

Today. Tomorrow. Together.

Creating a future of promise.

2022 ANNUAL REPORT





Get Involved

HLAA is the leading voice of the growing number of people with hearing loss in the U.S. We advocate to increase access to care and treatment, break down stigma through education and awareness, and empower people with hearing loss. Our work impacts millions, improving the lives of people with hearing loss, and elevating the importance of hearing health and accessible communication through national legislation, public policy, and a network of chapters and state organizations. Thank you for your support and involvement as we carry out the HLAA mission to open the world of communication to people with hearing loss through information, education, support and advocacy.

Sign Up

Join our community at hearingloss.org, receive the e-News and other publications.

Volunteer

Local HLAA Chapters, Walk4Hearing, national office, convention.

Become a Hear for Life Partner

Companies and organizations join our commitment to increase our impact and reach more people.

Make a Gift

For more information email development@hearingloss.org or call us at 301.657.2248.

Engage

 [Facebook.com/HearingLossAssociation](https://www.facebook.com/HearingLossAssociation)

 [@hlaa](https://twitter.com/hlaa)

 [@hearinglossassociation](https://www.instagram.com/hearinglossassociation)

 [@hlaa](https://www.linkedin.com/company/hlaa)

 [you tube.com/hearinglossaa](https://www.youtube.com/hearinglossaa)

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HLAA's Roadmap to the Future

Hearing loss is now a major public health concern. With many more people of all ages experiencing, or at risk of, hearing loss, our mission to open the world of communication through education, support and advocacy is more important than ever.



Kevin H. Franck, Ph.D.

Chair, Board of Directors

Hearing health is finally getting the attention it deserves. Thanks to decades of work and investment of the HLAA community, we are positioned to make the most of this attention, to increase our outreach and grow our impact.

We are pleased to share with you some successes of the year and our determination to do even more for *more* people. These achievements are only possible because of *you*. Your commitment and

generosity, and your volunteerism and advocacy are integral to who we are.

In 2022, our Board of Directors adopted a strategic plan to guide our aspiration to create a future of promise for every person with hearing loss. This plan will sharpen our focus and align our resources so that we truly can grow our impact.

Our five strategic themes are:

Expand our Engagement

Grow our presence in every community, to include people with varying levels of hearing loss of all ages and backgrounds and those who've been underrepresented in addressing their hearing health.

Seize Technology Opportunities

Make the most of advancements in technology to ensure quality access and hearing enhancement for diverse needs. Continue to provide unbiased information, educate and strategically influence innovation and emerging technologies.

Broaden Advocacy and Influence

Strengthen and grow our network to include state lawmakers, local governments, and to be a convener of the hearing health agenda.

Steward Financial Resources

Invest in our staff and volunteers, fund our mission in key areas, and build our culture of philanthropy so that everyone in our organization values and nurtures development.

Build a Movement

Engage and mobilize more people to be leaders and advocates. Invest in our chapter network and foster new avenues for outreach, support and connection.

As part of this planning process, we also committed ourselves to fostering a community that exemplifies diversity, equity and inclusion. Our board and staff are taking actions to ensure a diversity of participation in HLAA activities and in the make-up of our organization.

As we reflect on HLAA's achievements and follow our roadmap to the future, we are well positioned to make a difference in the lives of many more people. Thanks to you—our members and volunteers, donors and partners, and everyone concerned about hearing health. Together, we sustained the good work of HLAA for another year.

Please join us in our excitement for the future!

Amplifying HLAA's Message

The U.S. Food and Drug Administration (FDA) rule opening the marketplace for the sale of over-the-counter (OTC) hearing aids provided a rich opportunity to work with national media to educate the public and position HLAA as a leading source for information and support.

Our Impact in the Media

Our work to inform and guide the public about OTC hearing aids resulted in attention in national media like *AP News*, *The New York Times*, *Washington Post* and *People.com*.

- More than **1,500** media mentions
- More than **5 billion** earned media impressions
- More than **\$10 million** in ad value
- Placement in nearly **40%** of OTC-related stories
- Nearly **20,000** visits to our online OTC tip sheet and shopping checklist

"HLAA gave me the support of a hearing loss tribe! Getting involved gave me the confidence to communicate and connect with others and eventually volunteer for leadership roles."

— Lisa Yuan



Lisa with her husband Ken Cluskey at Rehoboth Beach, Delaware.



Executive Director Barbara Kelley appears on PBS NewsHour with host Geoff Bennett.

Education is Key to Building Awareness and Highlighting Impact

Long-term success happens when people are informed and educated about hearing health. HLAA is there for everyone, and we used our website, social media, HLAA webinar series, convention, and awareness campaigns like the HLAA Walk4Hearing and the WHO's World Hearing Day to speak to the growing number of people with hearing loss, and everyone who needs to protect and care for their hearing.

HLAA's publications included meaningful stories showcasing our impact, programs and resources. Our social media followers have increased on all platforms, and we continue to build the blog, *Hearing Life e-News* and digital magazine audiences with compelling content.

Latisha tells her own story in the spring 2022 issue of *Hearing Life* magazine.



"You can't help but feel better about yourself when others help you. HLAA and its members made me feel valuable and helpful by sharing my journey of living with hearing loss and learning from others."

— Latisha Porter-Vaughn

Our Advocacy Makes a Difference

HLAA is the leading advocacy organization fighting to improve accessible communication, to broaden access to hearing care and treatment, and to ensure the rights of people with hearing loss. We work with our members and chapters and professional and industry allies before Congress, the executive branch and regulatory agencies, pursuing positive change for millions every day.

This year ushered in a major advancement in hearing health—the FDA rule allowing the sale of over-the-counter (OTC) hearing aids. HLAA’s unique position as a conduit for all sides of the hearing health equation was key to many positive outcomes.

Our advocacy included:

- Following OTC legislation, HLAA successfully led a coalition urging the FDA to take critical action in 20 states to correct unintended barriers to hearing aid access.
- HLAA co-chaired the Hearing Aid Compatibility Task Force and filed a comprehensive report to the FCC to improve compatibility of cellphones with hearing aids and cochlear implants.
- We effectively mobilized local support for legislation that will broaden access for video, communication, and emerging technologies.
- We filed multiple comments with the FCC in support of creating quality metrics for captioned phones.

Our continued work on telehealth and medical access and support for legislation such as Medicare and the Communications, Video, and Technology Accessibility Act, will continue to broaden access for millions with hearing loss.



“At Walk4Hearing, we felt part of a community, and that lessened the challenges we were facing. It gave us hope of what was to come for our daughter.”

— Dave Kramer

Dave with his wife Amy, son Zach and their daughter Nikki who has a hearing loss, and dogs Shea and Mookie.

Spotlight on Chapters and Volunteers



HLAA Chapters meet the needs of people with hearing loss and their families where they live, work and play. With the dedication and creativity of chapter leaders and volunteers, we are making a real difference in accessibility, inclusion and empowerment. Thank you to all our exceptional volunteers for bringing HLAA to your communities.

New York Chapter Drives Accessibility in City Life

The HLAA New York City Chapter has long advocated for better accessibility in public places throughout the city. Their hard work is paying off. Residents and visitors to the Big Apple may notice several recent changes.

For example, Geffen Hall at Lincoln Center now has hearing loops and is working with chapter members on functionality and signage. The Metropolitan Transit Authority has ordered new subway cars with loops and visual messages to supplement spoken announcements. They're also testing hearing loops on buses, subway platforms and emergency/information kiosks. Thanks in large part to the work of chapter members and volunteers, New York City airports have hearing loops at passenger gates and information counters and movies shown for a week or more now must have open captions at least once on weekdays and weekends, matinees and evenings.

The Force in Our Sun Lakes, Arizona, Chapter

Barry Forst has had hearing loss most of his adult life and would admit it's been a challenge. He's learned to meet it head on by working with the HLAA Sun Lakes Chapter. The chapter nominated him for the 2022 Spirit of HLAA Award which he received at the HLAA Convention. Barry is a compassionate mentor to those who are making a journey similar to his. He also encouraged the chapter to get involved with the Arizona Walk4Hearing. Leading by example, he inspired many others to work hard to make the Walk a formidable event.



We owe our gratitude to thousands of volunteers across the country, like Barry, who are forces for change.

HLAA Convention



Above: Research Symposium presenters at the HLAA Convention: Candace Hobson, M.D., Christine Dinh, M.D., Roxana Rotundo, Jason Golub, M.D., and Diane Martinez, Au.D.

We Came Together in Tampa Last June

The HLAA Convention with its opportunities for hands-on experience, in-depth learning, and personal connections returned this year in person. Attendees were able to once again exchange ideas, engage in meaningful dialogue and take what they learned home to their chapters, families and friends.

Renowned speakers and policymakers from around the country engaged with participants. On a personal level, participants embraced how to feel good about themselves and left empowered and equipped with tools to live well.



Annual Research Symposium

Cochlear Implants What's New? What's Next

Excellent speakers, diverse perspectives and informative presentations created a useful and engaging look into the science behind cochlear implants. As a follow on, we had a well-attended "Meet the Scientist" discussion. The symposium was supported by the National Institute on Deafness and Other Communication Disorders of the National Institutes of Health. The symposium can be viewed on HLAA's YouTube channel.



"Through my hearing loss journey, the HLAA Los Angeles Chapter was a godsend. I found people who instantly understood my experiences and shared incredible knowledge and tips to help me manage."

— Malik B. El-Amin

Left: Malik B. with son Masai, and wife Kelsey Scott.

Walk4Hearing

United to Raise Funds and Awareness



"We're proud of our partnership with Walk4Hearing and look forward each year to participating in this wonderful event!"

— Jennifer C., Cleary School



Walk4Hearing Alliances Give Back to Local Communities

The Walk4Hearing brings awareness about hearing loss and educates people in 20 cities across the country. This year, we had notable celebrities join our thousands of walkers. HLAA Chapters, schools and other nonprofits join the Walk4Hearing as alliances and raise funds for both HLAA and their own programs. This program enables local groups to make an impact where they live.



Cleary School for the Deaf Raises Funds for Best Learning Experience

Since 2010, the Cleary School for the Deaf has participated as an alliance in the New York City Walk. In 2022, Cleary School teams raised \$14,187. With their share of the funds, Cleary purchased much-needed FM transmitters for classrooms so that students can receive clear speech from their teachers directly to their hearing devices. They also were able to replenish batteries and chargers for existing hearing assistive technology.



Above: Sophie (center) and her family come out in full force at the Pennsylvania Walk4Hearing.

"The Pennsylvania Walk4Hearing in Philadelphia was the first time I was in a setting where hearing help was completely normalized. It convinced me to give hearing aids a try, and they've changed my life."

— Sophie Shapiro

Our Annual Donors

We recognize the incredible community of supporters who give throughout the year to support HLAAs mission and ensure that the *connection, support, engagement, belonging, advocacy and empowerment* that defines HLAAs continues. Every gift made is an action toward creating a future of promise for every person with hearing loss.

Together We Empower (\$25,000 and above)

John Langan
Michael Meyer
Miles Family Fund
David & Carol Myers
Foundation
Cheri & Lou Perazzoli
Margaret Wallhagen, Ph.D.*

Together We Advocate (\$10,000-\$24,999)

Shari Eberts
Peter Fackler & Kelly Barrett
Hollace Goodman*
William & Kathy Harral
Toni Iacolucci
Nancy Sonnabend
Verizon
Mrs. Jean Walker

Together We Belong (\$5,000-\$9,999)

Barbara Anderson
Patricia A. Clickener
Holly Cohen
Marjorie Cox
Dave & Jodi Dent
Estate of Karen M. Swezey
Kevin Franck, Ph.D.
Valerie & David Hanks
Larry & Sue Hochberg
Ram Kakkar
Anne & John Pope
Robert & Emer Short
Beth Wilson, Ph.D.

Together We Engage (\$1,000-\$4,999)

Mason Beck
Diana Bender, Ph.D.
The Edwin J. & Barbara
R. Berkowitz Family
Foundation

Jan Blustein & Leslie
Greengard
Katherine Bouton*
Robert Branigin
Capt. Bob & Mellie
Bratcher
Derek Byerlee, Ph.D.
Raegene Castle*
Joseph & Joan Catalano
Audrey Chumley
Nora Cobo
Kevin & Kerrie Colwell
Dorene Cotter
Crane Fund for Widows
and Children
Crawford Funeral Homes
and The Jeanette Family
Vicki & Joe Douglas, M.D.
Barbara & Edward Dreyfus
Margaret and Joseph
Duarte*
Laurie Epstein
Estate of Joan Carlucci
Kleinrock
Friedman Family Charitable
Fund
Dylan Garber*
Jacqueline & Hans Gritsch
HLAA Greater Richmond
Chapter
Hearing Health and
Technology Matters
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Zina Jawadi
Chris & Carolyn Johnson
Marjorie B. Joseph
Monte Klautd
Elizabeth R. Lesan &
Katsuyoshi Nishimoto
Lions Club of Webster
Groves
Robert Mauer
Elaine McCaffrey
Laurie Meyer
Bernard Miklos
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Scott & Sue Miller
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Howard & Georgia Potrude
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Kelly Tremblay, Ph.D.*
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Together We Support (\$250-\$999)

AmazonSmile Foundation
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The Horizon Foundation for
New Jersey
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Osazuwa Ighoosagie
David, Debbie & Alexandra
Ingram
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Diane Karlik
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Annie Winch
Bob Wolter
Betty Yagi

* Monthly donors.

Donors are recognized for gifts of \$100 and above made between Jan. and Dec. 2022.

View a complete list of annual donors at <https://www.hearingloss.org/wall-of-gratitude/>

HAAA Hear for Life Partners

This new partnership brings leading companies together with HAAA to reach and engage a greater number of people with hearing loss. Together we connect the public with valuable information and support, aiming together to help people **Hear for Life**.

We're grateful to the following inaugural national partners for their remarkable support and participation in HAAA events and campaigns.

Leaders (\$100,000 and above)

CapTel
Starkey

Champions (\$50,000 and above)

Cochlear Americas
MED-EL
Olelo Captioned Calls

Advocates (\$25,000 and above)

Advanced Bionics
CaptionCall by Sorenson
Contacta
Frequency Therapeutics
Hamilton CapTel
Hearing Industries Association
Meta
ReSound
Sennheiser
T-Mobile

Supporters (\$15,000 and above)

CTIA
Sensorion

Friends (\$10,000 and above)

AT&T
ClearCaptions
Google
Otonomy

Our Walk4Hearing All-Stars

We celebrate the teams and walkers who went all the way in 2022 to raise funds and bring hope to people with hearing loss. These All Stars, determined to make a difference, gather people together in cities and towns across the U.S. to talk about their hearing and to learn ways to best communicate.

Top 20 Teams

Walk New York!
\$25,320.32
New York City

L'Audible
\$20,453.74
Washington DC

Texas Hearing Institute
\$18,033.96
Houston

East Bay Hear-oh's
\$15,445.30
Bay Area

Team Nikki
\$14,828.53
New York City

Team Jessica
\$12,725.00
Westchester/Rockland

Bailey's Besties
\$10,557.67
Pennsylvania

Team Reese
\$9,83.09
Pennsylvania

Cornell hEARos!
\$8,537.01
New York City

UNC Children's Cochlear Implant Center—Reach for the Stars
\$7,562.74
North Carolina

Frequency Therapeutics
\$7,536.20
New England

Team Adeline
\$7,535.04
New Jersey

Gracie Girl
\$7,256.50
New York City

LA STARS
\$7,164.54
Long Beach

Cleary School for the Deaf
\$6,811.88
New York City

Sophie's Squad
\$6,729.87
Pennsylvania

The Tream Team
\$6,505.84
Pennsylvania

Team CHOP
\$6,265.92
Pennsylvania

Decibel Therapeutics
\$6,179.95
New England

Team CapTel
\$6,124.44
Milwaukee

Top 20 Fundraisers

Ira Rubenstein
\$20,403.74
Washington DC

David Kramer
\$14,828.53
New York City

Jessica Nin
\$12,600.00
Westchester/Rockland

Anne Pope
\$10,618.29
New York City

Susan Jeffries
\$10,000.00
Bay Area

Bailey Henninger
\$7,929.77
Pennsylvania

Marianne Connolly
\$6,931.50
New York City

Emmett Hillman
\$6,505.84
Pennsylvania

Sophie Shapiro
\$6,376.87
Pennsylvania

Evelyn Starr & Dan Traub
\$5,054.56
New England

Benjamin Tashner
\$4,394.75
Milwaukee

Peter Fackler
\$4,162.85
Buffalo

Monica Preuss
\$3,775.35
Chicago

Avery Shular
\$3,724.00
Bay Area

Ian Fan
\$3,688.50
North Carolina

Alex Warren
\$3,407.00
Florida

Leonard Bridges
\$3,397.50
Bay Area

Layla Kunitz
\$3,359.43
Chicago

Sarah Wojtanowski
\$3,309.24
Pennsylvania

Lindsey DeVito
\$3,139.75
Westchester/Rockland

Champions Circle (\$1,000 and above)

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David Dilday
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Laurie Meyer
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Susan Miller
Aaron Moccardini
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Scott Pledger
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Christopher Pope
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Karen Reed
Donna Riggie
Sandra Roche
Marc Schneider
Naomi Shapiro
Dr. Manny Simons
St. Christopher's Hospital for Children
Paloma Vargas
Carol Wald
Nancy Williams
Nivanthika Wimalasena
Jason Winne

View a complete list of Walk4Hearing All-Star Teams and Fundraisers at <https://www.hearingloss.org/wall-of-gratitude/>

Financial Performance

Statement of Activities

As audited for Fiscal Year ending August 31, 2022

SUPPORT AND REVENUE

Contributions	\$1,570,309
Walk4Hearing (Net)	450,274
Grants and Contracts	176,324
Advertising	100,258
Membership	101,332
Conferences and Other Income	142,120
Investment (Loss)	(213,002)
Total Support and Revenue	\$2,327,615

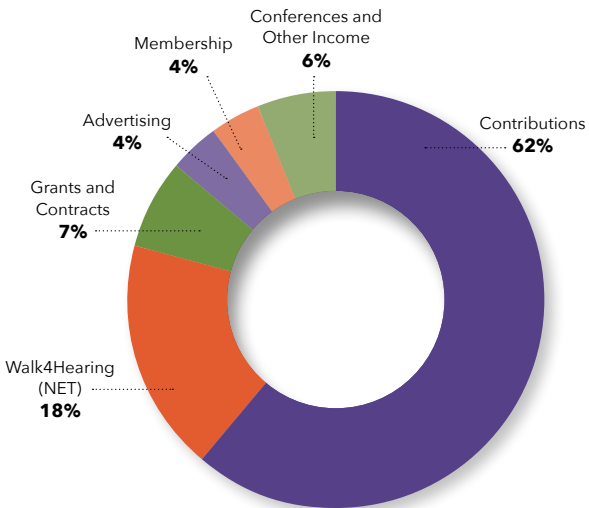
EXPENSES

Program	\$1,828,836
Fundraising	328,184
Management and General	137,156
Total Expenses	2,294,176
Change in Net Assets	33,439
Net Assets, August 31, 2021	4,733,258
Net Assets, August 31, 2022	\$4,766,697

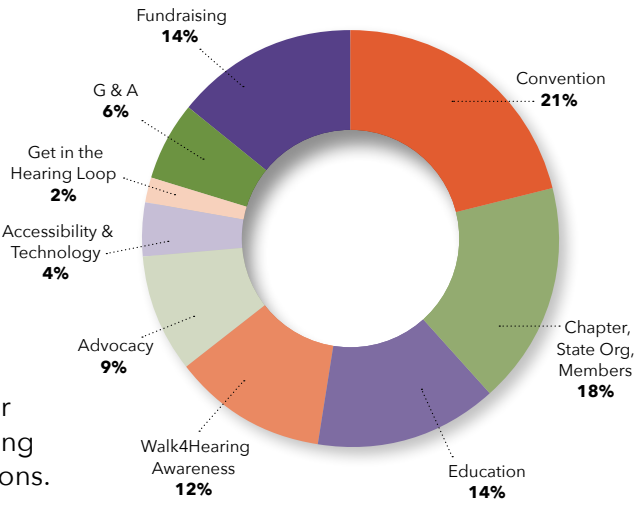
Walk4Hearing

Through its alliance program, HLAA gives back 40% of funds raised through Walk4Hearing to HLAA Chapters and national and local organizations to fund hearing loss programs and resources. Another 10% stays with local walks to help host walk day events. Walk4Hearing in the 2022 fiscal year generated approximately \$900,000 in donations. After revenue sharing with HLAA Chapters and alliances, and local walks, in fiscal year 2022, HLAA had a net income of \$450,274.

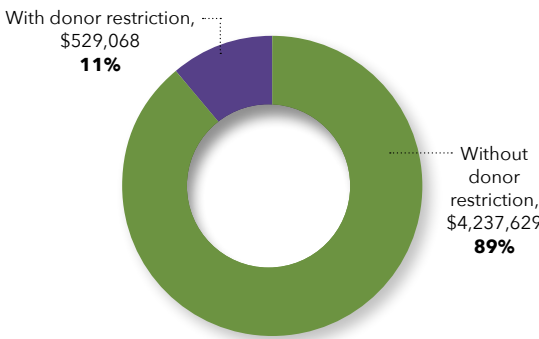
FY 2022 Revenue



FY 2022 Expenses



Net Assets as of August 31, 2022



The Hearing Loss Association of America (HLAA) is a tax-exempt, charitable organization and is eligible to receive tax-deductible contributions under IRS Code 501(c)(3). Complete audited financial statements are available at hearingloss.org.



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