

HLAA is Leading a Hearing Health Movement

*A message from Barbara Kelley, Executive Director
and Michael Meyer, Chair, Board of Directors*

For decades, the growing number of people with hearing loss, their families and friends have turned to HLAA for information, support and connection. During some of their most challenging times, they find resources and hope to live their best lives with hearing loss.

When people discover HLAA's nationwide community of empowerment, they find a sense of purpose—of being part of something that transcends their own circumstances. They're often inspired to help others and create lasting change for the future.

That's how HLAA has built a unique community of support impacting millions. Our advocacy work at the national level, and grassroots efforts across the U.S., have put hearing health and accessible communication on the map.

We connect people in the hearing loss community with industry, regulators, researchers and others, to improve their lives. With a solid reputation as the leading, unconflicted voice for millions of Americans with hearing loss, HLAA is building a hearing health movement at a crucial time when hearing loss is expected to double worldwide by 2050, according to the World Health Organization (WHO).

HLAA's Unique Community of Support

Being part of our community means you're not alone. Members often say they found their hearing loss family in HLAA—like-minded people who share the same challenges and find inspiration and solutions together. It's a community that's reaching more and more people across the U.S. and changing their lives. HLAA is here to empower the 50 million Americans with hearing loss to get the care they need to stay healthy and connected to the world around them.

Strategic Plan in Action

We've spent the last year moving forward the goals of the strategic plan while expanding our engagement with those who need to learn about hearing health, including the media, legislators and policymakers.

Change often happens in our communities first, and HLAA Chapters are key to increasing engagement and building a movement. Led by passionate volunteers, they help provide information, support and advocacy at the local level. This year, we convened a thought-leaders group made up of chapter leaders across the country to discuss where chapters need support and share ideas and success stories. At the HLAA 2023 Convention, chapter leaders met at an all-day session to strengthen leadership skills and learn from their peers.

Reaching People Sooner

We often hear, "I wish I would have known about HLAA sooner." People might say this after retiring early from their jobs in frustration, having relationships break down or struggling and feeling alone with hearing loss.

Thanks to your support, through dollars or time, we are able to positively impact millions of lives. As always, if you know anyone with hearing loss, please tell them about HLAA. They'll thank you for it.

Together with you, we can realize our vision.

Our vision is to create a world where hearing health is a priority for all and every person with hearing loss can thrive.

Our commitment is to grow our community of support to reach, engage and empower more people, across all backgrounds, ages and stages.



Sergio Cuevas and HLAA Board Member Roxana Rotundo at the HLAA 2023 Convention in New Orleans

With HLAA You're Not Alone

"With HLAA, for the first time, I felt like I was not alone in this journey of hearing loss. Since being fitted with hearing aids, I've become more confident in talking to people and advocating for myself. I wish I'd found HLAA sooner."

— Sergio Cuevas, Ph.D.

Read more about Sergio Cuevas' limitations growing up with minimal access to hearing care, and having to figure things out on his own. Sergio's path took him from untreated hearing loss, to higher education, to attending the HLAA 2023 Convention, supported by his employer. Read his story at bit.ly/3ynt1Jj.



HLAA is Working for You

We work with Congress, federal regulatory agencies, professional organizations, industry, academia, medical communities and the media regularly. The result is not only policy and legislation but changing mindsets about hearing health and communication access.

Here are a few of our Key Accomplishments in 2023:

■ Shaping Media Coverage

HLAA was cited in dozens of national and local media stories in 2023 promoting hearing health, access to treatment and the importance of communication access reaching millions.

■ 100% Hearing Aid Compatibility for Cellphones

Our sustained decades-long advocacy led to a historic proposal by the Federal Communications Commission (FCC) requiring all wireless phones to be 100% compatible with hearing aids and cochlear implants.

■ Videoconferencing Accessibility

HLAA supported the FCC's ruling that makes videoconferencing services fully accessible with improved captioning and sign language interpretation.

■ Accessible Emergency Alerts on Buses and Trains

HLAA is working with the U.S. Department of Transportation (DOT) to provide visual emergency alerts and other new technologies to enhance safety for people with hearing loss.

■ Air Travel Protections

We partnered with DOT and other organizations to include important safety and accessibility provisions in a new bill called the Air Carrier Access Amendments Act of 2023 (ACAAA), which protects the rights of airplane passengers with disabilities.

■ Communications, Video and Technology Accessibility Act (CVTA)

We mobilized support for passage of the CVTA, which has the potential to broaden access to technology like telehealth, online and television programming and videoconferencing, improving the daily lives of millions of people.

Families Find Hope Through HLAA Community

"The feeling of support, joy and hope that my family experienced at Walk4Hearing was overpowering, and my daughter Olivia felt it, too." —Michelle Rodriguez

HLAA is helping so many families navigate the unexpected territory of hearing loss. HLAA is changing lives like those of Olivia and Michelle Rodriguez, who found hope one step at a time through Walk4Hearing. Read their story at bit.ly/3wAlFly.



The Rodriguez Family

HLAA Washington State Association Sparks Change



Washington Governor Jay Inslee signing HB 1222

Local advocates were instrumental in pushing for expanded coverage for hearing aids and services in Washington state. A new law mandates hearing aid coverage and opens the door to change around the country. Read the story at bit.ly/4bkuqFN.

Inspiration at the HLAA 2023 Convention

“Thanks to HLAA and the support of so many others, we’ve found a way to turn our grief into goodness. The future is bright.” — *Maureen Evans*

Maureen Evans says it was the HLAA 2023 Convention that inspired her to be all-in as an advocate for Abby—and for everyone with hearing loss. She says the HLAA community of support changed her daughter’s life. Read their story at bit.ly/4apJosy.



Jack Evans hugs his little sister, Abby, after her cochlear implant surgery.

Impact by the Numbers

- 120 Chapters, Support Groups, State Organizations
- 131+ Virtual Meetings
- 3 New State Conferences (New York, Pennsylvania, Wisconsin)
- 17 Educational Webinars Engaged Thousands of Participants
- 50,000 Social Media Followers
- 10,000 *Hearing Life* e-News Subscribers
- 60,000 HLAA Website Views Per Month



2023 Walk4Hearing Brings Hope to Hearing Loss in 20 Cities

5,435 participants • **555** teams • **\$814,000** in donations

Walk4Hearing is HLAA's community of support in action, breaking down barriers to hearing health and empowering people with hearing loss in their communities. We piloted a new online platform to make it easier, more accessible and fun for Walk participants.

Our Wall of Gratitude

HLAA celebrates our donors who gave \$100 or more in 2023

Our generous donors fuel HLAA's important mission to connect, support and empower people with hearing loss. Go to hearingloss.org/wall for the complete list, or scan this code.



Financial Performance

Statement of Activities—As audited for
Fiscal Year ending August 31, 2023

Support and Revenue

Contributions	\$1,193,327
Walk4Hearing (NET)	\$ 406,334*
Investment income (Loss)	\$ 252,046
Conferences, meetings and seminars	\$ 196,273
Grants and contracts	\$ 167,139
Advertising	\$ 111,590
Membership dues	\$ 97,339

Total Support and Revenue \$ 2,424,048

Expenses

Program	\$ 2,009,619
Fundraising	\$ 376,913
Management and General	\$ 144,156

Total Expenses \$ 2,530,688

Change in Net Assets	\$ (106,640)
Net Assets, Aug 31, 2022	\$ 4,766,697
Net Assets, Aug 31, 2023	\$ 4,660,057

*HLAA gives back **40%** of funds raised through Walk4Hearing to chapters and alliance organizations to fund hearing loss programs and **10%** to local Walk sites to help host walk day events.

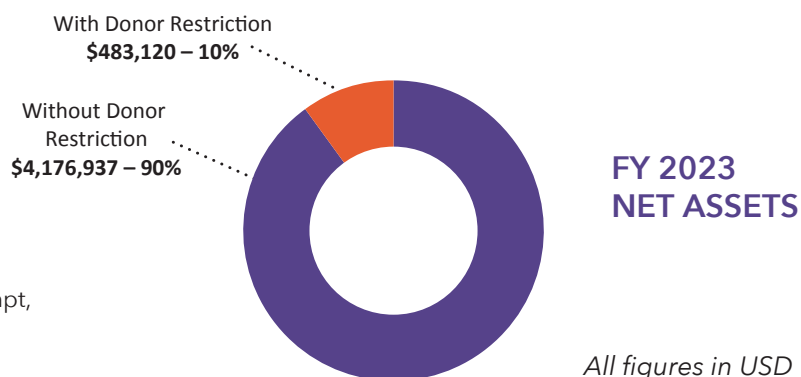
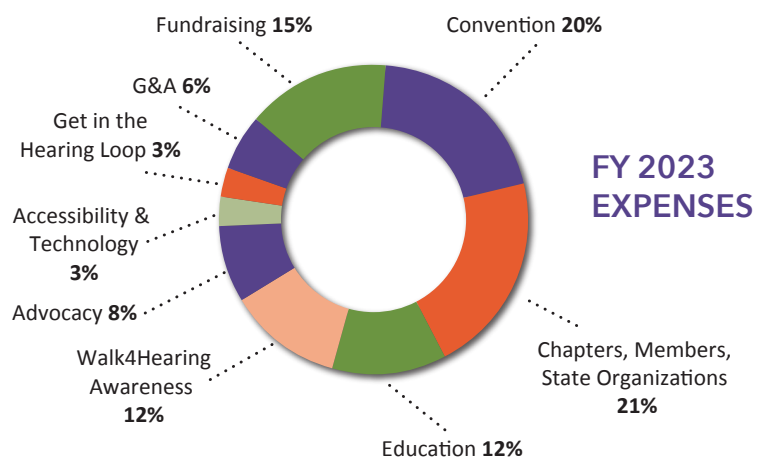
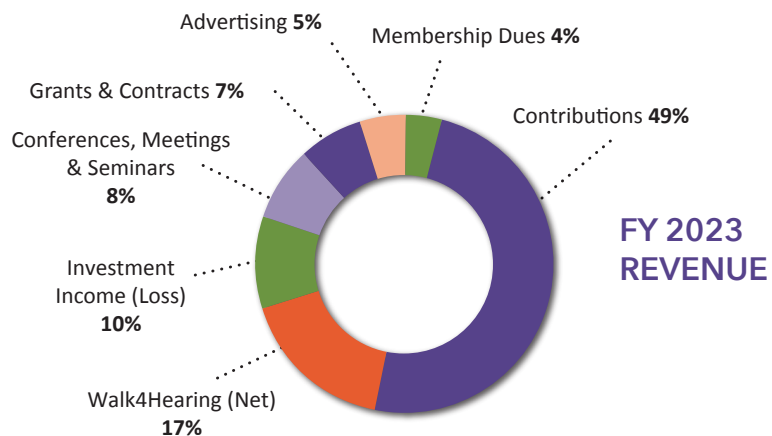


For Every \$ Spent

79 cents to Programs
6 cents to Operations
15 cents to Fundraising



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



All figures in USD



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Join HLAA's Community of Support

HLAA relies on the support of members, donors and partners like you to keep our mission moving forward. Become a member of HLAA with a gift of any amount.

