
Creating a future of promise.

2022 ANNUAL REPORT

Hearing Loss Association of America
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
@hlaa
@hearinglossassociation
@hlaa
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.

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.

**Broden 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!*

Kevin H. Franck, Ph.D.
*Chair, Board of Directors*

Barbara Kelley
*Executive Director*

A Message from Our Leadership
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


- 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

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.

‘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.

“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

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

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 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.
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
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.

“"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
We recognize the incredible community of supporters who give throughout the year to support HLAA’s mission and ensure that the connection, support, engagement, belonging, advocacy and empowerment that defines HLAA 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)  
Margaret Wallhagen, Ph.D.*

**Together We Support**  
($250–$999)  
AmazonSmile Foundation  
Amy Allman  
Dianna Attaway*  
Richard Balik  
Amy & Dennis Becktell*  
Sally and Ralph Beebe  
Edward Belcher  
Wayne Benson  
Marty Birnbaum & Roz Greenspan  
Elizabeth Booth  
Mara Bregenzer  
Bryant University  
Roxane Bushey  
Florence & Richard Butler  
Barbara Carner*  
Barbara Carlstand  
Stephanie Carmel  
Kathy Chipperfield  
Julia & Art Chmura  
Julia Coan  
Ed Cohen  
Byron S. Cook  
Carolyn Seybold Crawford  
Rebecca & Michael Curtiss*  
Daniel Hand High School–ASL Club  
Judith Davis-Fagan  
Joan De Graaff*  
Christina & Alex Dell  
John & Linda Derrick  
Diglo  
Debra Downs  
Ron Drach  
Hila Draving  
Brian Dunne  
Averell & Eileen Eisner  
Peggy & Bob Ellertsen  
Estate of Joyce A. Young  
Elliot L. Evans  
Henry C. Fader, Esq.  
Linda Fields  
Bnev Fish*  
Cathy Fletcher*  
Sylvia Forein  
Kevin & Lori Franck  
Mary Fredericks*  
Gerald Galison  
Dorothy Gallagher  
Elizabeth L. Gardner  
Peter & Roberta Gottlieb  
Tim Gould  
Bill Greene  
Annette Gurian  
Christopher & Luz Haggerty  
Paul E. Hammerschlag, M.D.  
Margaret Hartshorn  
HLAA Chester County Chapter  
The Horizon Foundation for New Jersey  
Janice Hughes  
Osazuwa Ighosagie  
David, Debbie & Alexandra Ingram  
Louis Jorndt  
Diane Karlik  
Barry Kasinitz  
Barbara & Bill Kelley  
Jason Kidwell  
Sharon L. King Foundation  
Cynthia Koran  
Michael Kramer  
Nancy Lassow*  
Joseph Leonard  
Thomas Schuppe & Karen Lindberg-Schuppe  
Arlene London  
James Lukaszewski  
Jeffrey & Arlee Lund  
Bea Rutledge Lyons*  
Janet Lyons  
Marcus Hotels and Resorts  
Barry & Sharon Markl  
John & Patricia Marlin  
Frank Martino*  
Ann McClure  
Lanny McGrew  
Karla & Bruce McMaster  
Raymond Meyer  
Bill Miller  
Debbie Mohney*  
Donald & Henrietta Moore  
Janet Mueller*  
William & Brenda Neubeck  
Robert Nevins  
Angie Paez  
Terri Pastori  
Mike & Susan Peastrak  
Judi Picha  
Leah Pollack  
Rae Reese  
Jeffrey Rein  
Angela Reynar  
Mr. & Mrs. Russ Roberts  
Maryl Robinson  
Roxana Rotundo  
Ira & Juliana Rubenstein  
Joanne Ryan  
Jason Sallee  
James C. Saunders  
Stephanie Schmidt  
Judy Sere  
Marilyn & Budge Sherwood  
Karen Silveira  
Mandi & Aaron Silverman  
Bruce Skof  
Michele Sosa  
Southmedic Inc.  
Ron Sulzberger  
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Diana F. Thompson  
Richard Turonok  
Lisa Vecchiarello  
John & Eve Waldo  
Allen & Linda Wallace  
Andy Walters  
Phineas Washer  
Fred & Pat Williams  
Kate Willis  
Julia Wilson  
Maurice Wilson*  
Sara Wilson*  
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/](https://www.hearingloss.org/wall-of-gratitude/)
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 Jessica** $12,725.00
  - Westchester/Rockland
- **Bailey’s Besties** $10,557.67
  - New York City
- **Team CapTel** $6,124.44
  - Milwaukee
- **Cleary School for the Deaf** $6,811.88
  - New York City
- **Sophie’s Squad** $6,729.87
  - Pennsylvania
- **The Team from Philadelphia** $6,505.84
  - Pennsylvania
- **Team CHOP** $6,265.92
  - Pennsylvania
- **Decibel Therapeutics** $6,179.95
  - New England
- **Team CapTel** $6,124.44
  - Milwaukee
- **L’Audible** $20,453.74
  - New York City
- **Texas Hearing Institute** $18,033.96
  - Houston
- **Team Nikki** $14,828.53
  - New York City
- **Cleary School for the Deaf** $6,811.88
  - New York City
- **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
- **Ira Rubenstein** $3,724.00
  - Bay Area
- **Ian Fan** $3,688.50
  - New York City
- **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

**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
- **Martin Cohen**
  - Dr. Julia Croce
  - David Dilday
  - Shari Eberts
  - Peter Fackler
  - Fiona and Harvey Fein
  - Marsha and David Gordon
  - Karen Henninger
  - Susan Jeffries
  - Liz Lesan and Kats Nishimoto
  - Elaine Kellogg
  - Mark Kennedy
  - Maggie Kimbro
  - David Kramer
  - Dr. Carl LeBel
  - Brad Lundblad
  - Paul Lurie
  - Elaine McCaffrey
  - Janet McKenna
  - Laurie Meyer
  - Mike Miles
  - Susan Miller
  - Aaron Moccardini
  - Brenda Neubeck
  - Scott Pledger
  - Anne Pope
  - Christopher Pope
  - Marilyn Ratner
  - Reckinger Family Foundation
  - Karen Reed
  - Donna Riggle
  - Sandra Roche
  - Marc Schneider
  - Naomi Shapiro
  - Dr. Manny Simons
  - St. Christopher’s Hospital for Children
  - Paloma Vargas
  - Carol Wald
  - Nancy Williams
  - Nivarthika Wimalasena
  - Jason Winne

View a complete list of Walk4Hearing All-Star Teams and Fundraisers at [https://www.hearingloss.org/wall-of-gratitude/](https://www.hearingloss.org/wall-of-gratitude/)
Statement of Activities
As audited for Fiscal Year ending August 31, 2022

**SUPPORT AND REVENUE**

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<th>Description</th>
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<tr>
<td>Contributions</td>
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<td>Walk4Hearing (Net)</td>
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<td>Grants and Contracts</td>
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<td>Advertising</td>
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**Total Support and Revenue** $2,327,615

**EXPENSES**

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<td>Fundraising</td>
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<td>Management and General</td>
<td>137,156</td>
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</table>

**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.

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**For Every $1 Spent**

- **80 cents** goes to Programs
- **6 cents** goes to Operations
- **14 cents** goes to Fundraising

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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.
HLAA Leadership

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Carrie Nieman, M.D., Bethesda, MD
Cheri Perazzoli, Redmond, WA
Roxana Rotundo, Miami
Ira Rubenstein, Arlington, VA
Michael Stone, Washington, DC

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AUDIOLOGY
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Gallaudet University, Washington, DC

BEHAVIORAL HEALTH
Samuel Trychin, Ph.D.

CAPTIONING
Deanna Baker, RMR, FAPR

HEARING LOOP TECHNOLOGY
Juliëtte Sterkens, Au.D.

HEALTH CARE ACCESS
Megan Morris, Ph.D., MPH, CCC-SLP
University of Colorado
School of Medicine
Nicholas Reed, Au.D., CCA-A
Johns Hopkins Bloomberg
School of Public Health

LEGAL
Henry Fader, Esq.

MEDICAL
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Johns Hopkins University
School of Medicine

TECHNOLOGY
Linda Kozma-Spytek, M.A., CCC-A
Project Lead, Industry-Consumer
Alliance for Accessible
Technology (ICAAT)

HLAA Staff

Barbara Kelley
Executive Director

Marilyn DiGiacobbe
Director of Development

Lise Hamlin
Director of Public Policy

Rini Indrawati
Director of Finance and Operations

Meredith Resnick
Director of Strategic Communications

Tim Browning
Digital Communications and Web Specialist

Teri Breier
Communications Specialist

Ronnie Adler
Walk4Hearing Senior Manager

Ann Rancourt
Walk4Hearing Manager

Carla Beyer-Smolin
Chapter and Membership Coordinator

Stephanie Edlinski
Senior Accountant

Melissa Kruse
Meeting and Events Planner

Brian Meyer
Public Policy Associate

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