

**SUPER KIDS WITH SUPER ATTITUDES!
SUMMER CAMP 2019**



**CANADIAN HARD OF HEARING ASSOCIATION-NL (CHHA-NL)
ANNUAL REPORT (2019-2020)**



OUR VISION

BETTER HEARING FOR EVERYONE

OUR MISSION

The Canadian Hard of Hearing Association-Newfoundland and Labrador (CHHA-NL) is a non-profit, charitable organization committed to advocacy, awareness, accessibility, prevention of hearing loss, and the provision of programs and services that promote a better quality of life for hard of hearing and late-deafened people of all ages in Newfoundland and Labrador.



Canadian
Hard of Hearing
Association
NEWFOUNDLAND & LABRADOR

Copyright of:

**Canadian Hard of Hearing Association-
Newfoundland and Labrador (CHHA-NL)**

Printed - September 2020

Not to be Reprinted Except by Permission



The Imagine Canada Standards Trustmark

The **Imagine Canada Standards Program Trustmark** signals that an organization has demonstrated compliance with each of the Imagine Canada Standards – **Governance, Financial Accountability and Transparency, Fund Raising, Staff Management and Volunteer Involvement.**

The accredited organization is permitted to use the **Trustmark** annually for a period of five years, contingent on demonstrating ongoing compliance via the completion and submission of an annual compliance report and license fee.

The **Canadian Hard of Hearing Association-Newfoundland and Labrador (CHHA-NL)** earned the use of this Trustmark in 2014. CHHA-NL's first five-year Accreditation period ended in Spring 2019, and the association has now earned a renewal of Accreditation for another five-year period, ending in 2023.

CHHA-NL is the first and only charity (or non-profit), in this province to have earned the use of the Imagine Canada Trustmark shown above.

Table of Contents

REPORT FROM THE PRESIDENT & EXECUTIVE DIRECTOR -----6

ORGANIZATIONAL PROFILE -----7

MISSION & VISION -----7

OUR STRATEGIC PRIORITIES -----7

BOARD STRUCTURE -----8

MANDATE OF THE BOARD OF DIRECTORS -----8

ASSOCIATION ADVOCACY PROGRAM -----9

PROGRAMS & SERVICES (YEAR AT A GLANCE) -----10

FINANCIAL HIGHLIGHTS -----15

OUTLOOK FOR THE FUTURE -----15

LIST OF VOLUNTEERS -----17

LIST OF DONORS -----18

LIST OF CORPORATE SUPPORTERS & SPONSORS -----19

APPENDIX A: LIST OF CHHA-NL SCHOLARSHIP WINNERS 2019-2020 -----20



Art Norris

**Report from the
President & Executive Director**

Leon Mills



There’s an old saying that, the only constant in life is change, and that would be an appropriate one to describe what has been happening at CHHA-NL this past year.

Over the past few years, the association was dealing with declining revenues, staff and program reductions, and there was a general feeling of regression after having several decades of continuous growth in both revenues and the introduction of new programs and services. However, this year, the pendulum has swung toward a more optimistic view, with the introduction of some new programs and services, the launching of several social enterprises, the obtaining of several government grants, effective cost management, and an increase to net revenues from the Ultimate Dream Home Lottery.

The economy of the past several years has forced the association to conduct an internal review of all its operations, resulting in a streamlining of programs and services, updated many policies, revamped committees. We now believe we have a more efficient operation going forward.

Over the past few years, the association has been working to diversify its revenue streams to reduce the over reliance on revenues from one primary source, the Ultimate Dream Home Lottery. To that end, this past year saw the successful launch of two social enterprises, Read Our Lips and Sales of Hearing Assistive Technology (HAT), and an expansion of the Lottery Management Service (LMS), introduced several years ago. We continue to negotiate with the Government of NL for an

increase to our annual funding allotment which hasn’t happened to date. However, the association has had several discussions with government which we believe has led them to have a better understanding of our financial needs and justification for an increase to the annual grant. The association is working on a revised proposal that will be submitted this coming year.

This year marks several significant milestones for the association, the first being the start of a new five-year Accreditation Program from Imagine Canada. The first five-year plan ran from 2014-2019, and the next one will run until 2023. CHHA-NL was the first and is still the only association in this province to achieve this important benchmark. The second milestone marks the beginning of the association’s new three-year strategic plan that will run until 2022, and most first-year objectives were achieved or have been initiated. We believe the association has been able to achieve its Mission and Vision, and is well positioned to meet the expected challenges and goals remaining for the next two years.

We thank the board members, staff and volunteers for their ongoing and outstanding efforts on behalf of the association. In particular, we say farewell to Treasurer, Carrie Frizzell and welcome new Treasurer, Darren Chislett. Without your dedication and passion, people with hearing loss in NL would not have access to the many and varied programs and services that the association now provides. ***Together, we’ll keep the CHHA story growing.***

Organizational Profile

CHHA-NL was granted its Charter from CHHA National in 1984. It is a charitable agency, and self-help organization that provides a variety of programs and services for persons with hearing loss. Located in Mount Pearl, it has eight FTE staff, a strong board of directors, and financial resources to effectively deliver a wide array of high quality programs and services. These include loans of hearing assistive technology, consultations, hearing screening assessments and presentations to community groups, agencies, businesses, schools (secondary & post-secondary), and government departments, and others.

Mission

The Canadian Hard of Hearing Association-Newfoundland and Labrador (CHHA-NL) is a non-profit, charitable organization committed to advocacy, awareness, accessibility, prevention of hearing loss, and the provision of programs and services that promote a better quality of life for hard of hearing and late-deafened people of all ages in Newfoundland and Labrador.

Vision

Better Hearing for Everyone!

Our Strategic Priorities

This year the association completed the first year of its three-year strategic plan. The current strategic plan can be viewed on the association's website at <http://www.chha-nl.ca/about/>. The four **Strategic Directions** that guide the association's efforts for 2019-2022 are:

Strategic Direction One (SD1): To improve awareness of the importance of hearing health in NL through CHHA-NL as a community resource, that improves quality of life. (**Awareness**)

Strategic Direction Two (SD2): To create better hearing accessibility throughout NL (**Accessibility**)

Strategic Direction Three (SD3): To develop a pro-active advocacy role on issues that affect hard of hearing and late-deafened individuals and their families in NL (**Advocacy**)

Strategic Direction Four (SD4): To develop organizational infrastructures (**governance, financial, fund development, communications, evaluation, etc.**) to support the Awareness, Accessibility and Advocacy strategic directions identified above (**Process or Structural**)

Board Structure

Mandate of the Board of Directors

CHHA-NL is governed by a Board of Directors of between eight (8) to ten (10) members; the current complement has nine. Board members can serve two, three-year terms after which they must leave the board, but can return again after a one-year absence.

The exception to this policy is that of the Vice-President's Position, which is a President-Elect position. This means that the VP automatically becomes the President whenever the President's term ends, which means the person can then serve an additional two, three-year terms. Once the President's term ends, that person automatically becomes the Past-President, until the term of the latest President ends.

The following persons served as the CHHA-NL Board of Directors for 2019-2020:

- | | |
|--|---|
| <i>President – Art Norris</i> | <i>Myrtle Barrett - Director</i> |
| <i>Vice-President – Dan Mahoney</i> | <i>Darlene Ryan - Director</i> |
| <i>Past-President – Bob Young</i> | <i>Leanna Rowe - Director</i> |
| <i>Secretary – Michelle Edwards</i> | <i>Jessica Flynn - Director</i> |
| <i>Treasurer – Darren Chislett</i> | |

The Board's mandate is to govern the affairs of CHHA-NL within the framework of relevant federal and provincial legislation and Imagine Canada Standards (for Accreditation purposes).

The Board of Directors, as the elected representatives of CHHA-NL's membership and the community, is given the legal authority and responsibility for the achievement of the organization's mission, its stability, and the development of linkages with other organizations engaged in the pursuit of similar objectives and the community at large.

Governance oversight and the development of policies and procedures that guides the work of the board of directors is the responsibility of the CHHA-NL Governance Committee, chaired by the President of the association. The current committee also includes Director, Leanna Rowe, the Executive Director and three volunteer committee members from outside the board of directors, all of whom have excellent expertise with governance issues.

If you would like to know about the various aspects of the association's **Governance Policy**, or would like to receive a complete copy of the same, please contact the office or go to the association's website at: www.chha-nl.ca/about-us/.

Association Advocacy

The association's Advocacy Committee made up of staff, volunteers, and hearing health care professionals has a mandate to provide a pro-active effort on hearing loss issues of concern to the association.

In an effort to address systemic barriers and other issues of importance to persons with hearing loss, the Advocacy Committee developed seven position papers on various issues which have been approved by the CHHA-NL Board of Directors and posted to the association's website which can be viewed at the following link:

<http://chha-nl.ca/support-us/advocacy/>

Copies of these position papers have been submitted to four Ministers of the Government of Newfoundland and Labrador with a request for action. Meetings have now been held with all Ministers or their designates, discussions have been held, reviews and action items are ongoing, and the committee will be monitoring what action the government will take on these papers over time.

However, given how COVID-19 has negatively impacted so many things, the expectation is that not much will be happening for the foreseeable future, however, they won't be forgotten. The Advocacy Committee will soon begin work on another round of position papers on new issues related to hearing loss, and progress on these will be reported at next year's AGM.

BECOME A STRONG SELF-ADVOCATE



HAS YOUR VOICE BEEN HEARD!



Programs and Services

The **CHHA-NL Programs & Services Department** offers a free and diverse array of Programs and Services, and while some have been dropped, and others modified, some the key offerings for 2019-2020 program year include:



Hearing Assistive Technology (HAT) Program (Loans & Sales)

This program continues to play a large role in the provision of client services. The association has a wide variety of technology products which clients have the opportunity to borrow on a trial basis before deciding whether to purchase. Products are available through the office and can be mailed across the province. This program is one of the most requested by clients and has grown considerably over the years. Also, starting in October 2019, the association began selling selected devices, used by the Loans Program, which to date has proven very popular.



Public Facilities Hearing Accessibility Fund

The association provides some financial assistance to public facilities that wish to install assistive listening systems. These are usually wireless FM Systems that any number of people with hearing loss can use. The association has developed, and continues to add too, a registry of facilities that are hearing accessible which is published on the website, providing people with an easily accessible listing.



Fire Safety Alerts Project

This program started a couple of years ago with a \$20,000 grant from Disability Policy Office and the Department of Seniors, Wellness and Social Development to deliver fire safety alerts for the Deaf and the Hard of Hearing. Successful applicants received special auditory, visual and vibratory fire alert systems for their residences and training on how to use them. The project was very successful, and to keep it going, CHHA-NL would need government financial support to make this an ongoing program.



Leadership, Achievement and Empowerment Program (L.E.A.P.)

This program offers a number of sessions in the Fall and Spring for youth (ages 13-18 yrs) with hearing loss. The program focuses on developing leadership, public speaking, and other skills that boost participant's confidence, social interaction, self-advocacy, the making of new friends and having fun. The number of participants varies annually, but it's proven to be a very popular program for youth with hearing loss. In the picture shown, participants are socializing, learning basic cooking skills and having fun.



Hearing Screening Tuesdays Program

CHHA-NL introduced a new program in 2018 called Hearing Screening Tuesdays. This is a free service in which persons who think they may have hearing loss can have a simple hearing screening test in the CHHA-NL office testing booth and will be told if they have a Pass or need to be referred to a hearing health professional for a full diagnostic check-up. They will also be referred to an Audiologist for a full diagnostic check-up if they receive a Fail. They will also be given advice about hearing loss solutions if needed and other resources to help them cope with their hearing loss. This has been a very popular program with the numbers of persons being tested growing continuously.



Grade Four Safe & Sound Program

This is a program introduced several years ago to supplement the Grade Four Science Curriculum section on Sound. It's an online resource for teachers with downloadable materials about hearing loss and protecting your hearing. It's a wonderful resource that teachers love, and to date, over 90% of the province's Grade Four teachers have signed up to access this excellent resource. This past year saw the development of a French version and new interactive games.



Speech Reading & Coping Skills Courses

These courses, Levels 1, 2, 3, are offered in both Spring and Fall annually; which ones are offered depends on the demand. Participants attend for two hours per week for eight weeks, and the course is always well received and attended. In October 2019, an online version of the course titled, **Read Our Lips**, was launched to be both a social enterprise and to permit persons from outside the area, that couldn't attend due to travel and time restrictions, to take the course from home. Pictures from the official launch can be seen on the next page. To find out more about the program visit online at - <https://www.readourlips.ca/>



Alison Butler, Project Coordinator for Read Our Lips, outlines the program for participants at the Official Launch held at the St. John's Farmer's Market October 2019.

www.readourlips.ca

One-of-a-kind Read Our Lips cookies, made as gifts for participants at the Official Launch held at the St. John's Farmer's Market on October 3, 2019.



CHHA-NL Resource Groups (Cochlear Implant; Meniere's/Tinnitus; Families)

The association has three resource groups which meet at various times during the year and engage in a number of activities to provide support, encouragement, information, education workshop and socialization.

Below left picture are members of the Meniere's/Tinnitus Resource Group

Below middle picture are members of the Cochlear Implant Resource Group

Below right picture are members of the Families Resource Group

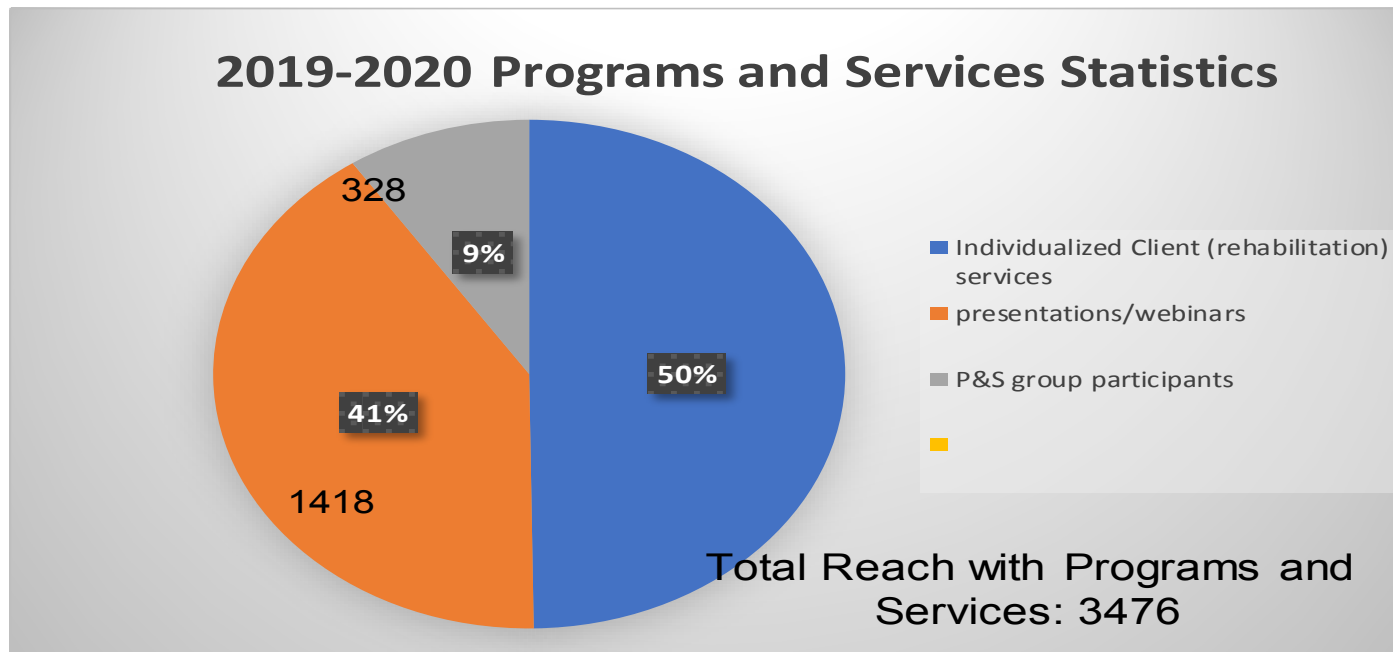


Summer Camp for Hard of Hearing Children (2019)

Our Summer Camp for children with hearing loss (ages 5-13) and their families took place this year at the **Lion Max Simms Memorial Camp**. The camp was a success with many families returning to camp year after year. It's wonderful to watch friendships and bonds grow. The theme for camp this year was **"Use Your Superpowers"**. A great time was had by all and everyone is looking forward to what next year's camp will offer.

Stats on Clients Served Provincially

This past year, CHHA-NL provided direct service to thousands of individuals through client services appointments, presentations and displays. This year once again saw an overall increase over last year (see chart below), but due to cutbacks in some programs, overall client service interactions declined. This is an indicator of the ongoing and strong demand for the programs and services provided by the association which is expected to see continued growth over the coming decade.



Individual rehabilitation sessions – 1,730

Total number of people reached by other programs and webinars, classes – 1,418

Groups and Camp (attendees and distance information sessions and sharing) - 328

Hearing Assistive Technology (HAT) Loans Program - 352

Total Provincial Programs & Services Reach (Newfoundland and Labrador) - 3,828

Financial Highlights (to March 31, 2020)

This section presents a summary of key financial information presented in the association's consolidated financial statements for April 1, 2019 to March 31, 2020. The statements were prepared by Brian T. Scammell CPA, CA, CBV, St. John's, NL. The association operates on an accrual accounting basis. To view the complete CHHA-NL Audited Financial Statements for 2019-2020, please visit: <http://chha-nl.ca/about/reports>

Summary of Financial Information 2019-2020 (all figures rounded):

Term Investments (Deposits)	480,000.00
Total Fundraising & Other Revenues	2,419,167.00
Programs and Services Expenditures	416,944.00
Administration Expenditures	401,167.00
Fundraising Expenditures	1,685,393.00
Net Assets	1,322,765.00
Net Income – Surplus/(Deficit)	(84,337.00)

Outlook for the Future

While the association has seen significant growth over the last 25 years in its staff, offerings of programs and services, organizational development (operations and governance), and annual revenues from its various fundraising activities, there are still significant challenges ahead for the association. Revenue growth has declined or remained stagnant over the past several years due to the slumping NL economy, which has had a negative impact on operations, staffing, and programs and services, which have seen cuts being made in each area to reduce the annual budget.

The association has repeatedly asked numerous Ministers of successive governments to introduce an equitable funding model based on sound operational, financial, programming, and governance criteria however, this request too has been rejected up to now. Over the past year and a half several meetings were held with John Haggie, Minister of Health, and Lisa Demptster, Minister of Children, Seniors, and Social Development (CSSD), and the Minister responsible for Disabilities to discuss the association's request for funding and to change the funding model with a view to making it more equitable. However, it seems that, until government's finances improve, new revenues won't be realized, and maybe not even then. As for the funding model, there doesn't seem to be any desire on government's part to change their 'historical funding model', whatever that actually is, and no clear answers have been given as to what that means.

So it seems to be the case, like it has always been, that if the association is to continue to maintain, and hopefully increase its programs and services on behalf of persons living with hearing loss, it will be through its own efforts. While the association has been amazingly successful with its year-over-year fundraising efforts, it needed to diversify its funding sources, so this year, two social enterprises were launched. The first is called **Read Our Lips**, which will be an online **Speechreading (Lipreading) Program** for a fee, consists of eight interactive lessons. If this proves successful, a Level 2 course will be added for an additional fee. The second social enterprise will see the **Sales of Hearing Assistive Technology (HAT)** which will be an extension of the association's highly successful **Loans Program of Hearing Assistive Technology (HAT)**. Of course, we don't have any real idea of how these new initiatives will do, but if successful at all, they will bring some much needed and new earned revenues for the association. Updates on the success of these programs will be provided with the 2020-2021 Annual Report. The other social enterprise launched last year, the **Lottery Management Service (LMS)** continues to grow and the association was able to enter into contracts with several new associations this past year, and others are pending for 2020-2021. Congratulations to all staff and volunteers for helping to make these social enterprises a reality.

While the overall population of the province is in significant decline and is a trend that is expected to continue for the next 20-25 years, the hard of hearing population in NL is growing significantly as this province has the largest percentage of Seniors per capita in Canada. However, while seniors currently make up the majority of persons with hearing loss, the fastest growing demographic for hearing loss are young adults in the 20-40 age group, and WHSCC, reports that the number one support claim they deal with now are those related to hearing loss which account for one-quarter of all new cases annually. So, as an association, we are trying to successfully handle a triple threat in terms of hearing loss impact on demand for support services.

Thus, it's vital that the association continues to grow and to identify new financial, human, and other resources to meet the ever growing demands for service; if not, then many people with hearing loss will not receive the vital help that they need. The board, staff and volunteers are doing their part, but more help is needed, and CHHA-NL is always open to receiving input about and support for its programs and services. If you would like to make a financial donation or to volunteer; all help is greatly appreciated.

List of Volunteers

The association extends a heartfelt thanks to all its volunteers. Your contributions of time, energy and enthusiasm, are helping to change the lives of persons living with hearing loss, their families and loved ones.

The volunteers for the past year include the following, and apologies are extended if anyone has been overlooked:

Darrell Brenton	Noreen Brazil	Agnes Cantwell	Ian Poole
Keith Hancock	Cyril Peach	Theresa Cook	Katie Hand
Art Norris	Bob Young	Carrie Frizzell	Lillian Menchenton
Darlene Ryan	Jessica Flynn	Brian Marshall	Ashley Boles
Annika Bieger	Michelle Edwards	Leanna Rowe	Myrtle Barrett
Dan Mahoney	Darren Chislett	Ashley Bonnell	Phyllis Forward
CHHA Labrador City Branch	CHHA Gander Branch	CHHA Happy Valley-Goose Bay Branch	CHHA Exploit's Valley Branch

List of Donors

The association extends a heartfelt thanks to all its donors. Your contributions and outstanding support are helping to change the lives of persons living with hearing loss, their families and loved ones.

The donors for the past year include the following, and apologies are extended if anyone has been overlooked:

Anne Marie Carroll	Marion Smith	Mary Bennett	Sherry Hudson
James Pollard	John Blackmore	Clarence Fisher	M. Gail Herder
Ashley Forward	Shirley Lake	Karen Comerford	George Hedges
Peter Taylor	Marilyn Tuff	Brian Tuff	Beverly Walsh
Daphne Walsh	Louise Warren	Leon Mills	Donna White
Cindy Forward	Anita Tobin	Loretta Oates	Ruth Single
Barry Stone	Nellie Stone	TOPS NF 1634	Clarenville Lions Club Inc.
Carbonear Paint & Wallpaper	PIER Program, Waterford Hospital		

List of Corporate Sponsors & Supporters

The following are the corporate sponsors and supporters for 2019-2020 of the **Ultimate Dream Home Draw** and the new **Spring 50/50 Lottery** which are the major fundraising initiatives of the association.

Everyone at CHHA-NL extends a heartfelt thanks to all sponsors and supporters for their contributions to the association. They are:

ERCO Homes	Cohen's	McInnes Cooper
Sharington's	Needs Convenience Stores	Newfoundland Television (NTV)
Pro-Tech Security Systems	Guaranteed Satellite	The Telegram
Budget Blinds	VOCM Radio	Inside Touch
OZ FM	VOCM Cares Foundation	Crown Cabinets
NL Credit Union (NLCU)	Byron's	Village Shopping Centre
Bobbi Pike Art	The Print Shop	Toyota Plaza
Home Maid Cleaning Services	Avalon Mall	Marie's Mini-Mart
Curtis Dawe Law Firm	Kelly's Custom Home Entertainment	Breton Solutions

Appendix A: List of CHHA-NL Scholarship Winners - 2019-2020

Scholarships & Bursaries

The **CHHA-NL Susan Brown Memorial Entrance Scholarship** has been established to provide financial assistance and academic recognition, annually, to a person from Newfoundland and Labrador who is a full-time student (first-year) who is pursuing an undergraduate degree at a recognized Canadian University. The winner of this scholarship for 2019-2020, (in the amount of \$1,000.00), is **Jenna Martin** from **St. John's, NL**, who is planning to pursue a degree in Audiology. Jenna has been a long-time participant in the association's **LEAP Program**, she has participated in the speak off's and attended Family Resource Group events. She has moderate to severe hearing loss, wears hearing aids, relies on lip reading and is very comfortable communicating her hearing loss and communication needs in school and at her part time jobs. Jenna excels in school as a French Immersion student with a 95% average, with her favorite subject being math. Jenna is also a very devoted Rugby player. **Congratulations Jenna!**

The **Glenna Stone Memorial Scholarship** is awarded to a deserving post-secondary student (beyond first year) to commemorate the memory of Glenna Stone, a former president of the association who passed away in 2002. Unfortunately, there weren't any applications received for this year's scholarship offering.

The **Dr. Norah Browne Graduate Scholarship** provides financial assistance and academic recognition annually, to a person from Newfoundland and Labrador who is a full-time student pursuing a graduate degree at a recognized Canadian University. The winner of this scholarship for 2019-2020, (in the amount of \$1,000.00), is **Andrea Furlong** from **St. John's, NL**. Andrea is a hearing aid user who was diagnosed at the age of 12. She is currently a **Registered Social Worker (RSW)** and has been working as the **Interim Executive Director of The Council of Canadians**, working for social justice on a national, legislative level. Andrea has been accepted to complete her **Master of Social Work** at Memorial University beginning this fall and hopes to deepen her knowledge of theoretical practices.

The **CHHA-NL Audiology Scholarship** is established to provide financial assistance and academic recognition, annually, to a person from Newfoundland and Labrador who is a full-time student pursuing a post-graduate degree in Audiology at a recognized Canadian University. It is hoped that this scholarship will encourage interested students to pursue study in the field of Audiology with the intent to seek employment in Newfoundland and Labrador in support of HOH and late-deafened people. The winner of this scholarship for 2019-2020 (in the amount of \$1,000.00), is **Kristen Baker of Carbonear, NL**. Kristen is an audiology student at Dalhousie University. Her interest in hearing loss came from volunteer experiences within health care, but mostly from seeing her sister grow and develop with a

hearing loss. She is set to do a work-term at the new Costco hearing aid clinic soon and plans on returning to Newfoundland to work upon completion of her Audiology Program.

The **Horn-Smith Scholarship of Merit** is available due to the generous donation of Marion Smith. Marion's father had hearing loss and now that she is experiencing hearing loss herself, she understands first-hand the challenges hard of hearing students must face in obtaining an education. This scholarship is unique in that all eligible scholarship applications who are not awarded other CHHA-NL Scholarships, with the exception of the Audiology Scholarship, are automatically considered for the Horn-Smith Merit Scholarship of \$500. The winner of this scholarship for 2019-2020 (in the amount of \$500.00) is **Amanda Roberts, of Gander, NL**. Amanda is a hearing aid user with a mild to moderate hearing loss and is very passionate about inclusion, particularly for the Deaf and hard of hearing. She has been active in her high school in bringing awareness about hearing loss and communication challenges. She has learned ASL and her and a deaf friend created an awareness video about feelings of isolation due to communication challenges that come with hearing loss. Amanda is a very bright student with an 83% average and on the honor roll at her school. Amanda plans to become an **Itinerant Teacher for the Deaf and Hard of Hearing**.



Canadian
Hard of Hearing
Association
NEWFOUNDLAND & LABRADOR

1081 Topsail Road, Mount Pearl, NL A1N 5G1 Charitable Registration # 1192407088-RR0001

TTY: 1-888-753-3224 (709) 753-3224 Text: (709) 725-3224

E-mail: info@chha-nl.ca Web: www.chha-nl.ca