



CHANGING LIVES FOR 45 YEARS

HLAA 2024 ANNUAL REPORT



FACT:

50 million
Americans
have hearing
loss.

THEN:

45 years ago,
people with
hearing loss
had no voice,
nowhere to turn.

NOW:

HLAA fights
for change,
empowers
millions and
promotes
hearing health.



This year, the Hearing Loss Association of America (HLAA) celebrates our **45th anniversary** as the leading voice for the growing number of people with, and at risk of, hearing loss. HLAA began in 1979 with one person—founder Rocky Stone, a retired CIA agent with hearing loss and nowhere to turn—and has grown into a unique nationwide community of support and advocacy. HLAA's work changes **millions of lives**. We impact **hundreds of pieces of legislation** creating more affordable care, treatment and accessible communication for people with hearing loss. We **empower thousands of people** every day with trusted educational resources. We are a steady voice on boards, committees and councils across the U.S., **making sure that people with hearing loss aren't forgotten**.

Barbara Helley
HLAA Executive Director

"HLAA taught me the significance of staying true to myself and the value of self-advocacy."

—Jonathan Ozek,
Boston, MA



Some of HLAA's WINS in 2024:

- Ushered in new universal hearing aid compatibility (HAC) requirements for all cellphones after a decades-long push
- Strengthened our HLAA Chapter network of community-based peer support with increased training and updated resources
- Brought hope and support to people with hearing loss in 21 cities across the U.S. with our Walk4Hearing events
- Served as a go-to source for dozens of major media stories on hearing health and wellness
- Launched a newly-designed website to reach more people turning to us for help
- Reached and engaged over 50,000 people regularly through our social media networks
- Educated and empowered tens of thousands through webinars, e-news and other regular, trusted HLAA content channels
- Helped improve the accessibility of air travel for people with hearing loss through the FAA Reauthorization Act
- Reactivated the Friends of the Congressional Hearing Health Caucus



2024 Walk4Hearing Brings Hope to Hearing Loss in 21 Cities

6,000 participants, 616 teams, \$952,000 raised

Walk4Hearing is HLAA's community of support in action, empowering people with hearing loss in cities and towns across the U.S.



"Doctors give you the clinical side, but HLAA helped me live with hearing loss. Finding the HLAA community was a lifesaver for me and my husband."

—Charlsie Arranaga, Silver Spring, MD



"Meeting other people with hearing loss through HLAA has been a life-changer. I feel supported, respected and understood in a way that is unique to us. This motivates me to be more involved. I want others to feel the same way."

—Wendi Washington, Los Angeles, CA

OTC 101: Ask the Experts Webinar Series

We educated and empowered several thousand people with crucial information about over-the-counter (OTC) hearing aids, through a series of panel discussions featuring regulatory, health care and industry experts. [Learn more.](#)



"HLAA exposed me to other people with hearing loss. Along the way, I have formed valuable friendships with truly great friends who are hard to find, difficult to leave and impossible to forget."

—Tony Decha-Umphai, Nashville, TN



After 50 Years, All Phones Will be Hearing Aid Compatible (HAC)

Thanks to the hard work of HLAA and others, all cellphones will soon be able to connect directly to hearing aids or cochlear implants (CIs), improving sound quality for millions with hearing loss. [Read more.](#)

"HLAA's community is so amazing because it creates a space where other people 'get it' without my even needing to explain. It's also full of trailblazers whom I can learn from, and who help me grow in my hearing loss journey."

—Emily Truell,
Montello, WI



We Can't Do It Without You

See a list of [HLAA's generous donors](#) and Walk4Hearing All-Stars who fueled our mission to connect, support and empower in 2024.

Financial Performance

Statement of Activities as audited for Fiscal Year 2024 (September 1, 2023 – August 31, 2024)

Support and Revenue

Contributions	\$1,780,364
Walk4Hearing (net)*	\$ 454,139
Investment Income (loss)	\$ 540,906
Conferences, Meetings and Seminars	\$ 236,912
Grants and Contracts	\$ 187,663
Advertising	\$ 58,430
Membership Dues	\$ 77,517
Miscellaneous	\$ 60,457

Total Support and Revenue \$ 3,396,388

Expenses

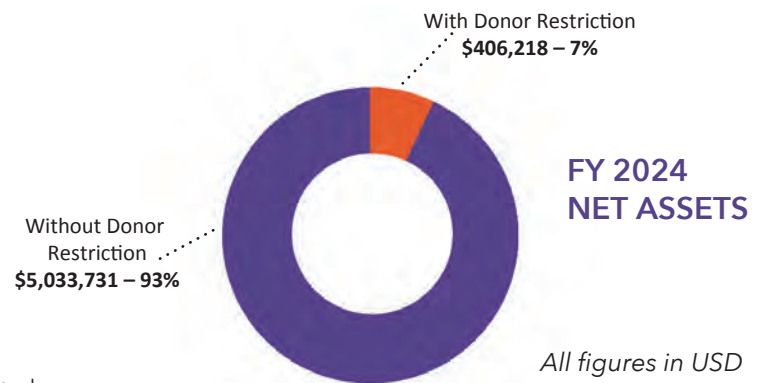
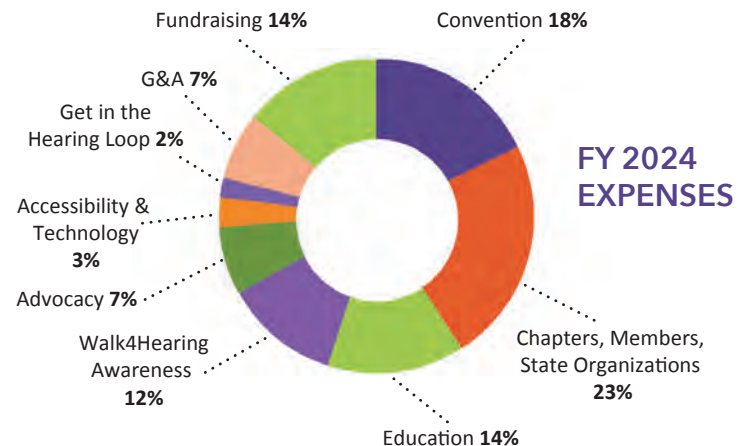
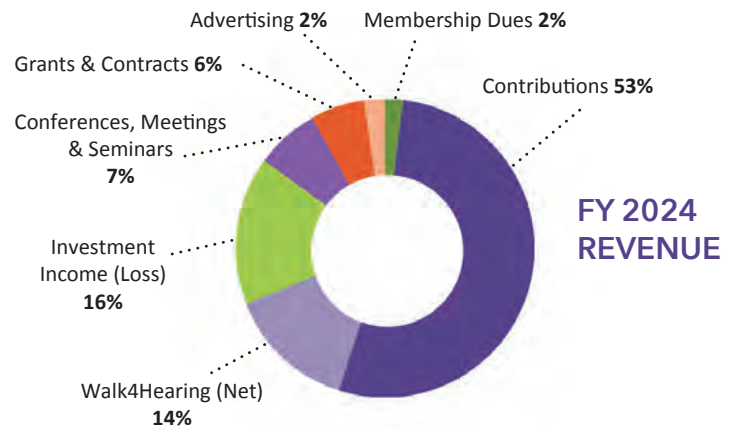
Programs	\$ 2,067,954
Fundraising	\$ 365,589
Management and General	\$ 182,953

Total Expenses \$ 2,616,496

Change in Net Assets	\$ 779,982
Net Assets, Aug 31, 2023	\$ 4,660,057
Net Assets, Aug 31, 2024	\$ 5,439,949

*Net total represents **50%** of total Walk4Hearing funds. The remaining **40%** goes to fund HLAA Chapters and local alliance programs, and **10%** to cover the event costs.

For Every \$ Spent
79 cents to Programs
7 cents to Operations
14 cents to Fundraising



All figures in USD

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



Join HLAA's Life-Changing Community of Support

HLAA is changing lives, one hearing loss at a time—and we rely on the support of members like you to reach more people.

Join HLAA with a gift of any amount.

Donate online or mail checks to:
 HLAA, Box 736444, Chicago, IL
 60673-6444



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