works.

Later, Paul conducted a Google search and found the VIP's number and called. He chatted for several minutes with a SLIAO manager, and she referred him to the Canada VRS website.

The positive effect Canada VRS is having on the world is amazing. Paul says he will share the VRS information with the Food Centre and tell his boss all about it!

Understanding the demographics enables CAV to make adjustments and improvements to its services, and to design outreach efforts in more targeted ways. For example:

- Customers under age 35 means this demographic is likely more active on other communication channels on the Internet or mobile devices, and could be targeted directly through outreach efforts with information about the value of **SRV Canada VRS'** new mobile apps.
- 12% of survey respondents reported being low-vision. Having this information is valuable, as CAV can work with VIs to adjust their lighting. Adding high contrast options to CAV's apps are anticipated for 2021.
- Acknowledging how people self-identify is important. 2% of survey respondents self-identified as non-binary. In **SRV Canada VRS** mobile app settings, CAV is adding Mx to its Mr and Ms gender options.
- 52% of respondents self-report an annual income of less than \$40,000.

- Mobile devices (iPhones and Android) continue to be the preference to place VRS calls (72%). In second place are desktop devices (51%).
- 50% of survey respondents want to announce their own Canada VRS call, rather than have the VI announce it for them. For 2021, CAV will make policy and technical changes to include a self-announce option for customers.

### COMMUNITY OUTREACH TEAM

Community engagement is one of CAV's pillars of service as a Canadian telecommunications service.

From its inception, CAV has been intentional about engaging directly with people and forming strong relationships. Significant time and energy have been invested in reaching into every corner of the country to build awareness for Canada VRS, show customers how to subscribe to and use the service, answer technical questions and, perhaps most importantly, connect directly on a personal level with people.



Top row: Pamela Witcher, Diane Underschultz, Jo-Anne Bryan. Bottom row: Bree Sproule, Patrick Lazure, Bryan Johnson.

With the pandemic, outreach specialists were unable to travel, and in-person meetings, conferences and festivals in communities across Canada closed down. Nevertheless, CAV continued its strong outreach practice by creating CAV Connect, a new web-based community relations and engagement hub delivered by webinar, webcasts and video-based meetings. Launched in early 2020, meetings leveraged the in-person outreach work CAV had been doing since 2016, the year in which the foundation for knowledge and trust in **SRV Canada VRS** was laid.



The CAV Connect logo illustrates the ASL and LSQ languages. The hand holding up three fingers is the sign for ASL, and the hand showing five fingers is the sign for LSQ.

With CAV Connect, CAV’s team of community outreach specialists can meet more people in a virtual setting. It is more a flexible and safe way to connect. Also, at a time when more people are becoming accustomed to virtual get-togethers, CAV can continue to make important connections that have traditionally taken place in person.

To make participation easy, CAV has created a web page that enables people to consult a calendar of events, find and register for an event they want to attend, and receive an email confirming their registration.

Outreach Team members leveraged Facebook and YouTube significantly during the year to promote CAV Connect events, posting more than 70 videos

in both ASL and LSQ to invite members to events. It is a more dynamic and personal way to connect with Canada’s communities.

## COMMUNITY OUTREACH EVENTS

41 total events engaging 375 people in a virtual setting		
16 SRV Canada VRS general events	9 community engagement events	5 new app events
	2 “How To” and “Q&A” Sessions	9 technical sessions

In 2020, CAV held 41 events – available to customers across Canada – on subjects ranging from building basic awareness of Canada VRS to holding technical sessions, opportunities to learn about new VRS apps, and even one-on-one sessions. At a time when in-person get-togethers were impossible, CAV met with more than 375 people in a virtual setting.

It is interesting to note that when asked, CAV Connect users revealed a mix of Deaf, hearing, interpreters and others, showing that Canada VRS has made inroads far beyond the Deaf community. Participants also reported using Canada VRS for both personal and work purposes.

## FEEDBACK FROM COMMUNITY OUTREACH EVENTS

“So happy to have the workshop, very beneficial.”

“I love Canada VRS and am so happy to be able to communicate with others.”

## UPDATING CANADA VRS APPS

As a telecommunications service provider, CAV never stands still, least of all when it comes to empowering its Canada VRS customers with improvements to the apps they rely on every day to place and receive calls.

Throughout the year, CAV worked closely with its France-based development team and an India-based company to develop new Next Generation Canada VRS apps for PC and Mac computers. The initiative was a challenging one, as the small team had to collaborate across time zones. The designs for the apps - inspired by feedback from Deaf Canadians - were the first created especially for Canadian customers.

When the new apps were launched at CAV's Annual Open House in September, improvements were significant: the customer experience was faster and more flexible, and features were easier to use.

A major awareness campaign began in August in advance of the September launch of the new apps. This was followed by an extended "switch your app" campaign conducted on Facebook and reflected on the **SRV Canada VRS** website.

The switch was not without some work on the part of customers, who were instructed to update their operating system. Customers with PC desktops were required to have Windows 10 in order to use the PC desktop app, while Mac desktop customers were informed they would need macOS, High Sierra or a later version to be compatible with the app. Customers who preferred not to upgrade their operating system could continue to use their original Canada VRS apps. In the end, the switch was a successful one.



“Wonderful! The new app is more friendly, visual and functional! Live through LSQ, Patrick helped me understand how to further use the app and answer my questions. I am so glad CAV has released new apps!”

**SRV Canada VRS customer**

In addition to improving the First Generation PC and Mac apps, the **SRV Canada VRS** apps for Android and iOS mobile devices were also upgraded in 2020.

The upgrade included the implementation of a “Push Notification” feature, which improves the notification or signaling of incoming calls. When this feature is enabled, incoming calls activate the Canada VRS app and trigger a flash and vibration.

When the upgrade was introduced, recommendations were also made to customers to enable automated updates on their mobile device(s) so they can stay current with new versions when they are released.



## INTRODUCING EMBRAVA

In the spring of 2020, the introduction of the Embrava Blynclight Standard as a new Canada VRS feature was one of CAV's most popular success stories of the year.

The Embrava Blynclight Standard is a device that flashes to notify customers using PCs or Mac devices that they are receiving a VRS call. Specially tailored for Canada VRS, it is compatible with Mac and PC apps, and easy to set up and use. Users can choose from several blinking colours and adjust them for different purposes. For example, a customer with a Blynclight device can also set it to inform people in the office where they are working that they are either on a call, or available.

To make the Blynclight accessible with Canada VRS users, CAV collaborated with Embrava, an Australia-based company. Working with Australians extended CAV's international footprint even further to find communications solutions for its customers.

It is important to note that CAV listened to and is grateful to its customers for their feedback to include a signal light as part of their Canada VRS experience.

## IMPROVING THE SRV CANADA VRS WEBSITE

The Canada VRS website contains everything customers need to know about their service - from how to register and get Canada VRS to participating in virtual community outreach events.

Every year, the website becomes more and more a direct reflection of what customers tell CAV they want and need in their service. Development of new information and updates to existing resources and services are based on feedback from customers. Information is also organized in ways that are most intuitive to them.

In 2020, significant changes were made on all fronts. Early in the year, our website Resource



“I had a car accident and there was a great miscommunication between myself and the other driver. So, I decided to proceed and call 9-1-1 for police service. The connection was quick and well coordinated. I immediately felt calmed down. The call clarified many things and the chaos was smoothed out. I am very satisfied with the Canada VRS and 9-1-1 experience!”

**Daniel Gagnon**

Centre was updated and reorganized to make information easy to access by both new and experienced Canada VRS customers. Divided into six parts, among its features is a section on how to optimize app features, and a schedule for when app updates will be made. A helpful section on Video Interpreter (VI) tips provides practical information on how to get the most out of a VRS call, from how to leave an effective voice mail message, to using VRS to call a bank during tax season. There is also a section on how to activate the video mail features so that when VRS customers miss a call, their caller can leave a



video message, and the customer can receive notification when a message has arrived. Customers who need additional support can use the “Live Chat” function or submit a ticket for help.

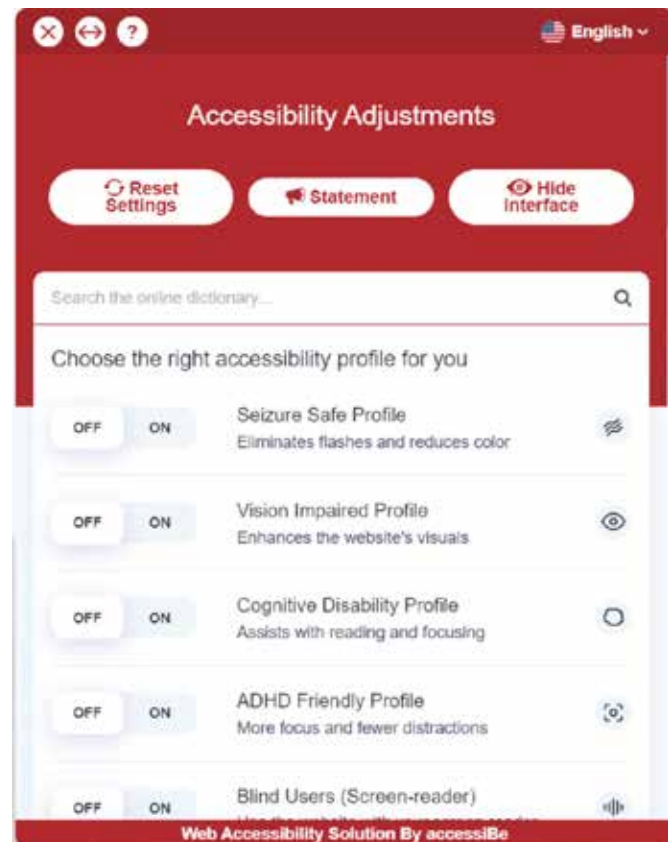
The website’s Get the App section is among the most important resources on the site. In 2020, it was updated to make it easy for customers to make the choice of service that is best for the device they use. More detailed information, also kept up to date in 2020, provides information on app features, manuals and, most importantly, app updates with step-by-step instructions on how customers can download them on their devices.

As the Community Relations practice transitioned to offer more virtual outreach with CAV Connect, in 2020 a calendar-based program was included on the website to enable customers to register for activities taking place in their community, or for general events such as “Benefits of Customer Service” where anyone in Canada can join regardless of their location. The calendar is a central support tool for the Community Relations Manager and the team of Outreach Specialists, who plan and stage technical sessions, participate in community-based events, and much more.

Our Frequently Asked Questions section, always a helpful resource for customers, was reorganized to separate general from technical questions. Questions range from “what can I do if banks, health care services and government agencies refuse my Canada VRS call?” to “what should I do if the Video Interpreter cannot see me?”

Accessibility is always top-of-mind for website improvements and updates. Last year, the Accessibility Tools function – available on the home page of the site – was refined and promoted to enable a better customer experience.

In 2020, new videos were added on the website which give customer accounts of the impact and benefit of Canada VRS. Under Customer Stories, ASL and LSQ customers describe the transformation that Canada VRS enabled in their lives. The stories are truly inspirational.



## LEVERAGING SOCIAL MEDIA

Traffic to **SRV Canada VRS** social media channels grew significantly in 2020. Typically, there is a combination of reasons why these channels are effective. Chief among them is providing customers with practical, trusted, clear and timely information. Another is the result of promotion efforts, which the CAV Community Relations team includes in its engagement activities.

**FACEBOOK**

Language	Growth in 2020	Total members as of December 31, 2020
ASL	27%	1,645
LSQ	25%	1,062

What distinguishes CAV’s social media channels from other organizations is that best practices are leveraged to make customers feel like they are part of a tightly knit community and give them a sense of belonging.

As expected, Facebook carried messages related to the COVID-19 pandemic: in regular updates, customers were urged to stay safe and healthy, to expect occasional delays as CAV dealt with higher-than-normal call hours, and received information on how best to reach provincial/territorial telehealth services during the pandemic.

As the pandemic continued, Facebook became an important channel to invite customers to online

community events. Regular text- and video-based posts led customers to the CAV Connect calendar, where they could sign up to participate in events that were updated regularly throughout the year.

Facebook was also used to communicate a comprehensive and well planned “switch” campaign, first informing customers that new Mac and PC computer apps were coming and then, as they were introduced, providing detailed information on how the new apps will improve their calling experience, and what changes they need to make to use and maximize them. This information was clearly outlined in video messages and in written format.

**YOUTUBE**

CAV’s ASL and LSQ YouTube channels were used to full advantage in 2020 to provide customers with clear instructions on how to install the new VRS mobile apps, information on the new Embrava signalling system, and to keep followers

current with newsletter-style updates. In keeping with the community approach it brings to its social media messaging, Canada VRS channels also carried messages wishing customers a happy holiday season, Canada Day, and other holidays.

Language	Views	Watch time (hours)
ASL	22.3K	421.3
LSQ	22.4K	383.2

## **STRENGTHENING OUR PRIVACY POLICY**

In March, CAV made some important updates to its Privacy Policy as part of its ongoing commitment to protect customer privacy and confidentiality.

The first of two additions now discloses that CAV may automatically collect technical data about customers' equipment, browsing actions and patterns. This information is collected by using cookies, server logs and similar technologies. It is used for the purposes of web analytics only.

The second addition reflects cross-border transfer of information. CAV holds contracts with video interpretation services located in the U.S. Personal information such as the date and time of a call, as well as the name and VRS number of the caller, are collected by the interpreter workstation and used and stored in the U.S.

## **ADVOCATING FOR ACCESSIBILITY**

An important role that CAV plays, in addition to delivering Canada VRS, is to advocate for the Deaf and hard of hearing. Doing so builds awareness of how Deaf Canadians can contribute their full potential in all facets of society, and identifies the barriers that prevent this from happening. As a communications tool, Canada VRS has empowered and opened up new opportunities for the Deaf, but there is always more work to be done, including ensuring policy-makers and advocacy groups are aware of **SRV Canada VRS**.

In 2020, Sue Decker, CAV's CEO and Executive Director, participated actively in several initiatives. In the Fall of 2020, she participated in a Public Policy Forum (PPF) initiative called Access Ability, the goal of which is to address issues related to the design and bias in recruitment and hiring affecting workers with disabilities.

Last year, Sue Decker also made new inroads with several federal departments whose work aims to advance opportunities and rights for people with disabilities.

In early 2020, CAV also encouraged its customers via Facebook to include their names on the CRTC's Accessibility Research List. By getting on the list, Canada VRS customers could be randomly selected to take part in a review of VRS. Focus groups were held in Halifax, Montreal, Ottawa, Toronto, Calgary and Vancouver.

## **THREE-DIGIT TELEPHONE NUMBERS**

In Canada, the only national three-digit telephone number that works on a landline telephone, mobile device or voice over Internet protocol (VoIP) is 9-1-1. Other three-digit numbers only work regionally, and they don't all work on VoIP, the technology over which Canada VRS is carried. For example, if a Canada VRS customer calls 5-1-1 for transportation or traffic information, that number may work in some regions but not in others, or the number will be used for a different purpose or service. To reach the service, customers using VoIP must dial the full 10-digit number.

The lack of centralized, national three-digit numbers across Canada for common services poses a challenge for many Canada VRS customers. In 2020, CAV worked to mitigate the gap in service during the pandemic by informing its customers on Facebook what the 10-digit numbers in the provinces and territories are to reach 8-1-1, the number for telehealth services.

CAV's work to fill an obvious gap is one of a number of cases where its advocacy for the Deaf and its commitment to superior customer service intersect. In 2020, CAV advocated with its VoIP service provider for 3-digit translation, and hopes to participate in a pilot program in 2021.

## LOOKING AHEAD

In ordinary times, the task of planning for the future carries its own challenges. Mapping out a road ahead while in the middle of a pandemic – which is unpredictable by its nature – makes the task even more demanding. Certainly, the pandemic and what comes after will have a lasting impact on how CAV’s VRS technology evolves, how service is delivered, and how the important work of community relations and outreach is carried out. It will also continue to test and validate how nimble and creative CAV continues to be to meet client expectations for excellent service.

## SERVICE GROWTH

How and where service grows is always changing. CAV learns about growth opportunities by tapping into customer feedback via community outreach, customer satisfaction surveys, submission of Customer Service tickets, and from regular interactions via social media and email.

In 2020, CAV learned that Canada VRS customers want greater levels of control with their tools. For example, in the customer satisfaction survey they asked for the ability to self-announce their VRS calls. Introducing the Embrava Blynlight also demonstrated to CAV that customers want their VRS tools to be even more robust and empowering than they currently are. To that end, it is recognized that customer growth and satisfaction will be enabled by technology and service that is user-centric.

The Canada VRS customer base could also grow by continuing to target Deaf youth and younger adults. Doing so would enable them to pursue employment opportunities more effectively, become more independent, and improve their social connectedness with hearing family and friends. In 2021, Deaf youth will be the focus of community relations activities and CAV Connect activities.



“My first experience working with telecommunications was as a D-Link installer. Since then, I have not stopped! I love working with CAV’s Outreach Team and Canada VRS. It enables me to continuously learn while meeting new Deaf and hearing customers, and Video Interpreters, too!”

**Bryan Johnson,**  
**CAV Outreach Technical**  
**Support Consultant**

## SERVICE IMPROVEMENTS

Some of CAV’s service improvements are transparent to customers, others result in improvements to app features that make using Canada VRS more satisfying, and still others require customers to make changes to their devices so they can leverage the full benefits of their VRS.

On the technology front, CAV is exploring the potential to extend call signaling and notification capabilities on its platform to smart watches, so that devices like Fitbit and Apple can be used to notify Canada VRS customers of incoming calls and video messages.

The work CAV began in 2020 to develop and refine tools and workstations to enable VIs and Customer Service Representatives (CSRs) to work remotely during the pandemic is expected to continue in 2021. Doing so is a win-win-win proposition. CAV benefits by having access to a larger pool of VIs and CSRs located across Canada. VIs and CSRs benefit by having greater job opportunities and flexibility. Most of all, customers benefit with available, reliable VIs to interpret their conversations and with CSRs to help them with their technical needs.

## **SUSTAINING COMMUNITY RELATIONS THROUGH OUTREACH**

CAV's Community Outreach team could not have anticipated how 2020 would unfold, but it was prescient in making some critical decisions in 2019 that enabled reaching into communities with little interruption due to the pandemic. The team's "being good to the earth" strategy, designed to reduce costly travel and meet virtually, was realized through CAV Connect, which gave the Community Relations team and event participants much more flexibility to participate in the many webinars, videoconferences and webcasts scheduled on its handy calendar throughout the year.

A number of strategies planned for 2021 will serve to refine last year's successes. The Community Relations team will focus on appealing promotional campaigns to attract more people to attend open group sessions. It will also collaborate more with other organizations, including stakeholder groups with members who are not VRS customers. And, it will focus more on person-to-person outreach.

The Community Relations team will work to make it easier for people to contact CAV - through Messenger, Skype, and by adding a Contact Us link right on the home page of the website.

Outreach will also focus on groups that have not yet been reached, including women's and homeless shelters, immigrant service agencies, organizations with Deaf and hard of hearing members, and LGBT communities.

Community relations is where CAV learns most about how its customers use Canada VRS and where it hears the stories of how it transforms lives, enables new opportunities, and empowers people to connect and communicate.



# CANADIAN ADMINISTRATOR OF VRS (CAV), INC.

## FINANCIAL STATEMENTS

**FOR THE YEAR ENDED DECEMBER 31, 2020**

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# INDEPENDENT AUDITOR'S REPORT

## **TO THE MEMBERS OF THE BOARD OF DIRECTORS OF CANADIAN ADMINISTRATOR OF VRS (CAV), INC.**

### **OPINION**

We have audited the financial statements of Canadian Administrator of VRS (CAV), Inc./ Administrateur canadien du SRV (ACS), inc. (the "Organization"), which comprise the statement of financial position as at December 31, 2020, statement of operations and net assets, and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Organization as at December 31, 2020, and its results of operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

### **BASIS FOR OPINION**

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Organization in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## **RESPONSIBILITIES OF MANAGEMENT AND THOSE CHARGED WITH GOVERNANCE FOR THE FINANCIAL STATEMENTS**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Organization's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Organization or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Organization's financial reporting process.

## **AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Organization to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

*BDO Canada LLP*

Chartered Professional Accountants, Licensed  
Public Accountants

Toronto, Ontario  
May 5, 2021

# STATEMENT OF FINANCIAL POSITION

December 31

	2020	2019
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 2,594,826	\$ 3,919,832
Short-term investments (Note 2)	1,502,532	7,638,352
Prepaid expenses	25,775	19,858
	<b>4,123,133</b>	11,578,042
<b>CAPITAL ASSETS (NOTE 3)</b>		
	<b>34,328</b>	41,208
<b>INTANGIBLE ASSETS (NOTE 4)</b>		
	<b>1,187,152</b>	853,956
	<b>\$ 5,344,613</b>	\$ 12,473,206
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT</b>		
Accounts payable and accrued liabilities (Note 5)	\$ 2,188,360	\$ 1,632,924
Current portion of deferred contributions (Note 6)	-	6,009,753
	<b>2,188,360</b>	7,642,677
<b>Deferred contributions</b> (Note 6)	<b>1,934,773</b>	3,935,365
<b>Deferred capital contributions</b> (Note 7)	<b>1,221,480</b>	895,164
	<b>\$ 5,344,613</b>	\$ 12,473,206



# STATEMENT OF OPERATIONS AND NET ASSETS

December 31

	2020	2019
<b>REVENUE</b>		
Contributions (Note 11)	\$ 23,686,395	\$ 18,002,473
Amortization of capital contributions	154,767	253,803
	<b>23,841,162</b>	18,256,276
<b>EXPENDITURES</b>		
Direct operations (Note 9)	21,438,101	15,728,744
General and administration	2,245,211	2,270,856
Amortization on intangible assets	128,605	227,281
Amortization on capital assets	26,162	26,522
Interest and bank charges	3,083	2,873
	<b>23,841,162</b>	18,256,276
<b>EXCESS OF REVENUE OVER EXPENDITURES FOR THE YEAR</b>		
	\$ -	\$ -

# STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED DECEMBER 31,	2020	2019
<b>CASH PROVIDED BY (USED IN)</b>		
<b>OPERATING ACTIVITIES</b>		
Excess of revenue over expenses for the year	\$ -	\$ -
Adjustments to reconcile excess of revenue over expenses for the year to cash from operations		
Amortization of capital assets	26,162	26,522
Amortization of intangible assets	128,605	227,281
Amortization of deferred capital contributions	(154,767)	(253,803)
Accrued interest on short-term investments	(2,532)	(31,882)
Changes in non-cash working capital balances		
Prepaid expenses	(5,917)	32,788
Accounts payable and accrued liabilities	555,436	134,538
Current portion of deferred contributions	(6,009,753)	4,055,695
Deferred contributions	(2,000,592)	132,228
	<b>(7,463,358)</b>	4,323,367
<b>INVESTING ACTIVITIES</b>		
Purchase of short-term investments	(1,500,000)	(7,606,470)
Proceeds on sale of short-term investments	7,638,352	5,091,559
Purchase of capital assets	(19,282)	(10,176)
Purchase of intangible assets	(461,801)	(514,860)
	<b>5,657,269</b>	(3,039,947)
<b>FINANCING ACTIVITY</b>		
Deferred capital contributions received	481,083	525,036
<b>INCREASE (DECREASE) IN CASH DURING THE YEAR</b>		
	<b>(1,325,006)</b>	1,808,456
<b>CASH, BEGINNING OF YEAR</b>		
	<b>3,919,832</b>	2,111,376
<b>CASH, END OF YEAR</b>		
	<b>\$ 2,594,826</b>	\$ 3,919,832

# NOTES TO FINANCIAL STATEMENTS

December 31, 2020

## 1. Significant Accounting Policies

### Nature of Organization

In April of 2014, the Canadian Radio-television and Tele-communications Commission (“CRTC”) released Telecom Regulatory Policy Decision CRTC 2014 187, which established Video relay service administrator (“VRS administrator”). The mandate of the VRS administrator was set out in CRTC Telecom Regulatory Policy CRTC 2014 656 to: provide national video relay service (“VRS”) in Canada, in both American Sign Language and Langue des signes quebecoise; ensure that Deaf and Hard of Hearing individuals can communicate to hearing users using similar telecommunications facilities; provide VRS in as efficient a manner as possible, in accordance with the requirements of the CRTC; and do all things in furtherance of the forgoing.

The Canadian Administrator of VRS (CAV), Inc./Administrateur canadien du SRV (ACS), inc. (“CAV”) was incorporated without share capital under the Canada Not-for-profit Corporations Act to fulfil this mandate.

The CAV operates on a not-for-profit basis and, as such, is exempt from income tax pursuant to section 149(1)(l) of the Income Tax Act.

### Basis of Accounting

These financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations.

### Capital Assets

Capital assets are recorded at cost and are amortized over the estimated useful lives as follows:

Computer equipment	- 3 years straight-line
Furniture and fixtures	- 5 years straight-line
Leasehold improvements	- Over term of the lease

### Intangibles

Intangibles are recorded at cost and are amortized over 4 years.

### Revenue Recognition

The Organization follows the deferral method of accounting for revenue. Unrestricted contributions, if any, are recognized as revenue when received while restricted contributions are recognized as revenue in the year in which the related expenses are incurred.

Contributions that are used to acquire capital assets or intangibles are deferred and recognized as revenue along with the amortization of the asset acquired.

**Foreign Currency**

Foreign currency accounts are translated into Canadian dollars as follows:

At the transaction date, each liability, and expense is translated into Canadian dollars by the use of the exchange rate in effect at that date. At the year end date, monetary assets and liabilities are translated into Canadian dollars by using the exchange rate in effect at that date. The resulting foreign exchange gains and losses are included in income in the current period.

**Use of Estimates**

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements, and the reported amounts of revenue and expenses during the reporting period. Actual results could differ from those estimates as additional information becomes available in the future.

**Financial Instruments**

Financial instruments are recorded at fair value when acquired or issued. In subsequent periods, short-term investments are reported at fair value, with unrealized gains and losses included in contributions. All other financial instruments are reported at cost or amortized cost less impairment, if applicable. Financial assets are tested for impairment when changes in circumstances indicate the asset could be impaired. Transaction costs on the acquisition, sale or issue of financial instruments are expensed for those items remeasured at fair value at each statement of financial position date and charged to the financial instrument for those measured at amortized cost.

**Employee Benefits**

The Organization maintains an RRSP program for its employees. The employer contributes up to 6% of the employee's gross earnings. Employees are encouraged to contribute as they are able. The related expense for the year was \$20,686 (2019 - \$18,258).

# NOTES TO FINANCIAL STATEMENTS

December 31, 2020

## 2. Short-term Investments

	2020	2019
Term Deposits	<b>\$ 1,502,532</b>	\$ 7,638,352

Term deposits are cashable, earn interest ranging from 0.70% to 0.76% (2019 - 2.04% to 2.06%) and maturities of these investments range from April 2021 to April 2022 (2019 - April 2020 to November 2020)

## 3. Capital Assets

	2020		2019	
	COST	ACCUMULATED AMORTIZATION	COST	ACCUMULATED AMORTIZATION
Computer Equipment	<b>\$ 51,502</b>	<b>\$ 32,514</b>	\$ 32,221	\$ 23,961
Furniture and fixtures	<b>41,043</b>	<b>33,303</b>	41,042	25,094
Leasehold improvements	<b>21,859</b>	<b>19,509</b>	21,859	10,109
Artwork	<b>5,250</b>	-	5,250	-
	<b>\$ 119,654</b>	<b>\$ 85,326</b>	\$ 100,372	\$ 59,164
Net book value		<b>\$ 34,328</b>		\$ 41,208

## 4. Intangible Assets

	2020		2019	
	COST	ACCUMULATED AMORTIZATION	COST	ACCUMULATED AMORTIZATION
Computer Software	<b>\$ 2,136,798</b>	<b>\$ 949,646</b>	\$ 1,674,997	\$ 821,041
Net book value		<b>\$ 1,187,152</b>		\$ 853,956

Included in computer software are assets under development which have not been completed as at December 31, 2020. The total cost capitalized is \$131,196 (2019 - \$678,303) and \$Nil amortization was recorded in 2020 (2019 - \$Nil).



## 5. Accounts Payable and Accrued Liabilities

Included in accounts payable and accrued liabilities is \$24,342 (2019 - \$43,180) owing to governments in respect of sales and payroll taxes.

## 6. Deferred Contributions

Deferred contributions consist of non-capital contributions received in advance for which the anticipated expenses have not yet occurred. To date, the Organization has received \$1,934,773 of contributions over expenditures and \$nil has been designated as current deferred contributions. In 2019, the current amount equaled the amount of budget surplus estimated for 2019 filed and deducted from the CRTC budget request for 2020.

	2020	2019
<b>CURRENT AND LONG-TERM BALANCE, BEGINNING OF YEAR</b>	<b>\$ 9,945,118</b>	\$ 5,757,195
Funding received	<b>15,676,050</b>	22,190,396
Contributions recognized in the year	<b>(23,686,395)</b>	(18,002,473)
<b>CURRENT AND LONG-TERM BALANCE, END OF YEAR</b>	<b>1,934,773</b>	9,945,118
Current portion - estimated surplus submitted to CRTC	-	6,009,753
<b>Long-term portion, end of year</b>	<b>\$ 1,934,773</b>	\$ 3,935,365

The actual deficit for fiscal 2020 was \$1,876,199 (2019 - surplus of \$6,329,597), which was \$850,584 below (2019 - \$319,844 above) the estimate of \$1,025,614 deficit (2019 - 6,009,753 surplus).

## 7. Deferred Capital Contributions

The Organization has received annual contributions from the National Contribution Fund for the purchase of capital and intangible assets.

	2020	2019
<b>BALANCE, BEGINNING OF YEAR</b>	<b>\$ 895,164</b>	\$ 623,931
Funding received	<b>481,083</b>	525,036
Amortization of deferred capital contributions	<b>(154,767)</b>	(253,803)
<b>Balance, end of year</b>	<b>\$ 1,221,480</b>	\$ 895,164

## 8. Commitments

The minimum payments under the operating lease for CAV's headquarters and contract services, excluding the contracts disclosed under contracts for direct operations for the Organization are as follows:

2021	\$ 318,665
2022	253,468
2023	85,243
Total	\$ 657,376

### Contracts For Direct Operations

The Organization has entered into five contracts with various service providers who provide the technology platform and interpretation services being offered to the public. The contracts are generally four years in length with one to two year extensions signed in subsequent years and commenced in later 2015 to mid-2017. The projected payment amounts are between \$22.3 million and \$54.5 million depending on the assumptions for length of contracts, system usage and legal environments. The projected costs are based on current trends in growth of the subscriber base and the per customer use of the systems.

## 9. Related Party Transactions

In 2020, the Organization remitted \$27,120 (2019 - \$20,340) for quality assurance services received from a permanent invitee of the Board of Directors. The costs are included in direct operations expenses in the statement of operations. The transaction was in the normal course of operations and is recorded at the exchange amount, which is the amount agreed upon by the related parties.

## 10. Financial Instrument Risk

### Interest Rate Risk

Interest rate risk is the risk that the fair value of future cash flows of a financial instrument will fluctuate because of changes in market interest rates. The Organization is exposed to interest rate risk arising from the possibility that changes in interest rates will affect the value of its short-term investments. This risk has not changed from prior year.

## 11. Economic Dependence

The Organization's budget is approved annually by the CRTC and is paid through the National Contribution Fund (NCF) based on a submission by the Organization to the CRTC made in the year prior to the funding year. One twelfth of the annual approved funding is disbursed each month. In 2020, as per Telecom Decision CRTC 2019 394, the approved funding level was \$16,032,739 (2019 - \$22,527,815) or \$1,336,061 (2019 - \$1,887,318) per month, starting in January of 2020.

Funding was approved for the 2021 calendar year as per Telecom Decision CRTC 2020 394 in the amount of \$27,251,477 or \$2,270,956 per month. This amount represents projected expenditures of \$26,225,863, plus the 2020 projected deficit to the annual budget submitted to the CRTC of \$1,025,614. It is expected that the 2021 funding will be used to cover budgeted expenditures for 2021.

## 12. COVID-19 Impact

On March 11, 2020 the World Health Organization declared the outbreak of the coronavirus (COVID-19) pandemic. CRTC has identified VRS as an essential service, and therefore not subject to closure during the pandemic. Call volumes increased substantially during the year, driven by the COVID-19 pandemic. Both the number of calls and the average call length increased. In order to meet the increased demand and also provide safety for the video interpreters (VIs) providing the VRS service, the Organization implemented a program to allow and support VIs working remotely. As of the end of the year, about 50% of the service was being provided remotely.

Given the daily evolution of the COVID-19 outbreak and the global response to curb its spread, the Organization is not able to estimate the full effects of COVID-19 outbreak on its future operations at this time.