



CANADIAN HARD OF
HEARING
ASSOCIATION-NL
(CHHA-NL)
ANNUAL REPORT
(2020-2021)





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 2021

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 -----8

MISSION & VISION -----8

OUR STRATEGIC PRIORITIES -----8

BOARD STRUCTURE -----9

MANDATE OF THE BOARD OF DIRECTORS -----9

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

FINANCIAL HIGHLIGHTS -----14

OUTLOOK FOR THE FUTURE -----14

LIST OF VOLUNTEERS -----15

LIST OF DONORS -----16

LIST OF CORPORATE SUPPORTERS & SPONSORS -----17

APPENDIX A: LIST OF CHHA-NL SCHOLARSHIP WINNERS -----18



Art Norris

**Report from the
President & Executive Director**

Leon Mills



Some see only obstacles where others see only opportunities!

This has never been more true for the association this year in how it has had to respond to the governance and operational challenges brought on by the COVID-19 Pandemic.

From ZOOM meetings to remote and hybrid work, much of what we do now might never have happened had it not been for the pandemic.

Thanks to the leadership of our board and management team and the willingness of our staff to embrace change, the association should emerge for this pandemic stronger than it ever was before.

Governance

During the past year, our board has worked very hard to keep our association in the forefront of change. The board has reviewed all of it's current policies and revised the by-laws to ensure that the association meets all governance and regulatory requirements.

Once again, the association is pleased to have earned another five-year Certification period with the Standards Program of Imagine Canada, and to date, CHHA-NL is still the first and only charity in NL to have earned this significant distinction.

Fund Development

Over the past year, the association's Fund Development Team has accomplished a number of significant milestones.

Last year saw the successful launch of two social enterprises, Read Our Lips (ROL) and Sales of Hearing Assistive Technology (HAT), and an expansion of the Lottery Management Service (LMS), introduced several years ago. We are pleased to report that significant growth has occurred in all three areas.

The ROL has seen steady sales and it has been franchised to Hear Australia; the HAT program has seen stronger sales than expected and the product line has been increased, while the LMS has literally exploded with lottery services now being provided to six new charities during the year, and more coming in 2021/2022.

Also, the Ultimate Dream Home Lottery, which saw the 35th Dream Home being won, has had one of its best years in sales resulting in stronger than expected revenues for the association.

Congratulations to all staff for their hard work in achieving the fund development, programs and services, and financial goals of the association.

Programs & Services

The pandemic has caused the association to rethink how it delivers many of its programs and services. Instead of focusing on delivering programs and services in a more traditional face-to-face manner, the pandemic changed such delivery to more of a virtual or hybrid focus by expanding the use of various traditional electronic methods and newer ones such as ZOOM and Teams.

As a result of this approach, the association revised the LEAP Program for youth with hearing loss and has introduced an entirely new program called Advocacy, Readiness, and Connections or (ARC). The distinguishing feature of this program is that is more results oriented and has more meaningful rewards for participants upon completion.

Conclusion

At the end of this year, we said goodbye to one of our long-serving staff, Alison Butler, Coordinator of Education and Awareness and the driving force behind the development of the Read Our Lips social enterprise. The association is so thankful for Alison's enthusiasm, hard work and achievements on behalf of the association and we wish her every success in her new business ventures.

Unfortunately, we also have to say goodbye to departing board members Myrtle Barrett, Michelle Edwards, Darlene Ryan and Bob Young, all of whom have provided many years of dedicated leadership and service to the governance of the association.

This is my last report as your President; the past six years have gone by so very quickly. I am proud to have served and wish to thank everyone that have supported me so strongly in my role as President. I offer my best wishes to Dan Mahoney, the incoming President, and I encourage everyone to provide him with the same level of support given to me.

We look forward to the coming year and the many new challenges that lie ahead, and encourage everyone to do what they can to stay healthy and safe during these uncertain times.

Together, we'll keep the CHHA-NL story growing!



**IMPROVE COMMUNICATION
WEAR A CLEAR MASK AND SMILE!**

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 and sales 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 second 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**)

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 2020-2021:

President – Art Norris

Myrtle Barrett - Director

Vice-President – Dan Mahoney

Darlene Ryan - Director

Past-President – Bob Young

Leanna Rowe - Director

Secretary – Michelle Edwards

Jessica Flynn - Director

Treasurer – Darren Chislett

Structure of the Board of Directors

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/.

Programs and Services

The **CHHA-NL Programs & Services Department** offers a free and diverse array of Programs and Services. The impact of the COVID-19 Pandemic closed the office for a number of months, forcing staff to work remotely, and while this presented some challenges, staff did an amazing job with modifying programs and services to deliver them remotely with the use of technology applications not considered, or used as much, prior to COVID-19 coming into existence. Some programs and services were dropped, others modified, and some deferred, and even some new ones created. Some of the key offerings for the 2020-2021 program year include the following:



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

Providing direct client services to persons with hearing loss is at the heart of what CHHA-NL exists to do. Clients contact the association for information, supports, webinars, consultations, referrals, help with accessing internal and external programs, hearing screening and loans and sales of Hearing Assistive Technology (HAT). 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 year, the association began a pilot project of selling a selected number of HAT devices, used by the Loans Program, which to date has proven very popular, thus, the association has added some additional items to the sales list.



Public Facilities Hearing Accessibility Fund

The association continues to provide 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 \$70,000 grant from the Disability Policy Office (DPO) 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. **(please note that for 2021-2022, this program will be redesigned and relaunched as the ARC Program, and will be similar in format to the Duke of Edinburgh Awards program)**



Hearing Screening Program (Tuesdays)

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. From the results of the hearing screening, clients are informed that they pass or need to be referred to an appropriate hearing health professional. They will also be given information about hearing loss solutions, if needed, and other resources to help them learn more about hearing loss and supportive professionals, programs and resources. This has been a very popular program however, due to COVID-19 wasn't offered this year but will resume as conditions improve.



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 including games and downloadable materials about hearing loss and protecting your hearing. It's a wonderful resource that teachers utilize annually to fulfill their curriculum outcomes regarding sound and hearing. To date, over 90% of the province's Grade Four teachers have signed up to access this excellent resource. A French version is also available.



Speech Reading & Coping Skills Courses

These courses, Levels 1, 2, 3, are usually 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. However, due to the impact of COVID-19 and the closure of the office for a number of months, these courses haven't been offered this year. At some point, when it's again safe to do so, they'll be offered again



Read Out Lips (ROL)

In October 2019, an online version of the course titled, **Read Our Lips**, was launched to be both a social enterprise and to allow 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/>. Sales have been steadily increasing over the past couple of years and this year, the program was licensed to Hear Australia for Read Our Lips Australia. They are hoping to have their official launch sometime soon.

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

The association has three resource groups which haven't met this year met face-to-face due to COVID-19. These groups are now meeting online to obtain 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

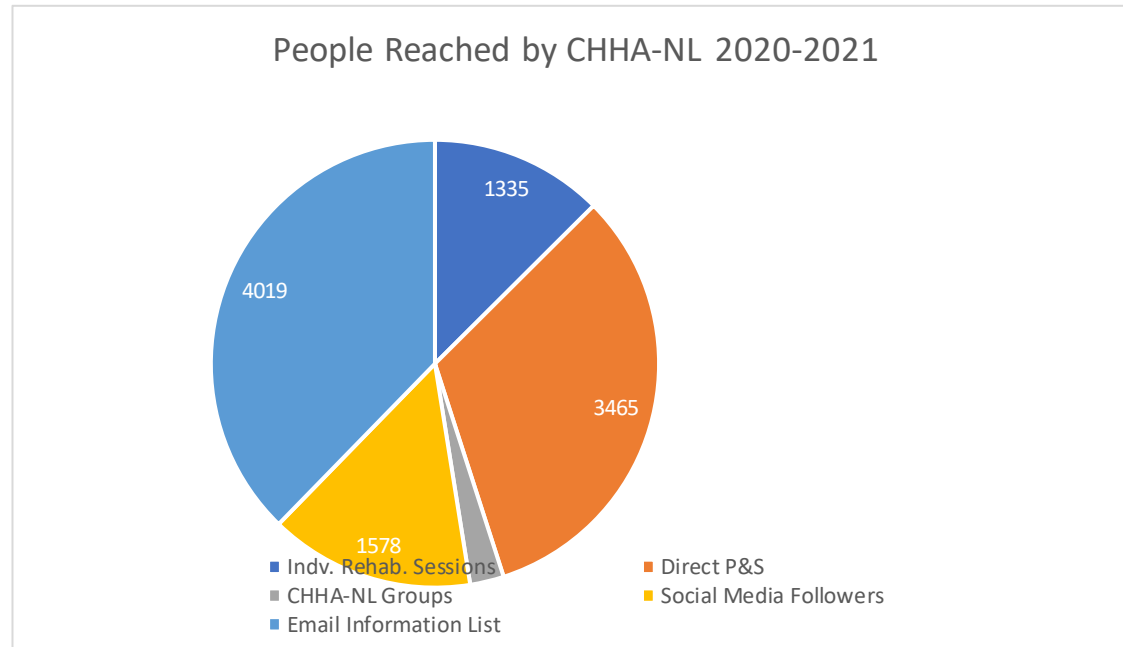


Summer Camp for Hard of Hearing Children (Virtual)

The Annual Summer Camp for children with hearing loss (ages 5-13) and their families didn't take place face-to-face due to the impact of COVID-19. Instead a one-day Virtual Camp was held and the theme was – Take Your Game To The Next Level. Participants had an Outdoor Photo Scavenger Hunt and various Games and Crafts. While the number of participants were low, those that took part enjoyed themselves, but of course, a virtual camp is no substitute for the face-to-face version.

Stats on Clients Served Provincially

This past year, CHHA-NL provided direct service to thousands of individuals through client services appointments, loans of equipment, webinars, online meetings and presentations. This year once again saw an overall increase over last year (see chart below). 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 (Provincial)	1335
Total number of people reached by direct programs & Services	3465+
<i>Includes: Safe and Sound, webinars, Alert and Aware, presentations, etc.</i>	
<i>Does Not include: CHHA-NL groups, those who watched webinar recordings and website visits</i>	
CHHA-NL Groups (provincially)	260
CHHA-NL social media (followers)	1578
CHHA-NL Email Information List	<u>4019</u>
Total number of people reached by CHHA-NL	10,657

Financial Highlights (to March 31, 2021)

This section presents a summary of key financial information presented in the association's consolidated financial statements for April 1, 2020 to March 31, 2021. The statements were prepared by James Nelson CPA, CA, CGA, of Auditing Firm, MNP, Mount Pearl, NL. The association operates on an accrual accounting basis. To view the complete CHHA-NL Audited Financial Statements for 2020-2021, please visit: <http://chha-nl.ca/about/reports>

Summary of Financial Information 2020-2021 (all figures rounded):

Term Investments (Deposits)	488,429.00
Total Fundraising & Other Revenues	3,040,131.00
Programs and Services Expenditures	470,310.00
Administration Expenditures	362,304.00
Fundraising Expenditures	1,810,251.00
Net Assets	1,394,861.00
Net Income – Surplus/(Deficit)	397,266.00

Outlook for the Future

Despite the continued growth in revenues for the association, the demand for hearing loss supports also increases, and this demand is expected to continued due to the increasing number of persons with hearing loss, of all ages in NL. While the overall population of the province is in significant decline, 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 serves. The ongoing impact of COVID-19 has made it challenging to deliver much needed programs and services, however, CHHA-NL will continue to meet these challenges successfully to ensure that everyone that seeks help from the association will continue to receive it.

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	Katie Hand
Keith Hancock	Cyril Peach	Theresa Cook	Lillian Menchenton
Art Norris	Bob Young	Leanna Rowe	Myrtle Barrett
Darlene Ryan	Jessica Flynn	Ashley Coles	Jacqueline Clark
Dan Mahoney	Michelle Edwards	Brianna Hepditch	Meagan McGrath
Hilary Augot	Darren Chislett	Hilary Martin	Grant Etchegary
Kaylee Randell	Laura Tremblett	Madison Clairmont	CHHA Exploit's Valley Branch
CHHA Labrador City Branch	CHHA Gander Branch	CHHA Happy Valley- Goose Bay 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:

Chris Nolan	Bob & Elaine Young	Derek Mercer	Linda Younghusband
Clarence Fisher	Elizabeth Cheesman	Heather Spurrell	Neil Williams
Sandra Harris	Marjorie Mills	Maxwell Humby	Frances Barnes
Chris Williams	Ralph Moulton	Frank Miller	Charlie Penney
Una Brown	Marilyn Butt	Leon Mills	Eugene Saunders
George & Pauline Hoyles	Frank & Dulcie Davidge	Jean Best	Blair Patrick
Ruth Parmiter	Audrey & David Simms	Noreen Brazil	Brian A. Lawlor
Mary Burke	Mitten Building Products		

List of Corporate Sponsors & Supporters

The following are the corporate sponsors and supporters 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
Sharingtons'	The Paint Shot	Newfoundland Television (NTV)
Pro-Tech Security Systems	Curtis Dawe Law Firm	The Telegram
Budget Blinds	Stingray - VOXM Radio	Inside Touch
OZ FM	VOXM Cares Foundation	Crown Cabinets
NL Credit Union (NLCU)	Home Maid Cleaning Services	Toyota Plaza
Bobbi Pike Art	The Print Shop	Breton Solutions
	Kelly's Custom Home Entertainment	

Appendix A: List of CHHA-NL Scholarship Winners - 2020-2021

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 2020-2021, (in the amount of \$1,000.00), is **Charlotte Peddle** from **Torbay, NL**, who is planning to pursue a degree in Software Development and Programming. Charlotte is a recent graduate of Holy Trinity High School in Torbay.

Charlotte was diagnosed with a moderate to severe sensorineural hearing loss at the age of two, and advocacy and inclusion are very important to her. She pridefully wears her hearing aids, and always takes the opportunity to educate others about hearing loss and what others can do to help her hear. Charlotte attended a disability workshop in 2018 at Carleton University where she worked with groups promoting awareness of all disabilities. She has been a participant in CHHA's Family and Youth programs, Speak-off's and she has volunteered with CHHA, most recently in developing our new youth program called ARC achievement. Charlotte plans to pursue a software development and programming diploma program at College of the North Atlantic, with hopes to gain employment with Verafin.

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 scholarship honors Dr. Norah Browne, a former Pediatrician and Founding President of the association. Unfortunately, there weren't any applications received for this year's scholarship offering.

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 2020-2021 (in the amount of \$1,000.00), is **Clare McDermott** of **St. John's, NL**.

Clare grew up in the St. John's area, graduating from Holy Heart of Mary High School, then going on to earn a Bachelor of Science at MUN and now completing her Audiology Program at Western University. She first became interested in the career of Audiology after she herself was diagnosed with hearing loss as a teenager. She also enjoys helping others and being involved in the community, and volunteering. Clare hopes to work as a Audiologist in a hospital setting here in NL and is starting her placement this fall at Janeway Audiology.

This year we are also pleased to say that two of our previous audiology scholarship winners received the second portion of their scholarship as they have completed their programs and obtained employment back here in Newfoundland. One of them will be working in a private clinic in the metro area and the other will be working in health care in Central.

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 2020-2021 (in the amount of \$500.00) is **Joelle Vokey**, of **Chapel's Cove, NL**.

Joelle is a recent graduate of Roncalli Central High School. She was diagnosed with mild to severe hearing loss at the age of 2 and has worn hearing aids ever since. Joelle is very open about her hearing loss and takes every opportunity that is presented to her to educate others. She is very passionate about sports and has been training to NL soft pitch teach for the 2022 Canada games. Joelle plans to attend Memorial University this fall to pursue a Bachelor of science with the hopes of becoming a Sports Nutritionist or Researcher.



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