



Canadian
Hard of Hearing
Association
NEWFOUNDLAND & LABRADOR



AGM REPORT

2023-2024

CHHA-NL.CA

1-888-753-3224 (Phone)

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Our Organization

WHO WE ARE

The Canadian Hard of Hearing Association - Newfoundland and Labrador (CHHA-NL) is the only charitable organization in the province committed to supporting individuals with hearing loss through education, awareness and communications programs. Our programs are directed toward individuals who primarily use oral communication in their everyday lives. More information on what we offer can be found on our website by scanning the QR code above or visiting www.chha-nl.ca



MISSION

The Canadian Hard of Hearing Association Newfoundland and Labrador (CHHA-NL) is dedicated to being the voice of advocacy and the provider of province-wide support for people with hearing loss.

VISION

Create a barrier-free community for people with hearing loss.

ACCREDITATIONS

Our association is proud to have two national accreditations: Imagine Canada's Standards Program, as well as the Buy Social Canada Certification. We are honoured to be recognized for our strong governance, financial accountability, transparency, and fundraising efforts. For more information about these certifications, scan the QR code to the right or visit our website, <https://www.chha-nl.ca/accreditations>



President's Report

On behalf of the Board of Directors, I would like to recognize the management and staff who provide exemplary service to the hard of hearing community on our behalf. It amazes me how much is accomplished by so few. Through their dedication and effort, CHHA NL remains a leader within our province in providing programs, assistance and advocacy for those with hearing loss.



It is through our fundraising activities that we are able to provide the necessary funding to continue providing our services to our members and clients. There will always be challenges in the fundraising markets as more and more organizations look to the online world. Although successful our revenues have leveled off. As operating costs continue to rise the Board had to look at avenues to increase revenue to meet expenditures resulting in an increase in the ticket price for the Ultimate Dream Home Lottery 39 this coming year. We are optimistic that this will not adversely affect our overall sales.

We continue to provide a wide range of services to the hearing loss community and their families through the use of technology. Our updated website has been well received. Our Hearing Technology Loaner Program continues to provide a valuable service to the hearing loss community and has resulted in increased direct sales of the devices to clients.

Over the past couple of years, there has been a problem with recruiting Board members. This is not unique to our organization but it is vital that the organization have a full complement of Directors to operate effectively. We are actively seeking committed individuals to fill our vacant positions. It is important to note that for those who may be interested, is that we have a dedicated staff to carry out the day-to-day activities of the organization. The Board, which meets in person quarterly, sets the direction for the organization. Through technology, we have the ability to use a hybrid model allowing those who members who cannot attend in person to join the meeting virtually.

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.

As this is my final meeting as President I would like to thank my fellow Board members for their dedication and support throughout my term. I would especially thank Art Norris who will be leaving the Board for his many years of dedicated service. I am sure that Art will continue to remain involved with the organization in some capacity. Other departing board members include Secretary, Jessica Gruchy and Director, Mike Fleming and I thank them for their years of dedicated service.

It is now my pleasure to introduce Marie Anne Hudson as your President for the next three years. I know with the support of the Board the organization will grow and prosper under her capable guidance.

Let us look forward to the future and the challenges that may come as we collectively continue to serve those with hearing loss and their families within our province.

Dan Mahoney
President



Executive Director's Report

I am pleased to submit the Executive Director's Report for the CHHA-NL AGM 2023-2024, which will focus on the key outcomes from the past year and look ahead to the challenges for the coming year. As always, there have been lots of things going on as usual, especially with the Fund Development and Programs Services Staff.

This past year saw the completion of year two of the CHHA-NL Strategic Plan (2022-2025). This coming year will see the third and final year of working on achieving the four strategic goals which can be found in this report. This means that the board members, staff, and key volunteers will begin the process of creating a new three-year plan in October 2024 for implementation in Spring 2025.

As noted in previous annual reports, the association earned an initial five-year Accreditation with the Imagine Canada Standards Program in 2014, and a second, five-year Accreditation in 2019. To maintain good standing with this program, the association must submit Annual Compliance Reports that show the association's compliance with a random selection of criteria that changes annually. This ensures that the association continues to operate with a high degree of quality in the areas of Board Governance, Finance, Fundraising, Staff Management and Volunteer Involvement. An application for another five-year cycle will have to be submitted to Imagine Canada this coming year, with the process starting in October 2024 for implementation in Spring 2025.

The association continues to offer a diverse number of quality programs and services for its members and the general public and includes such things as an In-person Lip Reading Courses, an online lip reading course called Read Our Lips (which is franchised to an Australian group that serves people with hearing loss), Hearing Screening Program, Loans and Sales of Hearing Assistive Technology (HAT), Hearing Loss Webinars, Presentations, Public Displays, ARC (Advocacy, Readiness, Connection) for hard of hearing youth between the ages of 18 and 30 years of age, to name some of the key programs and services. Also, many of the association's information handouts have been revised and new ones developed; one in particular is a new **Guidebook for Parents of Children with Hearing Loss** that has been well received across the country. Further information about the association's many programs and services is found on the following pages of this report, or you can visit the CHHA-NL website at www.chha-nl.ca to find out more.

As many of you know, the association must fundraise almost its entire annual budget, something it has done since its inception in 1984. The main source of revenue is the Ultimate Dream Home (UDH) Lottery and this past year saw the successful completion of UDH 38, which is an amazing number. Over the years, revenue streams have been diversified to include several social enterprises. So far, the following are working well: Lottery Management Services (LMS), Read Our Lips, and Sales of Hearing Assistive Technology (General & Post-Secondary). These initiatives along with the two annual lotteries that are held (Ultimate Dream Home and Spring 50/50 Lottery), account for about 95% of total annual revenues. Efforts will continue in the coming year to try to increase the small annual grant of \$15,800 that is received from the Government of NL.

As always, I conclude my comments by extending my personal thanks to our dedicated board, staff, and volunteers. I would also like to extend a sincere thank-you to our wonderful departing board members – President Dan Mahoney, Secretary Jessica Gruchy, Past-President Art Norris and Director Mike Fleming. I've really enjoyed working with you and appreciated your support over the years. Best of luck to you all!

Also, a heartfelt thanks go to my wonderful wife, Jacquie, and my children, Madison, and Sydney, who support me in my work and life. Let's keep sharing the CHHA-NL story!

Leon Mills, Executive Director, M. Ed., CAE, COHC



Our Impact

OVERVIEW

We offer a free and diverse array of programs and services, which are provided both in-person and virtually. A full listing of our programs and services can be found on our website by scanning the QR code to the right or by visiting <https://www.chha-nl.ca/how-we-can-help>.



CLIENT SERVICES

Our client services program provides direct services and information to people with hearing loss. Our free lending program for hearing assistive technology also falls under this program and features a variety of devices, including amplified telephones and TV listening systems, that can be borrowed from anywhere in Newfoundland and Labrador (there were 212 loans this year). Hearing assistive technology is also available for purchase through our social enterprise [Assistive Hearing](#). See page 7 for statistics on this program.



HEARING SCREENINGS

Screening Tuesdays is a free hearing screening program that provides hearing screenings by qualified staff at the CHHA-NL office in Mount Pearl. Clients who do not pass the screening are given information about hearing loss treatment, supportive programs, and referral to other hearing health professionals if needed. Statistics for this program can be found on page 7.



**PUBLIC
OUTREACH
1,476**

PUBLIC AWARENESS ACTIVITIES

We provide presentations on various topics related to hearing loss and attend community events to promote hearing loss awareness. Through these initiatives, we were able to reach over 1476 people this year.



ARC ACHIEVEMENT PROGRAM

This program is open to hard of hearing youth in grades 10-12 who live in Newfoundland and Labrador. The core goal of ARC is to help teens develop a variety of skills and prepare them to be strong, confident and empowered leaders. The most significant and exciting incentive for youth who register and complete the ARC Program is a \$500 monetary award for each successfully completed year of the program. Teens who complete each of the three levels (years) in the ARC Achievement Program have the opportunity to earn up to \$1500!

PARTICIPANTS 23

Gold Level - 1

Silver Level - 6

Bronze Level - 16

**SAFE AND
SOUND USERS**

285

SAFE AND SOUND PROGRAM

An online resource for teachers about hearing loss and protecting your hearing that meets curriculum outcomes. The program contains games, downloadable material, and classroom kits by request.

PUBLIC ACCESSIBILITY FUND

Public Accessibility Program for community organizations, charity groups, places of worship, and other places that provide public meeting spaces. The public accessibility fund provides hearing assistive technology for non-profits and registered charities to allow for greater accessibility in public spaces. Scan the QR code below for more information about this fund.



ALERT AND AWARE PROGRAM

This program is available to provide or assist with the cost of a bedroom fire alert system for individuals with hearing loss. This year 12 systems were provided to applicants. Scan the QR code to the left for more information, or visit: <https://www.chha-nl.ca/grants-and-funding>



SCHOLARSHIP PROGRAM WINNERS

Susan Brown Memorial Entrance Scholarship	Lynden Doyle & Jacob Farrell
Glenna Stone Memorial Scholarship	
Dr. Norah Browne Graduate Studies Scholarship	
Brian Marshall Memorial Audiology Scholarship	Mackenzie Dunphy
Horn-Smith Merit Scholarship	

SOCIAL MEDIA & ONLINE PRESENCE

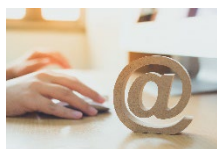
The association has a strong online presence as can be seen with the following:



Website – Site Sessions: 15,756

Unique Visitors: 12,230

Mobile Visits: 47% of Visits



Loop List Emails – 31 emails sent

706 total clicks

7.6% click through rate



Facebook – Total Reach: 190,343

Total Interactions: 940

Facebook Page Likes: 1,422



Instagram – Total Reach: 1,362

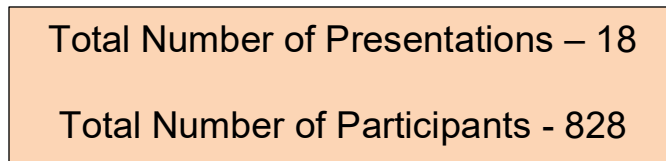
Total Interactions: 15

Total Followers: 462

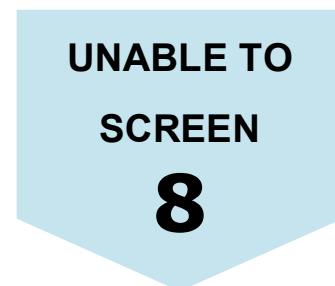
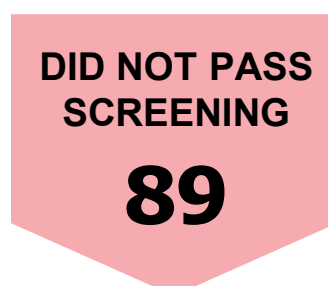
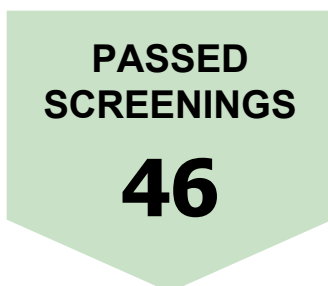
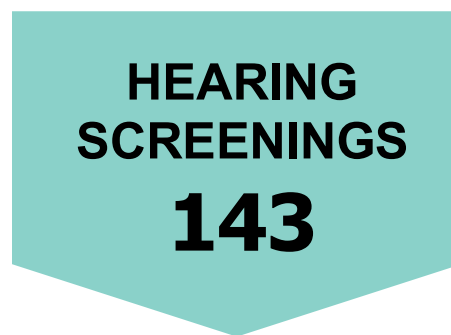
INDIVIDUAL CLIENT SERVICES 2023-2024



GROUP PRESENTATIONS



HEARING SCREENINGS IN 2023-2024



Our Board of Directors 2023-2024

This year, the CHHA-NL Board of Directors had eight members as seen in the list below. This AGM marks the end of terms for several board members – President Dan, Past-President Art, Secretary Jessica and Director Mike. Everyone at CHHA-NL thanks them for their years of dedicated service and wished them all the best for the future.

OUR BOARD OF DIRECTORS (2023-2024)

President
Dan Mahoney

Vice President
Marie-Ann Hudson

Director
Mike Fleming

Secretary
Jessica Gruchy

Treasurer
Darren Chislett

Director
Bob Young

Past-President
Art Norris

Director
Kirstian Gibson

INTERESTED IN JOINING OUR BOARD OF DIRECTORS?

Visit our website for more information (scroll to Our Board)

<https://www.chha-nl.ca/about-4>

OUR CHHA-NL AMBASSADORS

Over the years, the association has been blessed to have a number of committed Volunteers and Ambassadors who have devoted many hours of their time, energy and expertise to help further the goals of the association and to improve its Programs and Services. This year, we are pleased to honour six such Ambassadors and to offer them a **Certificate of Appreciation**.

Max Crane

Grant Etchegary

Myrtle Barrett

Noreen Brazil

Linda Bartlett



Finances and Future Outlook

FINANCES

Most (98%) of the funding for our organization comes from fundraising initiatives and social enterprises, as well as supporting other community lotteries through our Lottery Management Systems. Our most popular fundraising initiative is the Ultimate Dream Home Lottery. This year, the financial statement has been prepared by Fred Earle, Chartered Professional Accountant, and a copy of this statement can be found on our website, <https://www.chha-nl.ca/about-4> (Annual Reports)

**FUNDRAISING
REVENUE
(2023-2024)**

\$2,702,066

FUTURE OUTLOOK

The demand for hearing loss supports from the association continues to increase year after year. While the overall population of the province fluctuates on an annual basis, the hard of hearing population is growing significantly as this province has the largest percentage of seniors per capita in Canada.

As an association, the board and staff are trying to handle a triple threat in terms of increased demand for support services. The challenge to find sufficient revenues is the largest annual challenge the association deals with.

However, with the continued hard work of the board, staff, volunteers, and financial support from the public, CHHA-NL will continue to meet these challenges successfully to ensure that everyone with hearing loss who seeks help from the association will continue to receive it.



Thank You to Our Supporters

OUR DONORS

Sudarshan Sachdev	Betty Yetman	Pamela Powell	Brian Lawlor
Teralynn McCormick	James Barnes	Jennifer Sheppard	Graham Wakeham
John Fleming	Evangline Vivian	Elizabeth Parsons	William White
Noreen Brazil	Linda Bartlett	Walter Gordon	Elizabeth Noseworthy
George Beckett	Glendora Boland	Elaine & Bob Young	

OUR PARTNERS





In-Memoriam Brian Anthony Marshall (June 18, 1958 - April 4, 2024)

Brian was a cherished member of the CHHA-NL Board of Directors, serving with distinction from 2013 to 2018. As the Chair of the CHHA-NL Meniere's/Tinnitus Support Group, he offered years of exemplary leadership and unwavering dedication. His contributions were pivotal in advancing our programs and services, and his impact on the association will be felt for years to come.

Brian was a devoted husband to his beloved wife, Doreen (nee Clarke), with whom he shared 41 years of marriage. He was a proud father to Heather, Holly, and Craig, and together they made their home in Torbay—a beautiful testament to Brian's skill, built with his own hands. He also shared his life with his siblings Anne, Gerry, John, Marie, Pat, Jim, and Susan, and was surrounded by a large circle of family and friends.

Beyond his professional and community roles, Brian was a master craftsman and a dedicated handyman, known for his love of hockey and his lifelong support of the Toronto Maple Leafs. As a founding member of a recreational hockey league, which he played in until a month before his passing, Brian's passion for the sport was unwavering and inspiring.

Brian's demeanour was marked by patience, diplomacy, and an extraordinary ability to teach and mentor others in carpentry or car maintenance. He embraced people with kindness and acceptance, never judging, and always ready with a supportive word or a knowing eyebrow raise. We were truly fortunate to have Brian as part of our organization. His legacy as a gentleman, a leader, and a friend will forever be etched in our hearts. His tremendous contributions to the CHHA-NL and his enduring spirit of generosity will be profoundly missed.



Canadian **Hard of Hearing** Association

NEWFOUNDLAND & LABRADOR

**We are dedicated to being the voice
of advocacy and the provider of
province-wide supports for people
living with hearing loss.**



WEBSITE: CHHA-NL.CA

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