HLAA is the nation’s leading consumer organization for people with hearing loss. The year 2017 was a pivotal time for HLAA as we worked for accessible and affordable hearing health care as well as planning for the future of HLAA and how we reach those who need us.
VOLUNTEER HOURS
VALUE = PRICELESS!
Because of millions of volunteer hours, we can fulfill HLAA’s mission to open the world of communication to people with hearing loss through information, education, support and advocacy. Volunteers dedicated to the mission of HLAA contribute in many ways, such as:

- HLAA national office volunteers help paid staff
- HLAA Board of Trustees, all volunteers
- Walk4Hearing volunteers chair committees, form teams, implement the call to action, fundraise, in 18 cities across the country
- HLAA Chapters plan meetings/outreach/programs across the country
- 12 HLAA State Organizations advocate and serve on state boards
- HLAA Conventions, held yearly in various cities where local members pitch in
- Get in the Hearing Loop Task Force promotes hearing loops in public places
- Network of Consumer Assistive Technology Trainers teach people how to use technology

ADVOCACY
HLAA represents 48 million people with hearing loss in the United States. HLAA fights for your rights as people who want to use residual hearing with technology and stay in the hearing world.

- Federal Communications Commission—co-chair of the FCC’s Disability Advisory Committee—hearing-aid-compatible phones, captioning, realtime text, telecommunications relay
- Department of Transportation—access on planes, rail cars, and more
- Food and Drug Administration—standards and labeling for a new category of over-the-counter wearable hearing devices
- Federal Trade Commission—consumer input for hearing aid purchases
- U.S. Congress—advocated for passage of the Over-the-Counter Hearing Aid Act of 2017
- Consumer Electronics Industry—input to making products hearing accessible
- Wireless Phone Industry—on task force to ensure 100 percent hearing aid compatibility by 2024, and member of the Advisory Committee on Location Accuracy for 9-1-1
- Hearing Health Care Access—supported the Audiology Patient Choice Act, HR 2276
- Workplace—Helped people with hearing loss and their employers know their legal rights.
- General Public—answered calls and emails daily from reporters, researchers, retail outlets, manufacturers, and many others who want to know what people with hearing loss need, want and are entitled to under the law.

SOCIAL MEDIA

- 12,600 likes on Facebook plus many HLAA Chapters and Walk4Hearing cities have Facebook pages
- 4 national staff Tweet regularly in addition to HLAA Members
- Instagram
- Google AdWords® grant to drive people to hearingloss.org
- LinkedIn company and group pages

STRATEGIC PLAN
March 2017: The HLAA Board of Trustees adopted the HLAA Strategic Plan with five strategic themes.
1. Setting Direction
2. Seizing Opportunities
3. Using the Power of Public Policy
4. Engaging the World
5. Stewarding Our Financial Resources

PARTNERSHIPS
25 partnerships working together for people with hearing loss

Some Examples
- KDH Research & Communication
- Friends of the Congressional Hearing Health Caucus
- National Institute on Deafness and Other Communication Disorders, NIH
- CDC Emergency Partners
- CTIA-Everything Wireless
- Gallaudet University-RERC
- American Institutes for Research
- CTA Foundation
- Hearing Tracker
ACCESS AND AFFORDABILITY

The number one request we get daily is from people asking for financial help for hearing aids.

Recommendation #7 of the National Academies of Sciences report, Hearing Health Care for Adults: Priorities for Improving Access and Affordability is for the FDA to open a new category of over-the-counter hearing devices for adults with mild to moderate hearing loss. HLAA supported the bipartisan Over-the-Counter Hearing Aid Act of 2017, which became law on August 18, 2017.

HLAA was the only consumer-group sponsor of the report and its recommendations serve as a blueprint for our work starting in 2017.

MAPPING OUR IMPACT

HLAA has an impact on communication access, public policy, research, awareness, and hearing health care delivery related to hearing loss. Our network includes the national office in the Washington, D.C. area, HLAA Chapters, and State Organizations across the country.

HLAA CHAPTERS

HLAA Chapters are local organizations offering communication accessible meetings, programs and support. Some states have multiple chapters with state organizations in CA, GA, MI, NJ, NY, NC, OR, PA, RI, TX, WA, and WI.

Leadership Training Workshops for Chapters
- Oregon and Washington State Chapters
- Greater St. Louis Chapter
- HLAA2017 Convention in Salt Lake City

HLAA represents all people with hearing loss on Capitol Hill, the FCC, FDA, and other federal agencies to be sure people with hearing loss are considered in public policy.

2017 CONVENTION

Held at the Salt Palace Convention Center and Little America Hotel, HLAA hosted attendees and exhibitors from around the world, including Belgium, Canada, Finland, Germany, Israel, Japan, Switzerland and United Kingdom.


The 2016–17 call to action was #CommAccess and #HearingLossChallenge. Both campaigns inspired and informed people, their friends and families, about hearing loss and what to do about it. Moreover, it motivated Walk4Hearing participants to take control of their own hearing health.

Ann Rancourt, staff, answers the Walk4Hearing #CommAccess call to action by requesting CART (captioning) at a meeting.
FINANCIAL SNAPSHOT

The complete audited financial statements are available online at hearingloss.org. Go to the Audited Financials and IRS 990 page under the “About HLAA” section.

Revenue in 2017

<table>
<thead>
<tr>
<th>Revenue Source</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Dues</td>
<td>$151,943</td>
<td>6.55%</td>
</tr>
<tr>
<td>Publications &amp; Advertising</td>
<td>$182,361</td>
<td>7.86%</td>
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<tr>
<td>Convention, Meetings &amp; Seminars</td>
<td>$237,874</td>
<td>10.25%</td>
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<tr>
<td>Walk4Hearing</td>
<td>$546,839</td>
<td>23.56%</td>
</tr>
<tr>
<td>Contributions</td>
<td>$984,502</td>
<td>42.41%</td>
</tr>
<tr>
<td>Other</td>
<td>$4,142</td>
<td>0.18%</td>
</tr>
<tr>
<td>Investment Income</td>
<td>$95,298</td>
<td>4.11%</td>
</tr>
<tr>
<td>Grants &amp; Contracts</td>
<td>$118,526</td>
<td>5.11%</td>
</tr>
</tbody>
</table>

Expenses by Function in 2017

<table>
<thead>
<tr>
<th>Expense Description</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>General &amp; Administrative</td>
<td>$203,894</td>
<td>10.22%</td>
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<tr>
<td>Fundraising</td>
<td>$253,240</td>
<td>12.70%</td>
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<tr>
<td>Convention</td>
<td>$466,116</td>
<td>23.37%</td>
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<tr>
<td>Chapters, State Organizations, Members</td>
<td>$367,937</td>
<td>18.45%</td>
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<tr>
<td>Web, Magazine, Publication</td>
<td>$281,851</td>
<td>14.13%</td>
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<tr>
<td>Advocacy</td>
<td>$103,373</td>
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<tr>
<td>RERC/HAT Training</td>
<td>$99,101</td>
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<tr>
<td>Loops</td>
<td>$49,861</td>
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<tr>
<td>Call to Action Awareness Program</td>
<td>$169,164</td>
<td>8.48%</td>
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</table>

HLAA Cost to Raise $1

- 16¢ in 2017
- 36¢ in 2016
- 33¢ benchmark

For Every $1 Spent

- 77¢ goes to programs
- 10¢ goes to operations
- 13¢ goes to development

END OF FISCAL YEAR 2017 – LOOKING AHEAD

It’s with the vision of looking forward, keeping up with the times, and bringing you the most reliable information that we started planning for HLAA’s new logo (being used in this annual report), new name (Hearing Life) for our flagship publication, new website, and new ways of reaching people with Connected TV and social media.

HLAA’s branding is a symbol of our work with you.

THANKS FOR A GREAT YEAR!

We want to thank you – our donors, members and sponsors – for your commitment and loyalty to HLAA. Your support helps us create programs, spread awareness, and make sure people with hearing loss are represented where it matters.

Go to hearingloss.org to find out more about HLAA programs, donate online, join HLAA, sign up for free Hearing Life e-News, and the for the latest news and resources.

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). Walk4Hearing is produced by the Hearing Loss Association of America.