

2016-2017

# CHHA-NL ANNUAL REPORT



**CHHA-NL ANNUAL SUMMER CAMP 2016**

**THEME:**

**“LET YOUR TRUE COLOURS SHINE”**

**CANADIAN HARD OF  
HEARING ASSOCIATION-  
NEWFOUNDLAND &  
LABRADOR (CHHA-NL)**

**9/20/2017**

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## *Patronage of the Lieutenant Governor of Newfoundland & Labrador*

His honour, the **Honorable Frank F. Fagan**, Lieutenant Governor of Newfoundland and Labrador, Patron of the **Canadian Hard of Hearing Association - Newfoundland and Labrador (CHHA-NL)**.

We are delighted to have His Honour involved with our association and welcome his Patronage.



## *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. **CHHA-NL** earned the use of this Trustmark in 2014.

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## *Report from the President*

I am greatly honoured to have the privilege of writing this report as President of the Canadian Hard of Hearing Association-Newfoundland and Labrador (CHHA-NL). It never ceases to amaze me what this association has accomplished in such a short number of years.

The scope of the programs and services that we deliver to the people of this province is indeed remarkable when we consider that we do all of this with minimal funding support from government. Of course, this is all made possible by the great work of an excellent staff and a great team of dedicated volunteers, and I extend my heartfelt thanks to everyone involved.



Your board has worked very hard over the past year to ensure that this association continues on its path of excellence. We have developed a new three-year strategic plan which sets out the direction we wish to go over the next three years. We have done an internal review of our human resource requirements and remuneration, which resulted in the addition of another full-time staff position to the programs and services team to meet increasing demand from clients. We have also done a review of our financial reporting systems to ensure we are receiving accurate and timely financial information. To that end, a new accounting system is being put in place for the coming year. This year as well, we initiated our first Town Hall Meeting. It is our hope that with such meetings, we can receive input from the broadest number of stakeholders who can give us diverse opinions on where this association needs to go in the future. We also hope this process will help to identify new community partners to join us on this journey. I would like to extend my sincere thanks to all board members for their continued cooperation and support.

The year 2016-2017 saw continuous growth in the delivery of our programs and services. Over the past three years, our client contacts have increased by more than 40%, and the number of people reached with our various presentations, and classroom visits have increased more than 30% in that same time period. In the past year, with the aid of a grant from the provincial government, we were able to continue our very successful Fire Alerts Program. During the past year, we also consolidated our Hear Here Program and our Hospital Audits Program which allows us to deliver what we believe is a more efficient program to the public for this particular area.

Also, we have begun to focus on an area that we believe is of paramount importance in our community. We have begun various programs and services in the area of noise prevention, an example being our Safe & Sound Program for elementary schools. We believe if we are going to make inroads into hearing loss prevention, it is important that the public becomes very aware of this issue that threatens so many of the people that we serve. Of course, we continue to deliver core programs such as Speech Reading, LEAP, and Summer Camp, to name a few. All these programs continue to be very actively supported by the public. My thanks to Kim and all of her staff for such a wonderful job.

It goes without saying that we would not be able to deliver any of these wonderful programs and services without money, and our Fund Development Team continues to work hard in this very important area. Once again, our Ultimate Dream Home Lottery was a wonderful success and it continues to be the mainstay of our fund development area. We have tried on numerous occasions to run a spring lottery, but to date, have had marginal success in this area, and a decision will have to be made as to whether or not we go forward with this program.

This past year, we were pleasantly surprised when the VOXM Cares Foundation made us their Charity of Choice on a go forward basis and the Golf Tournament was a very successful fundraiser for us. As well, we were fortunate to be named the Charity of Choice by the Newfoundland and Labrador Credit Union (NLCU) for their annual golf tournament on a one-time basis. These are wonderful examples of corporate entities supporting the broader community in which they exist, and we encourage other corporations to follow their example. We sincerely thank both of these organizations for their support of the work this association does. The fund development team continues to work hard to find new sources of revenue for our association, and my thanks to Terry and his team for the wonderful work that they do.

While our association continues to grow, we continue to experience challenges as well as having success in meeting them. The board and staff are continually challenged in their efforts to provide the excellent quality of service that we deliver. We will continue to work hard to meet all these challenges and in closing, I would like to thank Leon and all of his staff for the work that they do, and their continued support of my leadership. Finally, I look forward to serving as the President of the association for the next year and I welcome your input as the association moves forward with its strategic directions.

*Art Norris (President-Elect)*

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## *Report from the Executive Director*

I'm very pleased to present the Executive Director's Report for 2016-2017. As usual, it's been another interesting and challenging year for the association, but ultimately successful also.

The association has successfully completed the first year of its latest three-year **Strategic Plan 2016-2019**. The association's strategic directions always focus on three key areas - **Awareness, Accessibility, Advocacy** - since they form the core of what the association's Mission and Vision strives to do. Most of the association's focus over the years has been on the development of programs and services that weren't available for people with hearing loss, but were badly needed to complement the clinical services offered by the government or private hearing aid dealers. These programs and services are now numerous and diverse, so with the current strategic plan, there is more emphasis being placed on the Awareness and Advocacy areas, and while some new strategies have been developed, others are in limbo due to insufficient resources to implement them.



As I've noted in previous AGM reports, despite all the growth and success that has been achieved over the past 33 years, the association is still over-reliant on its annual lotteries as a source of funds for its daily operations and delivery of programs and services. The association is constantly seeking new ways to grow and to bring in new revenues and other sources of support to help it achieve its mission, and of course, this won't ever change. Of course, we are always looking for donations, small or large, so if you'd like to make one, or to discuss other ways that you can financially support the association, please contact me or Terry Martin, Director of Fund Development.

One of the ideas that came out of the retreat was the plan for a **Town Hall Meeting** which was held in March 2016 to bring together representatives from government, industry, hearing health professionals, businesses, consumers and volunteers to discuss and promote hearing loss as a major health issue, not just a quality of life issue. Hearing loss is becoming, if it isn't already, the number one disability in our society, so the outcomes for this first Town Hall Event were an important beginning for the association in trying to bring together more stakeholders and to create more awareness of the negative impacts of hearing loss as a serious health issue. As we move forward into the coming and future years, the association plans to hold similar style events, but ones with a single theme, to engage interested parties to support our efforts.

Despite the ongoing challenges with raising new funds and planning for the future, the present is always a busy time, and there are lots of things to report on for the past year. Several other new developments are worth a comment here. Several years ago, the association launched the **Here Hear Program** at the Health Sciences Centre (HSC), with the help of the association's **Patron, His Honour Mr. Frank Fagan, Lieutenant Governor of Newfoundland and Labrador**.

This program is designed to create better hearing accessibility in health care facilities, and was piloted at HSC, and while implementation there is ongoing, CHHA-NL staff are also working to expand to other locations. This year, it expanded to the **Gander Regional Health Care Centre** with the first step which is an audit, and going forward, an accessibility plan will be presented to the Centre's senior administration for implementation. Over time, other health centres will also be part of this process.

Another great project that is slowly going forward is the **Safe & Sound Education Program** for Grade 4 students. Since staff cannot visit every classroom, every year, a program is being developed for teachers that they can access online. This is a major project and the association is seeking a corporate sponsor for this important initiative and, if current discussions with a potential sponsor prove successful, it will be making a significant announcement soon.

Another related project, but also stand alone, is the development of a children's booklet called **Daisy's Ears** which is all about a puppy and how he learns about hearing loss and how he can protect his hearing. There are many other projects either in the works or in the planning stages, so stay tuned for future announcements in e-mails and newsletters from the association. Also, please review the contents of this report, and visit the website ([www.chha-nl.ca](http://www.chha-nl.ca)) often to find out more about the association's programs and services, special events, and other news from the association.

On the Administration side of things, the association has been working to implement two very important operational mechanisms which will increase efficiency, save time and money, and enable better interaction and follow-up with clients, donors, volunteers and other supports. The first is the implementation of a new Customer Relationship Management (CRM) Software Program, that will, when fully functional integrate all three areas of the association's operations – Administrations, Programs and Services, and Fund Development. This program is called Salsa and staff are very excited about the possibilities this software offers, and you'll see its impact as time goes by. The other important item from an internal operations perspective is the introduction of a new Accounting System that will allow for easier and more functional reporting of the association's finances, while also saving staff time in the preparation of reports.

My report has only briefly touched on some of the more important things happening at the association, and of course, there are many others. All of these things are evidence of the detailed planning, hard work, and dedication of the association's board, staff and volunteers, as they all work cooperatively to continue to build the association as a viable and sustainable entity that will continue to serve the diverse needs of people with hearing loss in this province. My door is always open to discuss the association's needs and plans if you'd like to be a contributing part in some way.

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!***

*Leon A. Mills*  
CAE, M.Ed., COHC

## Organizational Profile

CHHA-NL is an association, a 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 Newfoundland and Labrador, whose primary operations and provincial offices are located in Mount Pearl. It owns its own building in Mount Pearl, has 10.5 FTE staff (ten full-time and one half-time position), a strong board of directors, and financial resources to effectively deliver a wide array of high quality programs and services. The association also provides information, loans of hearing assistive technology, consultations, assessments, and presentations to community groups, agencies, companies, and government departments.

## 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 and their families in Newfoundland and Labrador.

## Vision

Better Hearing for Everyone!

## Our Strategic Priorities

This year the association developed a new strategic plan with four Strategic Directions which was developed at a **Futures Planning Retreat** held at The Wilds in November 2015. The current strategic plan can be viewed on the association's website at <http://www.chha-nl.ca/about/>

The four **Strategic Directions** that will guide the efforts of CHHA-NL board, staff and volunteers for 2016-2019 are:

**Strategic Direction One (SD1)**: To network with other stakeholders and partners in developing and delivering programs and services that are focused on preserving and protecting hearing in NL (**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**)

Each of the four Strategic Directions have a number of Priority Initiatives that will be pursued by board, staff and volunteers to ensure successful outcomes for the CHHA-NL Strategic Plan 2016-

2019. Operational plans were developed by staff and approved by the board of directors before being implemented. On a quarterly basis, formal progress reports will be developed by staff and finalized by the Executive Director, before being delivered to the board of directors for review and feedback. Revisions to the strategic plan may be required periodically to ensure the desired outcomes are achieved in a timely and cost effective manner.

## *Organizational Structure & Leadership*

The association is run by, and for, hard of hearing people of the province. Its operations are guided and conducted through the efforts of a Board of Directors, an Executive Director, Director of Fund Development, Director of Programs and Services, Coordinator of Education and Awareness, Coordinator of Client Services, Facilitator of Programs and Services, Coordinator of Special Projects and Rural Outreach, Manager of Fund Development, a Fund Development Processing Clerk, an Office Support Specialist, a Bookkeeper, and other contractual staff that are employed as needed. It should be noted that all staff positions of the association have been created and funded through the fundraising efforts of the association. Volunteers help in various ways to complement the work of board and staff.

### *Board of Directors 2016-2017*

<b>Art Norris</b>	<b>President</b>
<b>Cal Carter</b>	<b>President-Elect* (Rural Representative)</b>
<b>Charmaine Davidge</b>	<b>Secretary</b>
<b>Carrie Frizzell</b>	<b>Treasurer</b>
<b>Brian Marshall</b>	<b>Director</b>
<b>Darlene Ryan</b>	<b>Director</b>
<b>Myrtle Barrett</b>	<b>Director</b>
<b>Jennifer Brown</b>	<b>Director (Young Adult Representative)</b>
<b>Bob Young</b>	<b>Past-President</b>

#### **Mandate of the Board**

The Board's mandate is to govern the affairs of CHHA-NL within the framework of relevant legislation and standards. The Board of Directors, representative of CHHA-NL's membership and the community, is given the legal authority and responsibility for the achievement of the organization's mission, for its stability and for provision of systematic linkage with other organizations engaged in the pursuit of similar objectives and the community at large. 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 governance policy, please contact the office or go to the association's website at: [www.chha-nl.ca/about-us/](http://www.chha-nl.ca/about-us/).

## *Imagine Canada Accreditation*

This past year marked the association's third full year (of five) that CHHA-NL has earned the right to use the Imagine Canada Accreditation Trustmark with its promotional materials and on the website (shown on the page three). This program is called the **Imagine Canada Standards Program**, and is similar to the ISO 9000 accreditation program used for the business sector. It's the only one of its kind in Canada for Charities and Non-Profits, and challenges associations to benchmark themselves in five key areas for associations – **Governance, Financial Accountability and Transparency, Fund Raising, Staff Management and Volunteer Involvement**. When the designation was awarded to the association, there were less than 100 charities and non-profits in Canada Accredited under the Standards Program, and I'm very pleased to note that CHHA-NL was the first, and still is, the only such entity in NL to earn this designation.

## *Association Advocacy Program*

This past year, the association formed an Advocacy Working Group made up of staff, volunteers, and hearing health care professionals to provide a pro-active effort on hearing loss issues of concern to the association.

In the past, advocacy efforts were more focused on individual advocacy issues, however, over the past few years, it has become obvious to the association that more attention needs to be focused on systemic issues. Otherwise little if anything will be done to improve the barriers that exist for persons with hearing loss. However, the work that is now being done for the association's advocacy program will help to make the province of Newfoundland and Labrador more accessible and inclusive for everyone.

To date the working group has 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 Government of Newfoundland and Labrador with a request for action and a meeting to discuss. The association recognizes that there are costs to the implementation of what is requested in the position papers, but it believes that these costs should be accepted by government due to their importance to the community accessibility, quality of life, and overall health of persons living with hearing loss.

In addition to those position papers already completed and submitted to government, the Advocacy Working Group will, this coming year, be working on a second set of position paper of other issues on its action list. When completed, these will also be posted to the association's website and submitted to government with a request for action.

## Overview of Programs and Services

Beyond the key achievements of the strategic plan, the **CHHA-NL Programs & Services Department** offers a free and diverse array of programs, services, and special events for members, clients and other interested individuals and groups. Some of the many offerings and the key outcomes for 2016-2017 year include:

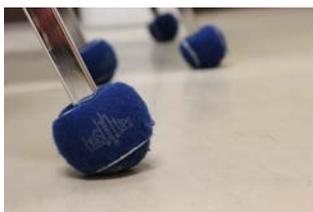
### Hearing Assistive Technology Loans (HAT) Program

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 two-week trial basis before deciding whether to purchase. Products are available through the office as well as selected outreach loan sites across the province. This program is one of the most requested by clients and has grown considerably over the years.



To promote better awareness of May Month, a number of activities are held such as a booth at the Avalon Mall, a poster contest for elementary school children, a public speaking contest, and a May is Better Hearing Month is issued. One of the highlights each year, is the Hearing Matters Day/Event, which usually has a guest speaker from out of the province and is always well attended. Attendees also participate in several expert presentations, and visit booths from local hearing aid dealers to obtain information about hearing aids, and assistive technology.

### Hushh-Ups & Adopt-a-Daycare Program



CHHA-NL continues to offer the school purchase program for Hushh-Ups, allowing schools to purchase Hushh-Ups through CHHA-NL at a reduced rate. The association also supports the Adopt-a-Daycare Program which provides Hushh-Ups to provincial daycares with hard of hearing children and staff.

### 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 is also developing a registry of facilities that are hearing accessible which will be published on the website so people can know that such facilities are hearing friendly.



## Hear Here Accessibility Project for Health Care Facilities



This 30<sup>th</sup> Anniversary Special Project is designed to improve hearing accessibility at health care facilities across the province, starting with a pilot project at the Health Sciences Centre in St. John's. This project saw an initial 20 **Hear Here Kits** being placed at various high traffic locations around the HSC contains, posters, handouts and FM listening systems for use by staff and patients. Now that this initial phase has been completed, the project is being delivered to other health care regions of the province and this year, work was initiated at the Gander Regional Health Centre.

## Fire Safety Alerts Pilot Project

This past year, the association received a \$20,000.00 grant from the Disability Policy Office and the Department of Seniors, Wellness and Social Development to allow the association to continue to deliver 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 provided \$20,000.00 for 2016-2017 also.



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



Formerly known as the Toastmasters Program for Hard of Hearing Youth, this program offered an eight session program for youth (ages 13-18 yrs) with hearing loss. The program focused on developing leadership, public speaking, and other skills that boost participant's confidence, social interaction, public speaking ability, the making of new friends and having fun.

## Youth Vibrations Program

Every two years, the association, in partnership with (and funding support from), the Department of Education, hosts high school students from schools across the province in St. John's for a three-day transition program to post-secondary education from high school. Students make onsite visits to MUN, CONA, and the Marine Institute, attend presentations on various topics, and take part in special activities to promote interaction, build confidence and have fun.



### Sound Ripples E-mail Newsletter

The association continues to provide an informative monthly e-mail newsletter called **Sound Ripples** to over 700 individuals with information about upcoming events, technology and interesting news stories related to hearing. Subscription is free and persons interested can sign up via the association's website at: <http://chha-nl.ca/services/newsletters/>

The **Sound Waves** newsletter is mailed bi-annually to those on the association's mailing list and will also be available in audiology, hearing instrument practitioner, and various medical and other clinics and offices throughout Newfoundland and Labrador. Subscription is free and persons interested can sign up via the association's website at: <http://chha-nl.ca/services/newsletters/>

### 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.



Left are members of the Meniere's/Tinnitus Resource Group and pictured right are members of the Cochlear Implant Resource Group.



Children and parents from the **CHHA-NL Families Resource Group** attend the 2016 Christmas party and receive gifts from Santa. The party was held at the Mews Community Centre in St. John's. A large number of children and parents were in attendance for a meal, treats and gifts from Santa.



### Speech Reading & Coping Skills Courses

Two sessions of Level 1 and Level 2 course were offered this year – Fall 2016 and Spring 2017. Participants attend for two hours per week for eight weeks.

## Summer Camp for Hard of Hearing Children



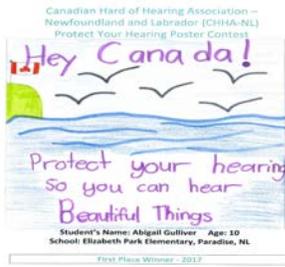
Summer Camp for children with hearing loss (ages 5-13) and their families takes place in August at Memorial University of Newfoundland and Labrador. The camp was a success with many families returning to camp year after year. It is wonderful to watch friendships and bonds grow. The theme for camp this year was **“Let Your True Colours Shine”**. A great time was had by all and we’re looking forward to what next year has in store. With their donation of \$3000, the [VOCM Cares Foundation](#) made our summer camp this year bigger and better than ever, and the association thanks the Foundation for their generous donation.

### Dr. Norah Browne Speak-off

The Dr. Norah Browne Speak-Off is open to hard of hearing, late-deafened or oral deaf students **grades 5-12** from the English School District (Avalon East & West) region. Once again the event was successful in promoting confidence, language development and oral communication for students with hearing loss.



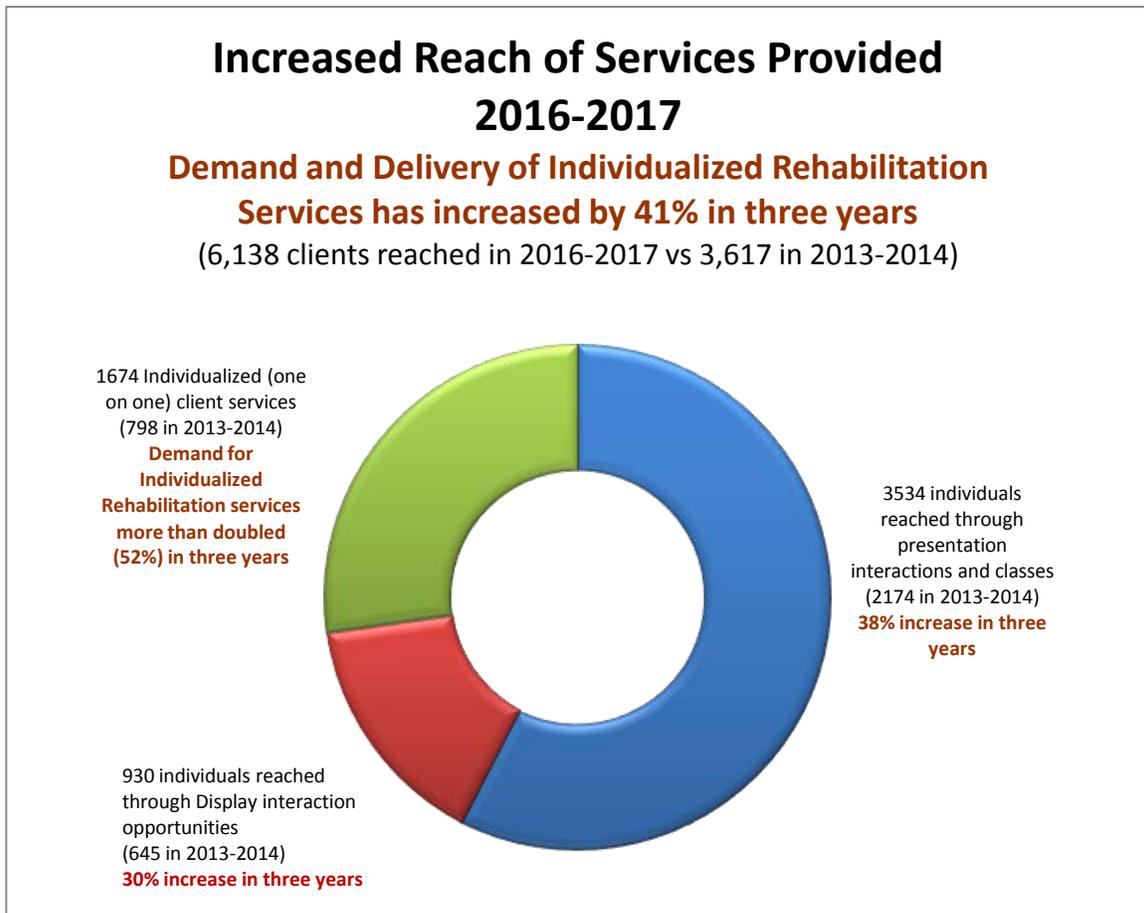
## Grade Four Poster Contest



In an effort to promote better awareness of hearing loss issues, the association has been hosting a province wide poster contest among elementary school children for the past decade. Each year, hundreds of submissions are received and prizes are awarded for first, second and third place. The winning child's school also receives a wall mounted plaque for display. The winning poster is displayed here and this year's winner was **Abigail Gulliver, Age 10**, and attends **Elizabeth Park Elementary in Paradise, NL**.

## Services to Clients

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 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.



## Risk Management Program

Operating any type of organization involves dealing with risks on a daily basis, and this is particularly true for the operation of a charitable association such as CHHA-NL. Thus, to be prudent, the association has established a three-part, comprehensive Risk Management Program to protect its assets of all kinds. These three elements include: the development of a **Policy and Procedures Manual** (divided into five sections: *Understanding Risk Management, Pros & Cons of Risk Management, Elements of a Risk Management Program, Listing of Identified Risk Management Areas, and a List of Appendices*); a **Risk Mitigation Plan** for six key functional areas (*Governance, Strategic, Financial, Operational, Environmental, Compliance*), and a **Top Twenty List of Risk Management Issues** that change over time. Risk Management is an area that is always top-of-mind for board, staff and volunteers, and this coming year, everyone will be participating in a review and update for the program.

To view the complete elements of the **CHHA-NL Risk Management Plan**, please visit: <http://chha-nl.ca/about-us>

## Financial Highlights

(for the year ended March 31, 2017)

This section presents a summary of key financial information presented in the association's consolidated financial statements for April 1, 2016 to March 31, 2017. The statements were prepared by Deborah Muir, CPA, CGA, Mount Pearl, NL. The association operates on an accrual accounting basis. To view the complete CHHA-NL Audited Financial Statements for 2016-2017, please visit: <http://chha-nl.ca/about/reports>

### Summary of Financial Information 2016-2017 (all figures rounded):

Total Assets	1,513,467.00
Total Short & Long-Term Investments	600,000.00
Net Fundraising Revenues	714,456.00
Programs and Services Expenditures	502,058.00
Administration Expenditures	392,065.00
Fundraising Expenditures	2,258,739.00
Net Income – Surplus/(Deficit)	(70,699.00)

## Fundraising Methods, Outcomes & Challenges

The association depends almost exclusively on the income from two annual lotteries to fund its daily operations. While the **Ultimate Dream Home Lottery** continues to be a 'top performer', the **Better Hearing for Life Lottery** held the past two years has underperformed and didn't meet their financial targets and will be discontinued. To mitigate the significant risk to the association's operations and ability to deliver its programs and services, associated with a failed lottery, the association has implemented a reserve fund approximately equal to one-half year

of operational expenditures which over, the longer term is intended to grow to a full year of reserves. The fund consists of five-year laddered investment certificates as noted above.

Finally, the association also sees revenues derived from donations, sponsorships, investment interest, and grants for special projects and other sources, and while important, the amounts generated are small in comparison to the lottery revenues, and by themselves would be insufficient to support the mission and overall work of the association.

## *Outlook for the Future*

The financial challenges that the association is dealing with are nothing new for the association (which is the case for most associations), however, these can be mitigated in part, with good planning, execution, and the support of individuals, corporations and government. While the association always receives some grants and donations annually, these amounts are inadequate to meet the operational needs of the association. As noted last year, 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. The association has a meeting with the Minister responsible for disabilities, Sherry Gambin-Walsh earlier in the year for a meeting to discuss this issue (and others that have identified by the association through the seven position papers it developed this past year).

We were pleased that the Minister asked the association to submit a funding proposal to cover its operational expenses, which staff have been working on and the proposal will be submitted next week. The association thanks the Minister for her request and her interest in the work of the association and we are hopeful of a positive response to the proposal. If successful, it will help the association to expand its programs and services reach more effectively to rural areas of the province in particular.

The hard of hearing population is growing significantly in this province, especially among seniors which in NL, has the largest percentage per capita in Canada. 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. In addition, the 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. It is vital that the association continue to grow and to identify new resources to meet the ever growing demands for service; if not, then many people with hearing loss (and their families), 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.

Everyone at the association is always willing to listen, learn, and to implement new ways of doing things if they are practical, are a good fit for the association's mission and vision, and the necessary resources exist to implement them. In addition, the association is trying to expand its revenue base, so if anyone has a fundraising idea or would like to make a donation, we'd love to hear from you. Finally, reliable and enthusiastic volunteers are always needed, so if you have a few hours to spare, please contact the office to submit an application.

## List of Donors

The association has always been blessed with individuals, corporations and other donors who have made a financial or in-kind contribution to CHHA-NL, but more are always needed. This was no different in 2016-2017 and the association extends a heartfelt thanks to all donors. Your support is helping to change the lives and dreams of hard of hearing persons, their families and other loved ones. The donors for the past year include the following, and apologies are extended if anyone has been overlooked:

Roger O'Neill	Costco – St. John's	Elsie Dillon
Maureen Ryan	William Connolly	Estate of Mildred Bailey
Peg Spurrell	Marie Duffett	Melvin Duffett
Suncor Energy Foundation	Leanne Ryan	Elva Cooper
Marion I. Smith	John Seydell	Terry, Bonnie, Josh Courish
The Clanmac Foundation	Gary Farrell	Margaret Dawe
Raymond Taylor	Meta Farrell	Doug & Judy Squires
Marie Wall	Wayne Brown	John & Leland Mercer
Island Accounting Services Inc.	Gus & Connie Courish	Dallas E. Butler
Karen Youden-Walsh	Marie & Jay Callanan	Arthur & June King
Terry Martin	Carrie Frizzell	Catherine Moffatt
Ray Noseworthy	Neil Dawe	Chris & Jane Keiley
Vincent Butler	Andrea & Jason Augot	Deanna Chafe
Beryl Jacobs	Purlator Inc.	Lloyd & Audrey Adams
Weldon & Joan Brown	Wayne Courish	Shirley Brown
David & Barbara Ralph	Lloyd Courish	Alexander Brown
ENT Consultants	Adrian & Sylvia Miller	David & Jenn Courish
Madeline Stuckless	Derek & Lexi Maddocks	Mike & Maureen MacNeil
Melvie Miller	Albert & Doretta Samms	Sandi Seaward
Jeanette Annis	Norman Bull	Leo Moriarty
Christian Spencer	Ellen Griffin	Claire Higdon
Jane Callanan	Eva Sparkes	Sel & Jean Warren
Charlotte Barrington		

## List of Volunteers

The following are the volunteers with CHHA-NL for 2016-2017. The association extends a heartfelt thanks to all volunteers for their hard work and dedication to the association. Your dedicated support complements the work of the board and staff, and without your help, CHHA-NL wouldn't be able to offer such a wide array of programs, services and special events. Apologies are extended if anyone has been overlooked.

Hillary Augot	Laura Barristo	Paul Brown	Jennifer Waye
Noreen Brazil	Susan Brown	Agnes Cantwell	Cal Carter
Jack Coish	Theresa Cook	Charmaine Davidge	Stephanie Dillon
Karen Duffett	Michael Fleming	Laurie Flynn	Carrie Frizzell
Ashley Williams	Jennifer Brown	Katie Hand	Stella Hayes
Jill Hood	Taylor Brocklehurst	Brian Marshall	Carl Martin
Sydney Mills	Jacqueline Mills	Steve McCarthy	Art Norris
Ellen Osmond	Leanna Rowe	Julia Russell	Darlene Ryan
Noah Saunders	Kaitlyn Saunders	Alex White	Bob Young
Amelie Baker	Marguerite Cole	Marie Parsons	Charlotte Field
Katie Cranford	CHHA Labrador City Branch	CHHA Happy Valley- Goose Bay Branch	CHHA Western Branch
Hubert Sorhaitz	CHHA Gander Branch	CHHA Exploit's Valley Branch	

## *List of Corporate Supporters*

The following are the corporate sponsors for 2016-2017 of the **Ultimate Dream Home Draw** and the **Better Hearing for Life 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	Penny Kia
Sharington's	Needs Convenience Stores	SGO Designer Glass
Pro-Tech Security Systems	Guaranteed Satellite	Cal LeGrow Financial
Budget Blinds	VOCM Radio	NTV
OZ FM	VOCM Cares Foundation	The Telegram
Universal Travel	Byron's	Artic Spas
Deborah Muir	The Print Shop	Crown Cabinets
French & Associates	Avalon Mall	Village Shopping Centre
NL Credit Union	Penny Mazda	Toyota Plaza
Bobbi Pike Art	The Production Group	Curtis Dawe Law Firm
Home Maid Cleaning Services	Marie's Mini-Mart	Ultramar
TLC Lawn Care	Rona	Inside Touch
Wedgewood Insurance	NL Credit Union	NLCU Charitable Foundation
Kelly's Custom Home Entertainment		

## Appendix A

### List of CHHA-NL Award and Scholarship Winners - 2016-2017

#### Scholarships & Bursaries

The **CHHA-NL Susan Brown 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 under-graduate degree at a recognized Canadian University. The winner of this scholarship for 2016-2017, (in the amount of \$2,000.00), is **Jordan Hollahan** of Mount Pearl, NL who is attending **Memorial University of Newfoundland** with a goal of receiving a **Bachelor Arts Degree**.

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. The winner of this scholarship for 2016-2017, (in the amount of \$2,000.00), is **(there were no applicants this year)**.

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 and is valued at \$2,000.00 **(There were no applications for this year's scholarship)**.

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 2016-2017 (in the amount of \$2,000.00, is **Heather Collins**, of Mount Pearl, NL, who is now attending the Audiology Program at **Dalhousie University**. If the recipient returns to the province to work full-time in an Audiology position, they will receive an extra \$1,000.00 upon proof of employment.

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 2016-2017 (in the amount of \$1,000.00) is **Shauna Bradbury**, of Flatrock, NL, who is attending **Memorial University of Newfoundland**, and is in the first year of a **Bachelor of Pharmacy Degree**.

## **CHHA-NL Community Recognition Awards**

The **CHHA-NL Community Accessibility Award** is presented to individuals, service groups, community agencies, business sector, or government (agencies or departments) that have voluntarily made a contribution to the hard of hearing community in the area of ***Accessibility to Facilities (Public or Private)***, on behalf of hard of hearing persons, either as direct service to a hard of hearing person, a group, or to the CHHA-NL. The winner of this award for 2016-2017 is **Newfound Cabs** for their efforts in creating **Accessibility for Taxi Cabs**, and to date are the only such company to do so. They have created an App for ordering taxis online and have provided awareness training for almost 200 taxi drivers. **Congratulations Newfound Cabs!**

The **CHHA-NL Community Awareness Award** is presented to individuals, service groups, community agencies, businesses, or government (agencies or departments) that have voluntarily made a contribution to the hard of hearing community in the area of **Awareness of Hearing Loss Issues** on behalf of hard of hearing persons, either as direct service to a hard of hearing person, a group, or to the CHHA-NL. The winner of this award for 2016-2017 is **Kieran Gill**, for his efforts in promoting the **CHHA-NL Hearing Loss Challenge** with his entire Clarendville Middle School to create awareness of hearing loss issues. **Congratulations Kieran!**

The **CHHA-NL Community Advocacy Award** is presented to individuals, service groups, community agencies, businesses, or government (agencies or departments) that have voluntarily made a contribution to the hard of hearing community in the area of **Advocacy for Hearing Loss Rights** on behalf of hard of hearing persons. This award will give recognition for efforts that overcame barriers to the rights of hard of hearing persons. The winner of this award for 2016-2017 is the **Jordan Hollahan**, for his advocacy efforts related to the **English 3201 Compulsory Listening Component of Public Exams** for students with hearing loss. **Congratulations Jordan!**

The **CHHA-NL Hearing Conservation Award** gives recognition to individuals, service groups, community agencies, businesses, or government (agencies or departments) that have voluntarily made a contribution to the hard of hearing community in the area of **Hearing Conservation**. This award will give recognition for efforts that directly prevents hearing loss from occurring. The winner of the 2016-2017 award is the **CHHA Gander Branch**, for their excellent efforts in promoting hearing conservation through the installation of an **Ear Plug Vending Machine** at the Gander Arena. **Congratulations CHHA Gander Branch!**

## **President's Club Award**

The **President's Club Award** is presented to an individual or group in recognition of their financial contribution to the association, either directly or indirectly or through their efforts in helping to raise funds for the association. This year, there are two winners, and first winner of the **President's Club Award** for 2016-2017 is the **VOCM Cares Foundation** for naming the association as their **Charity of Choice** and the recipient of all proceeds from their **Annual VOCM**

**Cares Foundation Golf Tournament.** The second winner is the **NLCU Charitable Foundation** which named the association its **Charity of Choice**, and the recipient of all proceeds from their **Annual Rod Benson Memorial Tournament** for 2016-2017.

### CHHA National Awards

Over the years, CHHA-NL has received numerous awards from CHHA National that reflect the innovative programs and services being offered by the association and to recognize CHHA members and others who have supported the association in various ways. This year, the Newfoundland Labrador Chapter was honoured as the association or its members won several awards.

The first award was the **Bette Moulton Award**, "...which contributes the most innovative idea, significant event or outstanding achievement which benefits hard of hearing persons. CHHA-NL has won this award seven times since its inception in 1990. Also, it has been won once each by the Exploits Valley Branch (2001), the Gander Branch (2002), and the Happy Valley-Goose Bay Branch (2008), all of which speaks well of the hard work and dedication of everyone involved.

The second award was for the **Winnifred C. Cory Award of Merit**, and this year's winner was **Susan Brown**, and was awarded posthumously. Susan, with her family, was involved, with the association in many ways, and served for many years as the Chair of the **CHHA-NL Families Resource Group**. All of us at the association are deeply appreciative of Susan's efforts over the years and the positive impact she made on the lives of many people and their families. She will be deeply missed. To honour Susan's memory and her work, the association has renamed the **CHHA-NL Entrance Scholarship** (post-secondary), to be the **Susan Brown Entrance Scholarship**.

### Note to Award:

The **Winnifred C. Cory Award of Merit** award recognizes a hearing member of CHHA who has contributed outstanding service to the work of the Canadian Hard of Hearing Association at the National, Chapter (provincial/territorial) or Branch level.

Winnifred Cory spent all of her teaching life helping the deaf and hard of hearing. She was a founding member of the CHHA Branch in Saskatoon. She taught speechreading at branch meetings and encouraged the branch to carry out an "Outreach" project in order to reach the hard of hearing in Saskatoon and the surrounding district. Through her efforts many hard of hearing people and their spouses have received support and information of coping strategies and assistive listening devices to help them accept their hearing loss.

This award is so named to commemorate Miss Winnifred Cory's dedication to serving deaf and hard of hearing people.

- Nominees for the Winnifred C. Cory Award of Merit must be hearing members of CHHA
- Nominees should have contributed extraordinary or unique service for deaf or hard of

hearing persons at the National, Chapter (provincial/territorial) or Branch level

**NOTES PAGE**



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