



40 YEARS
*** ANNIVERSARY ***



Have you ever had difficulty hearing understanding in meetings, the classroom, or in restaurants?



HLAA
Hearing Loss Association of America
40 YEARS 1979 - 2019
2019
ANNUAL REPORT

Fiscal Year September 1, 2018
to August 31, 2019



When Howard E. “Rocky” Stone founded our organization in 1979, living “between two worlds” with a hearing loss—not totally deaf, yet not fully hearing—wasn’t front-page news. But for those who had hearing loss, dealing with it was a constant—whether it was trying to survive on the job in a hearing world, deciding whether or not to take an early retirement, or just getting by in day-to-day situations.

Forty years later, having been part of every major piece of legislation to improve the lives of people with hearing loss, we’ve reached an exciting and unprecedented time for people with hearing loss and for HLAA. The future can only get better.

THE HLAA NETWORK: CHAPTERS AND STATE ORGANIZATIONS

HLAA Chapters are local organizations offering communication-accessible meetings, programs and support. State organizations have taken on advocacy efforts in the states and promote statewide programs. This year, we provided a series of leadership training workshops at the HLAA2019 Convention and conducted a survey of chapters and their technology outreach programs.

Chapters Support Scholars

Many HLAA Chapters and State Organizations raise funds through the Walk4Hearing to support outreach programs in their communities. One of the most popular initiatives is awarding scholarships to college-bound students with hearing loss.



The HLAA Sun Lakes Arizona Chapter decided to invest in the future. According to a recent study published in *Social Science & Medicine*, the shortage of audiologists in the U.S. is worsening as hearing loss prevalence rises. The Sun Lakes Chapter provided scholarships to graduate students studying to be doctors of audiology. From left: Tabitha Parent-Buck, Au.D., Barry Forst, Taryn Thorstdd, Liz Booth, Tricia Dabrowski, Au.D., and Ron Tallman

HLAA New Jersey State Association celebrated their annual scholarship award program.



What has the HLAA Chapter meant to you?

"In a word, everything. Through the support, friendships, resources and tools I've gained from the chapter, I was able to go from a place of despair to a place of acceptance. The journey has been life-changing." — Lisa Yuan

VOLUNTEERS = VALUE = PRICELESS

Volunteers dedicated to the mission of HLAA, contribute millions of hours and their contributions are priceless!

- Board of Directors, professional advisers, and national office volunteers
- Walk4Hearing volunteers including corporate partners who chair committees, form teams, implement the call to action, fundraise for HLAA
- 140 Chapters plan local meetings, outreach and programs
- 13 HLAA State Organization advocates serve on state boards
- HLAA2019 Convention held in Rochester, New York, where local members worked to make it a success
- Get in the Hearing Loop Task Force promotes hearing loops in public places
- Members and constituents advocating for hearing access where they live



HLAA Los Angeles Chapter Members, from left: Lisa Yuan, Ken Cluskey, Tim Browning, Alicia Fernandez, and Katherine Burns

WALK4HEARING

Call to Action #ScreenUrHearing

The largest walk of its kind was held in 20 cities fueled by passion of the local communities to come together to learn, have fun and, in most locations, encourage families and friends to get their hearing checked with on-site hearing screenings.

Funds raised support national and local programs. HLAA Chapters and Walk4Hearing Alliances can raise money to benefit their communities, while raising awareness.



Buffalo Hearing & Speech Center's Team Oscar is a Walk4Hearing Alliance who raised money to support their Listening and Spoken Language Program of intensive language and learning therapy for children from birth to five years.



Walk4Hearing Call to Action #screenURhearing



Alliances Walking for 10 or More Years Raising Funds for Their Communities

- Chicago Walk4Hearing** Ann & Robert Lurie Children's Hospital
Child's Voice
Guide By Your Side/Illinois Hands & Voices
- New England Walk4Hearing** Association of Late-Deafened Adults (ALDA) Boston
Massachusetts A.G. Bell Association
- New Jersey Walk4Hearing** Children's Hospital of Philadelphia (CHOP)
- New York City Walk4Hearing** Brooklyn College Speech and Hearing Center
Center for Hearing and Communication
Hearing Education Services
C.W. Post Campus of Long Island University (LIU Post)
St. Ann's Church for the Deaf
- Pennsylvania Walk4Hearing** Children's Hospital of Philadelphia (CHOP)
Delaware County Intermediate Unit (DCIU)
Salus University

Thank You Walk4Hearing 2019 Sponsors

Capital Sponsor



Premier Sponsor



Silver Sponsors





HLAA Director of Public Policy Lise Hamlin and HLAA Executive Director Barbara Kelley with FCC Commissioner Jessica Rosenworcel

HLAA represents all people with hearing loss at the federal level. We also recognize the important work our members are doing at the local level. That's why we've been helping our states for years, providing support and guidance when requested and when the legislative work supports our mission.

HLAA helps states working to include hearing aid coverage in health insurance plans by passing specific laws. In 2019, we've seen an uptick in the number of consumers eager to see state or local legislation that would provide greater access to hearing loops in public places and/or to ensure that audiologists and hearing aid specialists inform their clients about telecoils and assistive listening devices. We also provided advocacy training to local advocates at the HLAA2019 Convention.

2019 Issues—Working for You

Expansion of Medicare coverage for hearing aids and services surfaced in 2019 and HLAA created a legislative strategy for Medicare. Other important issues are quality of TV news captioning in local markets, captioned telephone service (IP CTS), hearing aid compatible cell phones, interoperability among hearing aids, cochlear implants and other technologies.

HLAA2019 CONVENTION, JUNE 18-21, ROCHESTER, NEW YORK

The HLAA community gathered for workshops on hearing loss related topics, an Exhibit Hall and Trade Show, and to have fun. HLAA2019 was a success, thanks to a renowned lineup of speakers, corporate sponsors, industry reps, loop installers, captioners, volunteers, and the HLAA Rochester Chapter. Local media exposure for this event was unprecedented due to the efforts of the Rochester Chapter.

Research Symposium: The Latest on Genetics and Hearing Loss

Thanks to a five-year grant, the 2019 symposium was supported by a grant from the National Institute on Deafness and Other Communication Disorders, National Institutes of Health (Award Number R13DC017913) and sponsored by Cochlear Americas. As a result of this symposium, a new section on genetics has been added to hearingloss.org.

The 2019 symposium was video recorded with captions, edited and distributed through all HLAA media channels. In addition, by posting the videos on YouTube, making them available on Connected TV (via Roku, Amazon Fire Stick, and Apple TV) and disseminating on channels such as Smart Senior TV and Healthy Living, more people have the opportunity to understand and be engaged in research on this key public health issue. One of the prevailing questions at the Symposium was how can people be subjects of research. Therefore, *Research Studies and You: Where to Start and What to Ask*, with Loretta Byrne, R.N., Research Services Consultant at Vanderbilt University Medical Center, presented on the topic at an HLAA webinar later in the year.

“Whatever age you are, whatever challenge you have, you can do anything you set your mind to.”—Kierstyn “Kiki” Kuehnle, 15, recipient of the 2019 HLAA Outstanding Young Adult Award



Presenting Sponsor



“When I first lost my hearing, isolation set in so I looked for a support group. HLAA is a top-notch organization with national scope, but local and individual attention.
—Jeff Bonnell, Atlanta

HLAA is the voice for people with hearing loss who want to use technology to stay in the hearing world.

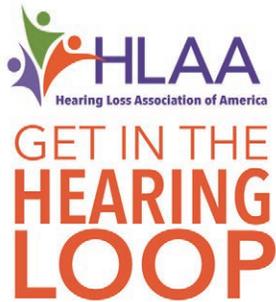
NEW! Videos on Hearing Assistive Technology

Short videos for the workplace, medical facilities and retirement life debuted on hearingloss.org made possible by a grant from the Consumer Technology Association Foundation.



Train-the-Trainer Technology Program

The Network of Consumer Hearing Assistive Technology Trainers (N-CHATT) completed its five-year funding cycle in 2019. A guide was developed at the conclusion of the grant that describes a training framework to prepare volunteers who use hearing assistive technology (HAT) to train and support their peers in the use of HAT. The guide can be downloaded at hearingloss.org. Thirty-nine volunteers completed the N-CHATT training and conducted 94 trainings to 1,506 community members in 22 states.



Get in the Hearing Loop Program

Advocates across the country advocate for hearing loops in public places. Everyone knows someone with a hearing issue, and the Get in the Hearing Loop Task Force advocates for hearing loops, which provide direct audio input via induction loop and a telecoil in the hearing aid or cochlear implant. This effort takes work, but the rewards for communities are great.

New Materials for Hearing Loop Advocates and Venue

Collateral materials and a toolkit can be downloaded at hearingloss.org.

HLAA's professional adviser for hearing loop technology, Juliëtte Sterkens, Au.D., advocates along with the HLAA Get in the Hearing Loop Task Force. More than 3,316 consumers, professionals and students have been reached by Dr. Sterkens through in-person meetings, lectures, webinars and workshops.



MEDIA ENGAGEMENT

Hearing Life is a magazine published bimonthly and is the main benefit of membership in HLAA. Other media are the free *Hearing Life e-News*, hearingloss.org, webinars, videos, social media, and Connected TV content.

SOCIAL MEDIA STATS

- Website hits = 811,616
- Facebook likes = 14,814
- Facebook followers = 16,032
- Twitter followers = 11K
- LinkedIn followers = 3,423
- Instagram followers = 1,774
- HLAA, Official Community and Support on Facebook = 629 members
- YouTube Channel subscribers = 715
- Since its inception, HLAA's YouTube channel has had more than 250,000 views.
- 15 educational, captioned webinars, all free

Hear Well, Stay Vital Media Campaign

HLAA partnered with the Hearing Industries Association's *Hear Well, Stay Vital* campaign to promote hearing loss awareness on World Hearing Day, March 3. The campaign encouraged people to get their hearing checked and take care of their hearing. The PSA moved up in rankings to #73, and was in the top 7% of all PSA campaigns as tracked by Nielsen. Six months into the campaign, the PSA earned nearly 12,000 airings valued at \$909,374.

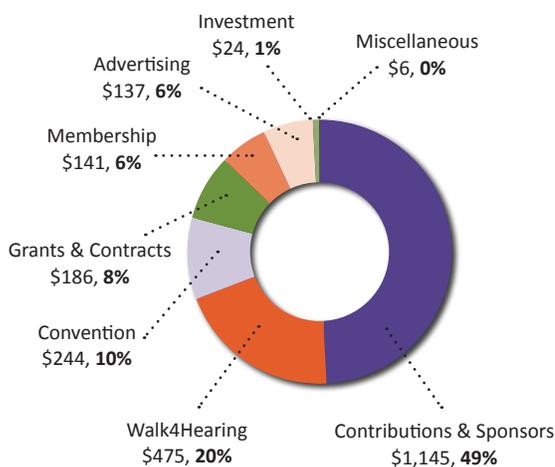


FINANCIAL SNAPSHOT

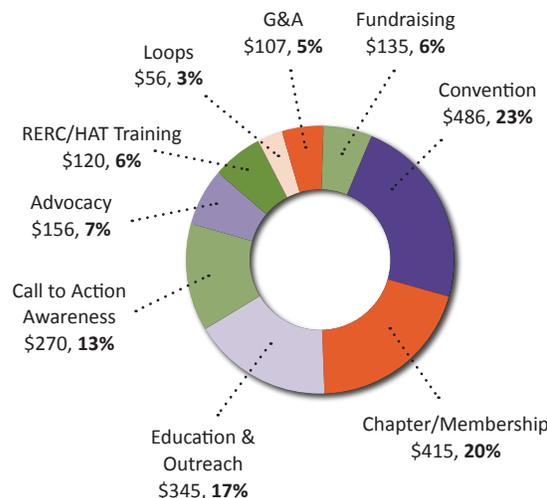
To ensure that HLAA has the funds to be a sustainable organization for years to come, spending adheres to the mission of HLAA. We have prudently managed our resources and have set high ethical standards for fiscal management. The complete audited financial statements are available at hearingloss.org. Go to Audited Financials and IRS 990 page under the "About HLAA" section.



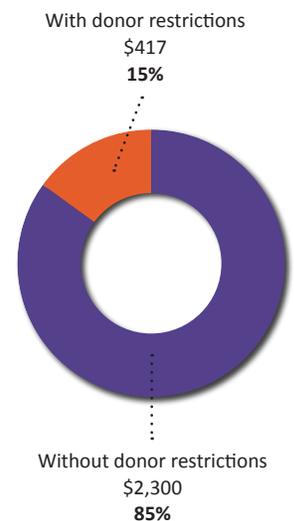
Revenue in 2019
(in thousands, USD)



Expenses by Function in 2019
(in thousands, USD)



2019 Net Assets
(in thousands, USD)



HLAA COST TO RAISE \$1

11 cents in 2019 / 11 cents in 2018
33 cents Benchmark

FOR EVERY \$1 SPENT

89 cents goes to programs / 5 cents goes to operations
6 cents goes to fundraising

MEMBERSHIP

2019 Membership Survey: Number one reason people join HLAA is for our advocacy and public policy work. Number two reason is to receive *Hearing Life*, bimonthly magazine.

The Board of Directors voted to raise the annual membership dues to \$45 per year and offered a digital-only membership for a reduced rate (*Hearing Life* is available in digital format, no print version.)

THANKS FOR A GREAT YEAR!

Thank you to our donors, members, constituents, volunteers and corporate partners for your commitment to HLAA and to people with hearing loss.

BE PART OF THE COMMUNITY

Go to hearingloss.org to donate online, find out about corporate matching gifts, join HLAA, sign up for the free *Hearing Life e-News*, participate in a Walk4Hearing, view a captioned webinar, join an HLAA Chapter or virtual meeting, and check for the latest news, events, 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).



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