



AGM REPORT

2021-2022



Canadian
Hard of Hearing
Association
NEWFOUNDLAND & LABRADOR



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AGM Report 2021-2022
Canadian Hard of Hearing Association - Newfoundland and Labrador
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Content developed by: Staff of CHHA-NL
Layout and Design by: Ashley Bonnell, Promotion and Awareness

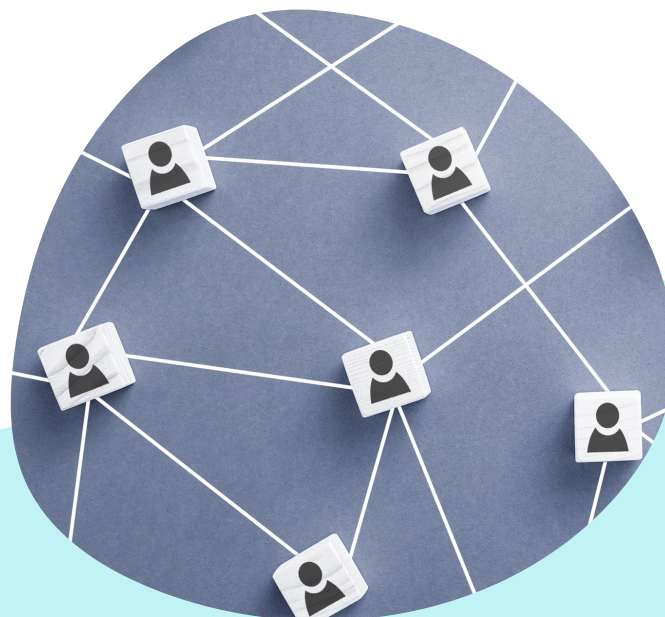


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MISSION AND VISION

Our Vision

Newfoundland and Labrador will become a province with comprehensive hearing loss support services that will lead to barrier-free communities with an improved quality of life for persons living with hearing loss.



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.



IMAGINE CANADA STANDARDS



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.

REPORT FROM THE PRESIDENT, DAN MAHONEY

On behalf of the Board of Directors, I would like to start off by thanking the management and staff who go beyond the call of duty in the work they perform on our behalf. It is through their dedication and effort that CHHA NL is a leader within our province in providing programs, assistance and advocacy for those with hearing loss.

Over the past year, we experienced both highs and lows in our fundraising efforts. We started the year with an extremely successful Dream Home Lottery followed by a disappointing Million Dollar Lottery. There will always be challenges in the fundraising markets as more and more organizations look to the online world to replace the activities that were used prior to the pandemic. As the economy weakens and costs continue to rise people have less disposable income to participate in lotteries therefore it is extremely important that each and every one of us ensure that we support our initiatives and promote them as much as possible. The funds we get from these efforts keep our organization running.



Our programs and services staff continued to provide a wide range of services to the hearing loss community and their families through the use of technology. The pandemic forced organizations into the technological world and our staff took full advantage of these opportunities by expanding their horizons through the use of webinars which reached a broader audience. They also expanded our Assistive Listening Devices loaner program and moved into the direct sales of the devices to clients.

REPORT FROM THE PRESIDENT, DAN MAHONEY

During the past year, for the most part, we continued to conduct Board meetings via Zoom. Fortunately, we were able to have an in-person meeting in March to develop our strategic plan; a document which provides a roadmap of our goals and objectives; for the next three years.

We were also able to conduct an in-person board meeting in July for the first time since the pandemic. Although technology allowed us to continue with our meetings during the pandemic it was definitely nice to finally meet face to face. We are hopeful that we will be able to continue to meet in person. The decision to hold this year's AGM via Zoom was made in order to provide the opportunity for members throughout the province the ability to participate. In the future, we will look at the possibly of using a hybrid model which will provide the best of both worlds.

In closing, I would like to thank my fellow Board members for their dedication and support over the past year.

I would also like to thank our Executive Director (Leon) for the countless hours spent preparing documents for our meetings and keeping us apprised between meetings. It is through his efforts that our organization runs as smoothly as it does.

Let us all look forward to the coming year and the challenges that may come. I know that with everyone pulling together there is nothing that we cannot overcome.



REPORT FROM THE EXECUTIVE DIRECTOR, LEON MILLS

On behalf of the staff and volunteers, I'm pleased to submit the Executive Director's Report for the CHHA-NL AGM 2021-2022. In this report, I'll report on some of the key work conducted by our staff and volunteers during the past year.

As Dan noted in his report, it was another challenging year for the association in dealing with the limitations placed on everyone due to the ongoing impact of the COVID-19 Pandemic. However, despite these challenges, the board, staff and volunteers were able to positively respond in creative ways to find solutions to produce the best outcomes possible on all fronts – Administration, Programs & Services, and Fund Development.

Administratively, we continue to be as lean as possible while still looking for ways to make daily operations more streamlined and highly functional to support the efforts of the Programs and Services and Fund Development staff, and being responsive to our members and public institutions and community groups.

One of the ways we do this is to maintain the association's Accreditation with the Imagine Canada Standards Program with the submission of Annual Compliance Reports that show we operate with a high degree of quality in the areas of Board Governance, Finance Transparency & Accountability, Fundraising, Staff Management and Volunteer Involvement.



REPORT FROM THE EXECUTIVE DIRECTOR, LEON MILLS

On the Programs & Services Front, it was another very challenging year for staff due to COVID-19 shutting down the office for part of the year. However, as they always do, they rose to the challenge, and while some programs and services were limited or deferred, by using technology to connect in ways that didn't exist prior to the pandemic, staff were able to meet the service needs of clients and members. In fact, they introduced a new program for Young Adults called ARC – Advocacy, Readiness, Connections, which has been well received so far.

As anyone involved with the association for any with CHHA-NL for any amount of time knows well, the association has had tremendous fundraising success, primarily with the Ultimate Dream Home Lotteries and this past year we had one of the most successful ever. To minimize being over-reliant on one primary source of income, efforts have been made to diversify our funding streams by successfully introducing a number of Social Enterprises that are slowly making the diversification efforts successful. So far, we've introduced the following – Lottery Management Services (LMS), Read Our Lips, and Sales of Hearing Assistive Technology (General & Post-Secondary). Hopefully, over time, these efforts will continue to grow their revenues, and make our diversification efforts more successful.

As always, I conclude my comments by extending my personal thanks to our wonderful, hard-working, enthusiastic and dedicated board, staff, and volunteers and heartfelt thanks go to my wonderfully supportive and understanding wife Jacquie, and my children, Madison and Sydney, who support me in my work and life. Let's keep sharing the CHHA-NL story!



ORGANIZATIONAL PROFILE

CHHA-NL was granted its Charter from CHHA National in 1984 and is an incorporated, not-for-profit, charitable agency and self-help organization that provides a variety of programs and services for hard of hearing and late-deafened consumers across the province of NL, but whose primary operations and provincial offices are located in Mount Pearl, NL.

The association was formed in 1984 as the Newfoundland Hearing Association (NHA), and officially joined CHHA in 1994 with the name changing to the Canadian Hard of Hearing Association-Newfoundland Chapter (CHHA-NC), Then, when the province officially changed its name to include Labrador, the association's name also changed to match and became the Canadian Hard of Hearing Association-Newfoundland and Labrador (CHHA-NL).

The association has nine 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), government departments, and many other offerings.



OUR STRATEGIC PRIORITIES

This year the association completed the third year of its three-year strategic plan. The strategic plan can be viewed on the website at <http://www.chha-nl.ca/about/>. The four **Strategic Directions** that guided the association's efforts were:

Strategic Direction	Description
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)

Action was successfully initiated with most of these strategic directions except for a few areas due to various reasons such as Covid, and lack of time or resources. A new three-year plan will be coming in Fall 2022 and be completed in 2025.

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, or three-year terms after which they must leave the board, but can return 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 2021-2022:

President: Dan Mahoney	Vice-President: <i>Vacant</i>	Past-President: Art Norris
Secretary: Jessica Gruchy	Treasurer: Darren Chislett	Director: Marie-Anne Hudson
Director: Leanna Rowe	Director: Mike Fleming	Director: Kirstian Gibson

MANDATE 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 again 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, some deferred, and even some new ones were created. Some of the key offerings for the 2021-2022 program year include the following:

PROGRAMS AND SERVICES

Program Name	Description
Client Services & Hearing Assistive Technology (HAT) Program (Loans & Sales)	<p>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, support, 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. The pilot project of selling a selected number of HAT devices, used by the Loans Program, proved to be very popular, thus this program has now become part of the permanent program offerings of the association. A website is being created to better promote the HAT devices that are now available and the number available has been expanded.</p>



PROGRAMS AND SERVICES

Program Name	Description
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 to, 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 budgeted financial support to make this an ongoing program.



PROGRAMS AND SERVICES

Program Name	Description
Hearing Screening Program (Tuesdays)	<p>Hearing Screening Tuesdays 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.</p>
CHHA-NL Resource Groups	<p>The association has three resource groups (Cochlear Implant, Meniere's and Tinnitus, Families), which haven't met this year met face-to-face due to COVID-19, but some online meetings have been held.</p>



PROGRAMS AND SERVICES

Program Name	Description
ARC (Advocacy, Readiness, Connections)	<p>This was formerly the LEAP Program (Leadership, Achievement and Empowerment Program) and is designed for hard-of-hearing youth in Grades 10-12 to help them prepare for life after high school and gain valuable life skills for their future success. ARC stands for Advocacy, Readiness and Connections; to find out more about this program, please visit the CHHA-NL website at https://chha-nl.ca/arc-achievement-program/</p>
Grade Four Safe & Sound Program	<p>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.</p>



PROGRAMS AND SERVICES

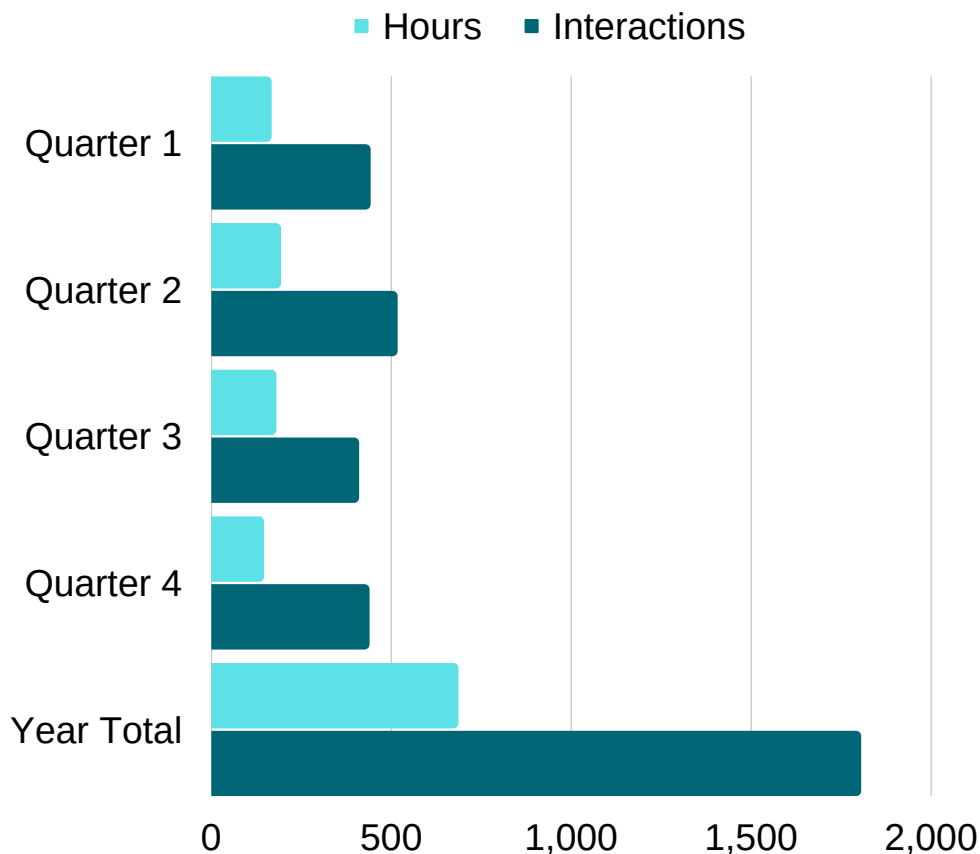
Program Name	Description
Speech Reading & Coping Skills Courses	<p>These courses, Levels 1, 2, 3, are usually offered in both Spring and Fall annually; which ones are offered depends on the demand. Participants attend for two hours per week for eight weeks, and the course is always well received and 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</p>
Read Our Lips (ROL)	<p>Read Our Lips, an online lipreading course 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. 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.</p>



PROGRAMS AND SERVICES

This past year, CHHA-NL provided direct service to thousands of individuals through client services appointments, loans of equipment, webinars, online meetings and presentations (see chart below). However, despite COVID, there is always an ongoing and strong demand for the programs and services provided by the association which is expected to see continued growth over the coming years as hearing loss continues to grow exponentially among all groups, especially those in the 20 to 45 age demographic. In addition, due to better access to technology and wider use of social media, more seniors are becoming better educated and informed about hearing loss and the support options available from various sources, and have become more willing to seek out these supports.

Individual Client Services Accessed from CHHA-NL in 2021-2022



FINANCIAL HIGHLIGHTS

(TO MARCH 31, 2022)

This section presents a summary of the key financial information presented in the association's consolidated financial statements for April 1, 2021, to March 31, 2022. The statements were prepared by Marcus Seward Nelson CPA, B. Comm., of the auditing firm, Fred Earle & Associates, Chartered Professional Accounts, located in St. John's, NL. The association operates on an accrual accounting basis. To view the complete CHHA-NL Audited Financial Statements for 2021-2022, please visit: <http://chha-nl.ca/about/reports>

Summary of Financial Information 2021-2022 (all figures rounded)

Term Investments (Deposits)	340,345.00
Total Fundraising and Other Revenues	3,153,517.00
Programs and Services Expenditures	339,910.00
Administration Expenditures	401,581.00
Fundraising Expenditures	3,002,024.00
Net Assets	1,647,014.00
Net Income - Surplus (Deficit)	415,002.00

OUTLOOK FOR THE FUTURE

Despite the continued growth in revenues for the association, the demand for hearing loss supports also increased, and this demand is expected to continue due to the increasing number of persons with hearing loss, of all ages in NL.

While the overall population of the province fluctuates on an annual basis, 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 20-45 age group, and WHSCC, reports that the number one support claim they deal with now are those related to hearing loss which accounts for one-quarter of all new cases annually.

As an association, the board and staff are trying to successfully handle a triple threat in terms of hearing loss impact on demand for support services. 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.



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. As a result of office shutdowns due to COVID-19 and other negative impacts on programs and services, the number of volunteers in service this year has decreased from previous years.

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

Darrell Brenton	Noreen Brazil	Agnes Cantwell	Lillian Menchenton
Keith Hancock	Cyril Peach	Theresa Cook	Jacqueline Clarke
Art Norris	Jessica Flynn	Leanna Rowe	Marie-Anne Hudson
Dan Mahoney	Michelle Edwards	Brianna Hepditch	Laura Tremblett
Hilary Augot	Kirstian Gibson	Darren Chislett	Mike Fleming
CHHA Labrador City Branch	CHHA Gander Branch	CHHA Happy Valley -	CHHA Exploits Valley Branch

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:

Mavis Snow	David Pelley	Karen Penney	Peter Jardine	Donna Gruchy	Eva & Leo Linehan
Marion Smith	John Pelley	Deborah Rose	Lee Sheppard	Sheila Hayes	Norma Jean Richards
Shelley Browne	Sandra Pritchett	Robert LeGrow	Hilary Hennessey	James Houlihan	Estate of Francis Gatherall
Barbara Harris	Patsy Dunn	Carmel Gosse	Andrew Tuck	Brian A. Lawlor	Riverview Motors Ltd.
Gladys White	Deborah Coles	Heather Saunders	Jordan Singleton	Maurice Colbert	Anglican Church of Canada - Parish of the Avalon Inc.
Patricia Parsons	George Saunders	Brenda Eileen Mercer	Marie Parsons	Brian Lawlor	
Michelle Daye	Boyd Cohen	Leon Mills	Jane Rice	Ambrose O'Brien	
Lewis Pelley	Marion Gill	Sandra Hynes	Eva Vivian	Elaine Caines	

SPONSORS AND SUPPORTERS

The following are the corporate sponsors and supporters of the Ultimate Dream Home Draw and the Million Dollar 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	Bobbi Pike Art	VOCM Cares Foundation	The Telegram
Sharingtons'	Coast 101.1	Home Maid Cleaning Services	Inside Touch
Pro-Tech Security Systems	Cohen's	The Print Shop	Crown Cabinets
Budget Blinds	The Paint Shop	Kelly's Custom Home Entertainment	Toyota Plaza
OZFM	Curtis Dawe Law Firm	McInnes Cooper	Breton Solutions
NL Credit Union (NLCU)	Stingray - VOCM Radio	Newfoundland Television (NTV)	CBC Radio

APPENDIX A: LIST OF CHHA-NL SCHOLARSHIP WINNERS, 2021-2022

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 2021-2022, (in the amount of \$1,000.00), is Michael Normore from L'Anse au Loup, NL. Michael is a recent high school graduate of Labrador Straits Academy, who is looking forward to pursuing a diploma in Medical Radiography.

The Glenna Stone Memorial Scholarship is awarded to a deserving post-secondary student (beyond the first year) to commemorate the memory of Glenna Stone, a former president of the association who passed away in 2002. The winner of this scholarship for 2021-2022, (in the amount of \$1,000.00), is Tanner Hudson from Conception Bay South, NL. Tanner is a student at the Memorial University of Newfoundland who is currently studying to get a major in Business and a minor in Economics. Upon completing their program, Tanner hopes to become a Certified Professional Accountant.



APPENDIX A: LIST OF CHHA-NL SCHOLARSHIP WINNERS, 2021-2022

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 honours Dr. Norah Browne, a former Pediatrician and Founding President of the association. The winner of this scholarship for 2021-2022, (in the amount of \$1,000.00), is William (Ian) Janes, from Mount Pearl, NL. Ian has an extensive education history, including a Bachelor of Kinesiology, a Master of Science, and a Master of Education. Currently, Ian is pursuing a Doctorate in Medicine at the Memorial University of Newfoundland, with an expected graduation date in 2024.

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 \$1000. The winner of this scholarship for 2021-2022 (in the amount of \$1000.00), is Lauren Earles, of St. John's, NL. Lauren is a recent high school graduate from Waterford Valley High and is looking forward to completing prerequisite courses at the Memorial University of Newfoundland, with the hopes of applying to the School of Pharmacy.



APPENDIX A: LIST OF CHHA-NL SCHOLARSHIP WINNERS, 2021-2022

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 2021-2022 (in the amount of \$1,000.00), is Brianna Hepditch, from St. John's, NL. Brianna is a recent Memorial University of Newfoundland graduate with an Honours degree in Behavioural Neuroscience. Now, Brianna is pursuing a Masters in Audiology from Dalhousie University and hopes to complete their program in April 2025. Upon completing their Master's program, Brianna hopes to return to rural Newfoundland and work as an audiologist in the public health sector.



NOTES



Canadian
Hard of Hearing
Association

NEWFOUNDLAND & LABRADOR

**ADDRESS: 1081 TOPSAIL ROAD,
MOUNT PEARL, NL, A1N 5G1**

CALL: 1-888-753-3224

TEXT: 1-709-725-3224

WEBSITE: WWW.CHHA-NL.CA

EMAIL: PROGRAMS@CHHA-NL.CA

CHARITABLE REGISTRATION # 1192407088-RR0001

