

# Annual Report 2018

## Building Bridges

**Belonging**

**Understanding**

**Support**



## **New Awards this year:**

Hear Hear Membership Award  
Excellence Under 30 Young Adult Award  
Hearing Hear'os Impact Award  
Accessibility Scholarship and/or Bursary

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### **Winner of the 2017-18 Doreen Cons Spirit of CHIP Award Bob Johnstone**



### **Winner of the 2018 Hearing Health Professional Golden Ear Award Martha Perusse**



# Board of Directors' Report

2018-19

Martha Perusse, President of the Board



This year, the Board looked at some very significant events for CHIP. With CHIP's 40th anniversary upon us, it was a time to examine our roots and to determine the best of CHIP and the changes that could be beneficial. The name of the organization came under review and a new forward-thinking name was ratified at a Special General Meeting on April 25th, 2019.

The Board focused on the challenges of keeping CHIP's mission and vision relevant. We want to ensure that the highly-valued and pertinent Speechreading and Outreach programs continue to provide essential support to our members and the public. Learning to live with a hearing loss is at the heart of CHIP. At the same time, we want to ensure that future generations learn at a young age how to protect their hearing and prevent hearing loss. We will continue to find ways to extend our services and to expand the funding needed to offer them.

As many are aware, fundraising has become a larger component of board activities. The Board received training on the subject this year. It is not a comfortable activity for some – and yet, who better to speak about the wonderful programs we offer and the need for funding than those who are aware of the impact that CHIP can make? It has been a challenge to find a balance between making our needs known and trying to avoid approaching some members on multiple occasions, but there are, for example, many demographic groups that can be reached through social media, allowing us to share stories, experiences and useful tips.

In the coming year, the CHIP board will formalize its strategic plan. We have already put much thought into this process over the past few years, and this year we were privileged to participate in sessions with Cathryn Somrani, a master's student in Human Systems Intervention at Concordia University. With a background in psychotherapy, facilitation and education, Cathryn helped us to better navigate the complex dynamics of being an effective board. It was a very positive and beneficial experience.



# Executive Director's Report

2018-19

Heidy Wager, Executive Director



2018 was a pivotal year for CHIP. As we prepared for our 40th anniversary, we spent considerable time looking back at how it all began. In a special edition of *HEARHEAR Magazine*, we presented a five-part series of interviews with our founding members. A few themes coming out of these conversations have sparked some interesting thoughts about our future.

As part of the process of building a bridge from our past to our future, a common phrase came up: **"CHIP feels like home."** We dove deeper and realized that this is not exclusive to the founding members. Whether people had been members for 40 or two years, they expressed the same feelings. We wanted to know: what does "home" actually feel like? Our members replied that it meant a **safe place** where they felt **understood** and **supported**, describing CHIP as a **community**, and a **place to learn and share new things** with other like-minded individuals. This remarkable and extraordinary feeling of belonging is crucial, and we feel a huge sense of responsibility to ensure this continues for the next 40 years!

One of CHIP's challenges is meeting the needs of some distinct groups within our membership: the younger and older adult members. There are also members who have been living with their hearing loss over a long period as well as those whose loss is newly-acquired. How a person adjusts to their own loss is a personal journey, and how our members want to receive support can be another important factor we need to consider.

As we face our future, the needs of our members must always be a priority. Some of our more traditional members want face-to-face support, which could involve attending a workshop, a class, or an event, for example. Others would like to experience a digital or electronic social network, resource, or community. And let's not forget our members who like a little of both. Nonetheless, everyone wants to feel a sense of belonging, to be a part of a community! If we want to maintain this goal, we must be willing to adapt to the changing needs of our members.

In 2019-2020, we need to continue examining the types of support we offer outside of our regular programs. In addition, it is clear that to support young adults, we must create a community they identify with, most likely a digital social network. CHIP's communication strategy will focus on a new YouTube page, online resources, and creating a community where members, although not physically in the building, will feel that they, too, belong, and that CHIP feels like home to them as well.



*I would like to sincerely thank the members of our Board of Directors, who have been working tirelessly over the past four years, transitioning from an operational board to a visionary one. As we close 2018, they have really stepped up and led by example, giving back to the organization in so many ways with their resources, time and expertise. As with many non-profits, staff turnover can be a challenge, but this year, CHIP's exceptional team of staff members, both full-time and contractual, have outdone themselves. Words cannot express my gratitude and appreciation. Most of all, we want to thank our volunteers. We could not have had such an amazing year without you.*

*Merci and cheers to an outstanding 2018. We are looking forward to celebrating 40 years in 2019. These are, indeed, exciting times!*

At the same time, another sector of our members may have changing needs. As some older members age, they may become more vulnerable and want different types of programs and services. We heard them and investigated: they need programs and services closer to their communities, especially as transportation and mobility issues are isolating them more and more. We have a great program in development to assist with this: CHIP's Peer Mentoring Program. The unfortunate fact is that we have been challenged in securing the funding and resources needed to launch this program. However, our fundraising committee is determined and hopes to secure the necessary funding for this program in the near future.

As we continued to offer our reputable and exclusive programs, this year saw CHIP launch an innovative Noise-Induced Hearing Loss Prevention program unique to the Quebec community. While over 1300 children and their parents have received information via workshops and materials sent home, this program has just begun. Its impact is really becoming evident due to a new

partnership and funding from the Hearing Foundation of Canada and a strengthened partnership with the Université de Montréal Audiology Department for this specific project. There will be much exciting news to share in 2019-2020.

We continue to extend our reach to private companies, hearing health professionals, CIUSSSs and Santé Publique to raise awareness about CHIP and hearing loss, including noise-induced hearing loss – but also, more importantly, to develop and strengthen our collaboration within our communities. This year, we partnered with the Canadian Hard of Hearing Association (CHHA) to bring the CHHA National Educational Conference and Trade Show to Montreal for the first time. What a memorable way to kick off our 40th anniversary celebrations! We see ourselves as a bridge between our members and the community and resources available to them. CHIP members will have the opportunity to be a part of a national community of like-minded people and to learn, share and grow together. These experiences can have a lasting impact on our membership.



# Who Are We?



## Board of Directors

Martha Perusse, President  
Dale Bonnycastle, Vice-President  
Sandy Goldstein, Secretary  
Linda Quashie, Treasurer  
Heidy Wager, Executive Director  
Peter Allan, Director  
Priscila H. Bogusiak, Director  
Rafeef Dajani, Director  
Yog Sachdeva, Director  
Marie-Josée Saucier, Director  
Katrina Tarondo, Director



## Operational Staff

Heidy Wager, Executive Director  
Amanda Dunbar, Office & Communications Manager  
Tahsin Shakif Mohammad, Graphic Designer  
Abby Stonehouse, Program Coordinator



## Instructors & Animators

Eva Basch  
Debra Fisher  
Mona Ghassemi  
Jill Johnson  
Patricia Tomaszewski



## Summer Staff (Canada Summer Jobs)

Ciarra Callender  
Samuel Laurin  
Ashley Mayoff  
Matthew Palynchuk

## Lifetime & Honorary Members

Lou & Ruth Brock, Doreen & Barney Cons, Alvin Goldman & Dorothy Pocock, Robert Johnstone, Richard Lubelsky, Jack Schiess, Richard Smith, David & Pamela Tait, José Renée Trudeau, Reginald Weiswall

## Volunteers & Stagiaires (not already named)

Maureen Antoniuk, Deborah Arsenault, Étienne Bacave, Nicolas Barbeau, Daniel Basch-Tetreault, Tyrone Cavalcante, Nina Chen, Carol Chopra, Param Chopra, Eileen Connor, Romain Copier, Maria Fernandez, Stéphanie Gagné, Sharon Gaughan, Ahmet Genel, Erica Gregor, Riffa Haque, Erica Jaarsma, Pengda Jin, Robert Johnstone, Yeseul Jun, Jeong Mi Kim, Tanya MacDonald, Enid Manricks, Victoria Mauban, Malik Morris, Justin Murgai, Adrian Novac, Robert Palladini, Bernie Perusse, Nick Perusse, Tirza Petersen, Cindy Potechin, Lee Reid, Joan Romain, Roberta Sabourin, Alisanne Soly, Cathryn Somrani, Aidan Starrchuk, Dumitru Stoica, Cindy Stonehouse, Kelsey Stonehouse, Marcel Tetrault, David Tait, Barbara Tomaszewski, Rebecca Wang, Virginia Walsh, Melika Ziaei

# Communication

CHIP is literally about communication – after all, as a social species, isn't that the main thing most of us use our hearing for? Finding the best ways to reach past, present, and future members is therefore a priority. We depend on interactions with our members to learn about what needs exist, to reach out for fundraising, and to serve our community. *HEARHEAR Magazine*, formerly *The Communicaider*, is CHIP's longest-running means of communication, and we still send out about 700 copies via Canada Post twice a year. Most of our day-to-day updates, however, are now disseminated via e-mail.

This year, CHIP sent out e-mail blasts to all members and subscribers, twice a month on average, with each e-mail reaching an average of 369 people. Nationbuilder, our CRM system, allows us to gather information about how people respond to our messages – so we know, for example, that the average rate of recipients opening our e-mails was 50% (compared to an average below 30% for most nonprofits). Information about the upcoming Canadian Hard of Hearing Association (CHHA) Educational Conference and Trade Show, *HEARHEAR Magazine* and the AGM was particularly popular, with up to 30% of recipients following the embedded links after opening to learn more. Going forward, we will also be able to track information about visitors to our website, as the site is now followed by Google Analytics. We are also in the process of applying for Google Ad Grants, which may allow us up to \$329/day in free online advertising to more effectively reach our target audience.

*CHIP collaborated with students from the Concordia Management Consulting Club to identify the social media strategies that can help us reach the most people.*

## Followers

Facebook 2017

179



Facebook 2018

267



Instagram 2018

243



## Average Reach of Facebook Posts by Type



330  
Photo



229  
Video



189  
Link

CHIP also uses Facebook and Instagram to reach a broad audience. We currently have almost 250 followers on Instagram, a similar number on our organizational Facebook page (up 49% from last year), and almost 500 “friends” on our profile. Our widest-reaching post was on Remembrance Day, when our message offering free memberships to veterans reached more than 1500 people. According to the Hearing Health Foundation, three in five returning military service members experience hearing loss, so this is a group where CHIP could have a significant impact. Young-Adult Board Member Katrina Tarondo's “Humans of CHIP” post came in a close second on Facebook, with a reach of 1300. The Humans of CHIP series is aimed at young adults, and this targeted effort will help us grow our digital CHIP community. We can see the results in action: two other Humans of CHIP posts reached over 240 people each on Instagram, with 60% of those being people who had not previously followed CHIP.

CHIP staff and volunteers also placed hundreds of phone calls to check up on members, thank donors or make sure important information was received. We are always looking for the balance between reaching many people and ensuring the interactions we do have are meaningful to everybody involved. We seem to be on the right track: this year, our e-mail blasts sparked over 100 individual conversations, as people replied to give us feedback or just say hello, which shows these efforts do reduce social isolation. CHIP's members are an amazing group of people, and we look forward to many more conversations in the year to come.

# Membership

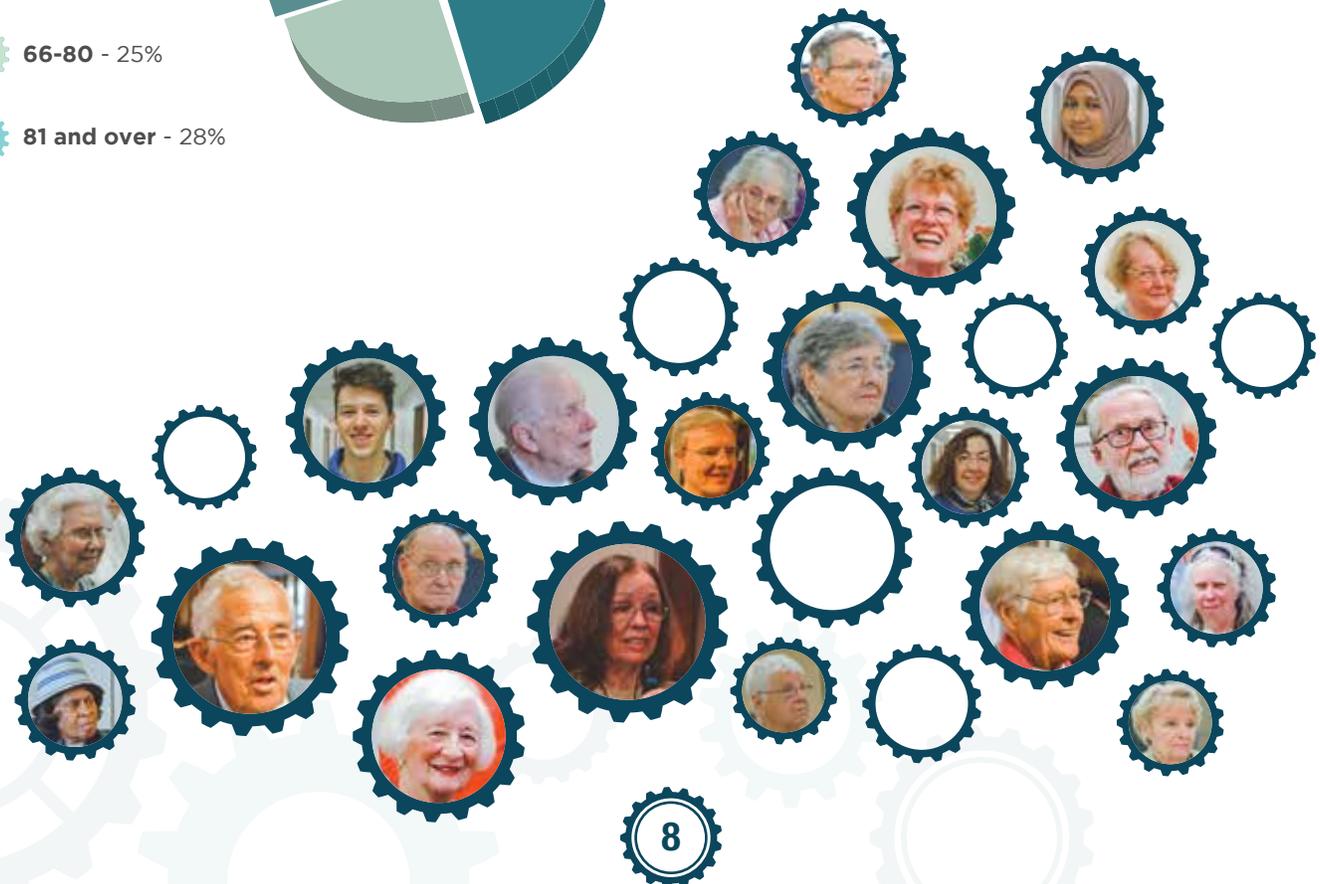
Keeping track of membership demographics is a project that began in 2016 with the adoption of our Nationbuilder CRM software, and our data collection is growing more robust every year. We are still learning and adapting our collection methods to account for things like incomplete responses on membership forms, and because of this, data comparisons for the three years we have recorded so far are not perfect. However, we can see some trends begin to emerge - for example, the spike in membership in 2017 (see graph) reflects last year's focus in that area and shows that while it is possible to grow our membership, sustaining those numbers requires ongoing effort and resources.

## New Members by Age in 2018-19

-  **35 and under** - 13%
-  **36-50** - 16%
-  **51-65** - 18%
-  **66-80** - 25%
-  **81 and over** - 28%



That said, a quarter of CHIP members were new to the organization in 2018, and of those who provided demographic information, the median age was 66. This tells us we are reaching a range of age groups, so we need to find ways to continue to support older members who may have reduced mobility or struggle to communicate using cell phones or computers, while also welcoming younger members with completely different needs, interests, and priorities. We know that older members tend to need support centered on communication with friends and family, using assistive listening devices, and remaining engaged with their communities. In contrast, younger members often arrive already equipped with technologies that work well for them, but may not be connected to others with similar experiences of hearing loss. This is where CHIP's digital community can help. In fact, doubling our communication materials and other resources to make them available both online and in print is one big way we work to build bridges between the different groups within our community.

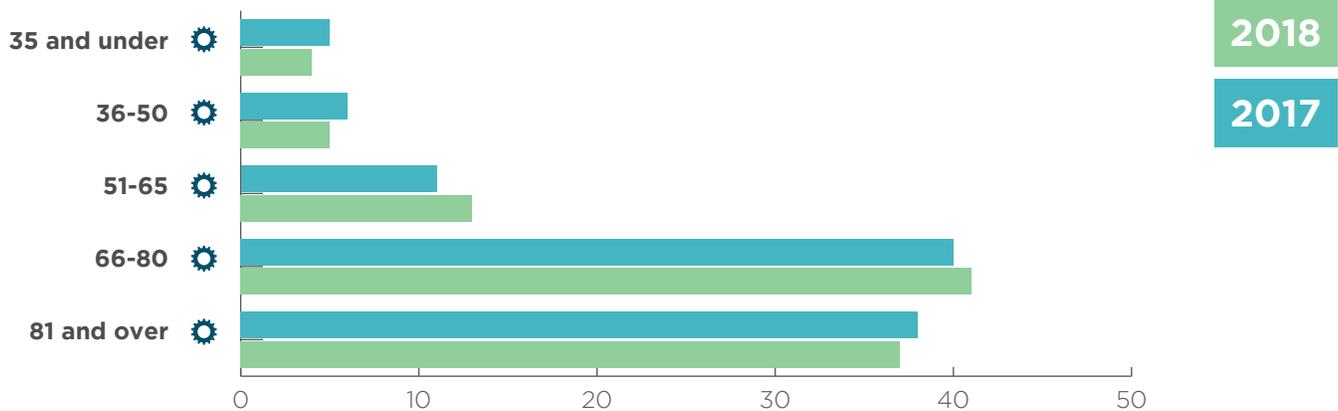


The ways in which we attract new members is continuing to change and evolve. 2018 saw a greater focus on reaching new members through the Outreach program, engagement with college and university accessibility centres, increased digital communication for fundraising (like our Giving Tuesday campaign, which raised over \$800) and more awareness about our organization through initiatives like our Humans of CHIP series, which you can read about on the Communication page. We have also begun offering free membership to veterans - a group disproportionately affected by noise-induced hearing loss - and students, including a new non-voting membership category for CEGEP students under 18, which will be voted on at the AGM. In addition, as word spreads among hearing health and community professionals about our services,

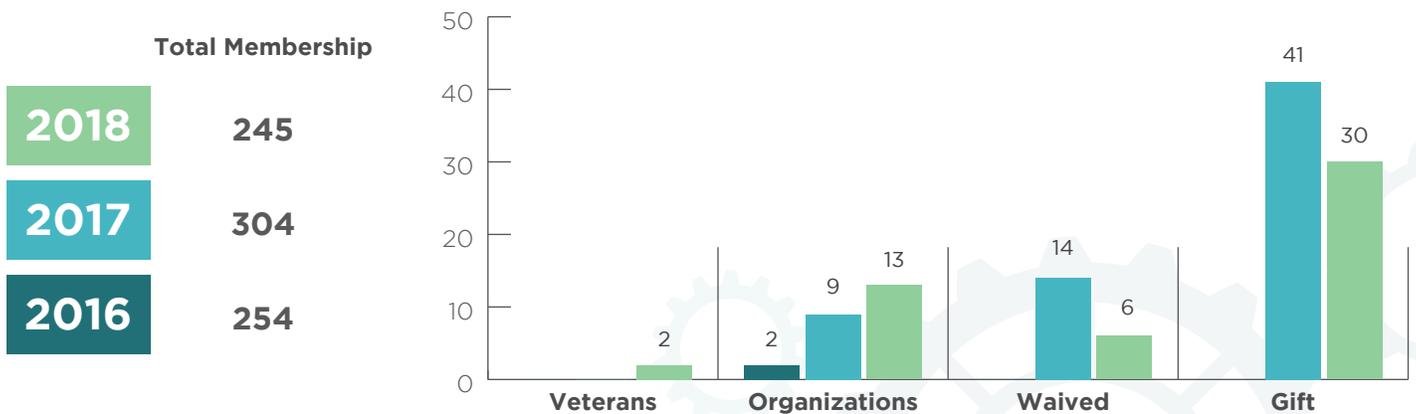
more people are coming to us seeking general information about navigating the health care system, advocating for accessibility in their schools, workplaces and places of worship, and accessing further support. We are just beginning to track these requests, which will allow us to continue to adapt to our members' needs going forward.

Having accurate data will allow us to refine our strategic planning, so ironing out the kinks in the way we collect information will be a focus for the coming year. As an organization, we want to continue to reflect our members' needs and priorities in the programs and services we offer; identifying those needs and tracking changes over time will allow us to evolve and adapt with our members long into the future.

### All Members by Age



### Special Memberships



# Volunteers

At CHIP, we are lucky to have so many people invested in contributing their time and expertise, and we are so appreciative of all the support our volunteers provide. About one third of our volunteers are hard-of-hearing themselves, while two thirds are a mix of students and others looking for professional experience, plus CHIP members' friends and family. Volunteers gain valuable insights into how non-profit organizations run, while interacting with people who have different backgrounds and accessibility needs. They also get to experience working in an accessible environment, sensitizing them to accessibility concerns in other areas of their lives. All our volunteers are here because they support CHIP's mission and want to give back to the community in a hands-on way that really makes an impact. It is truly a symbiotic relationship.



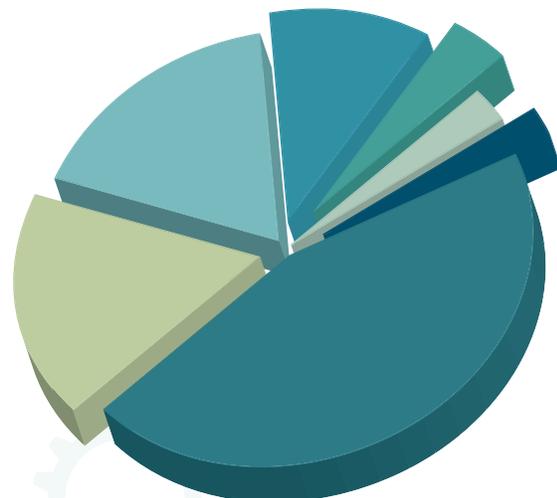
Some volunteers are only with us for a few weeks while others stay many years. To make the best use of our volunteers' contributions, we need to categorize tasks into short-term, medium-term, and long-term, providing the necessary orientation, training and support. It is truly rewarding to see long-time volunteers welcome newer ones by helping them learn their way around the office and understand what CHIP is all about.



## Allocation of Volunteer Hours

*Here is how our more than 60 volunteers spent their time at CHIP in 2018-19*

-  **Administration** - 45%
-  **Board of Directors** - 18%
-  **Special Events** - 17%  
(AGM, Holiday Brunch, etc.)
-  **Outreach** - 11%
-  **HEAR-ENTENDRE** - 4%  
(noise-induced hearing loss prevention)
-  **Fundraising** - 3%
-  **Speechreading** - 2%



## Volunteer Impacts:

- Making speechreading courses accessible to members with profound hearing loss by taking notes to share
- Reaching more than 400 people directly through Outreach presentations, sensitizing them to the needs of people with hearing loss in their communities
- Connecting with partners to facilitate referrals and increased member engagement
- Organizing presentations to help protect almost 1300 children and their families from noise-induced hearing loss
- Researching and pursuing thousands of dollars in funding
- Allowing staff to support members one-on-one by copying, filing, stuffing envelopes, and answering phones
- Calling members to check in, connect, inform, and engage them with CHIP events

## And so much more!

At CHIP, volunteers become family. It is thanks to them that CHIP continues to grow and evolve, all while maintaining connections to previous generations and staying the kind of place that people want to come back to. To all our volunteers: we see you, we hear you, and we appreciate you!

### **2018-19 was a particularly special year for CHIP's volunteers, as two long-standing members received public recognition for their service.**



*Doreen Cons, longtime CHIP member and former president of the Board of Directors, was honoured in the National Assembly of Quebec by David Birnbaum, MNA for D'Arcy McGee. He publicly congratulated her in Legislature for enriching the lives of so many people over more than 35 years of service.*



*Dale Bonnycastle, one of CHIP's founding members, was nominated for the Outstanding Volunteer Award by the Montreal Volunteer Bureau (CABM). The purpose of the award is to recognize people who have distinguished themselves through a volunteer activity by the nature, scope or impact of their commitment – and there is no doubt that Dale fits the bill. From the moment in 1979 when, as a practicing audiologist, she first recognized the need for more support for her patients with hearing loss, to today, when she can be found giving Outreach presentations, teaching speechreading, and generally supporting members most weekdays at the CHIP office, Dale's dedication to the organization has never wavered.*

# Noise-Induced Hearing Loss Prevention Program

## *Bridging the prevention gap*

Abby Stonehouse, Program Coordinator

In the 2017 annual report, CHIP highlighted the staggering statistics about Noise-Induced Hearing Loss (NIHL) from the World Health Organization (WHO), which are worth reviewing. According to the WHO, **1.1 billion teenagers and young adults are at risk of NIHL**. NIHL has no cure, but is preventable through the awareness of safe listening habits. Currently, more than **50% of people listen to their audio devices at dangerously high volume levels**.

In light of these alarming statistics, CHIP presented the possibility of offering a program for NIHL prevention to the membership at the 2018 AGM, and the positive response was overwhelming. Some even mentioned that it was about time! CHIP's staff was excited about expanding our mandate to a new domain and collaborating with recreational and educational institutions around Montreal.

## First twelve months - highlights

CHIP's Prevention program is officially one year old. In just 12 months we educated almost 1300 children about NIHL. When surveying the parents before the presentations, **47.7% of parents had not heard of NIHL**. This indicates that almost half of these parents may not be effectively protecting their children's hearing from loud sounds. Follow-up with the participants indicated 83.3% of the children brought up the activities in the days following the presentations. More than 50% talked about NIHL during this time. This indicated that our program is making an impact on the children we are reaching.

This is the first NIHL prevention program in Quebec. The goal of this program is to decrease the number of youth and young adults with hearing loss. We do this by planting the seed of knowledge about NIHL that will lead to long-term positive effects by reducing the number of young people affected by NIHL. Through participating

in the NIHL prevention program and learning about sound levels and how to modify listening habits, children (and their families) learn prevention methods that will help them protect their hearing.

As we began to develop the program, we knew we would need to secure dedicated funding. With this in mind and in light of the alarming statistics from WHO, a grant was obtained from Canada Summer Jobs (CSJ). This allowed CHIP to hire two full-time staff members over the summer to develop and implement this program by presenting at summer camps. As it was a pilot program, it was vital to get as much feedback as possible from the children and adults involved. The response was outstanding: **94.1% of the camp staff members said the children enjoyed the presentations and that they were clear and easy to understand. 100% said the activities were engaging and fun.**



## Partnerships

Knowing the need and the importance of this program, CHIP partnered with **The Hearing Foundation of Canada** (THFC) to continue offering a prevention program during the school year. THFC has developed a program called **Sound Sense**. Unlike the *recreational* model that CHIP delivered over the summer, Sound Sense is an *educational* program designed for the classroom. THFC generously allocated funding to CHIP for 80 presentations for 2018- 2019, using the Sound Sense program.

The prevention program is the first bilingual one for CHIP. With help from Université de Montréal's audiology department, we will have student volunteers assisting us with the translation and implementation of the French version of the recreational program. U de M will also help us deliver the program to French schools in the fall of 2019. We are also hoping to work with a PhD research student from the university so that we will be able to effectively measure the positive changes in listening behaviour this program brings about for the children participating in it.



## Challenges

CHIP's resources are limited. Long-term funding for this program is required for it to thrive. The more support we have, the more children we can reach. CHIP will be presenting the NIHL prevention program to attendees of CHHA's Educational Trade Show and Conference in May 2019. This, we hope, will allow other hearing-loss groups to use this program in their communities.



**Turn Down  
the Volume**



**Walk Away from  
Loud Sounds**



**Less Time on  
Personal Devices**



**Protect Your Ears  
with Earplugs**

*My son participated in a NIHL prevention program session at his elementary school earlier this year. As a result, he is much more informed about the dangers of noise-induced hearing loss and even at the age of nine is actively taking steps to protect his hearing. The program was very age-appropriate and the take-home materials that were distributed to the students were clear and very well presented. My son and his classmates spoke highly of CHIP's animators, and as a parent, I was grateful to hear how engaging they were with the students during the presentation and how they were able to hold their interest (no easy feat at an elementary school) and give them a solid understanding of the importance of prevention. Thank you, CHIP!*



*Tanya's son, Casey*

*- Tanya MacDonald, NDG*

# Outreach

## Bridging the 10-year gap

The Outreach program is one of CHIP's longest-running programs. With Outreach's strong foundation and a devoted team behind it, we were able to reach more people than ever. **The total number of Outreach events in the 2018 fiscal year was 28. The total number of attendees was 430.** This is not including kiosks at fairs, conferences and presentations to organizations. **The estimated total number of people reached via this extended format of outreach was an additional 800 individuals.**

This program is designed to educate the general public about the signs and impact of hearing loss. It was developed because it has been well documented that it takes someone, on average, **10 years from the first signs of hearing loss to get tested.** CHIP aims to significantly shorten this lag. Such a long delay without proper support can have a major psychological impact on the person with hearing loss. It also greatly increases the possibility of withdrawal, social isolation and depression. A long delay in getting help for hearing loss can take a toll on interpersonal relationships, as hearing loss can have a direct impact on communication. CHIP encourages those who have not been tested to talk to their doctor about starting the process.



There seems to be a negative stigma around hearing loss. Some people see it as a sign of aging, that it is something to hide and be ashamed of. A significant part of this program addresses that problem through the contribution of peer mentors, who tell the attendees about their personal hearing journeys. They highlight how they discovered they had hearing loss, the challenges they have faced, and how they overcame them. CHIP's peer mentors are very inspirational and help tear down the stigma that is associated with hearing loss.

This fall, CHIP gave the Outreach program a revamp. A logic model was developed to look at the goals, structure and needs for this program. CHIP's outreach presentations were redesigned. They are now presented in a series of three parts:

- **My Hearing Journey: Pathways to Services**
- **Understanding Hearing Loss**
- **Communication Strategies**

Each presentation is 60 minutes long. The first presentation, My Hearing Journey: Pathways to Services, includes the signs of hearing loss and the steps needed to get hearing aids. In the second part, Understanding Hearing Loss, CHIP's hearing loss professional speaks about the signs of hearing loss and why it occurs, including an explanation of the anatomy of the ear. The third section in this series, Communication Strategies, gives attendees a chance to learn the best ways of managing hearing loss.



The presentation that was most popular in 2018 was My Hearing Journey: Pathways to Services. In an evaluation following the presentation, **93.5% of the attendees said they have a greater understanding of the steps required to obtain a hearing test after attending the presentation.** The attendees also indicated **that 44.5% of them will get their hearing tested after seeing this presentation.** This indicates that these outreach presentations increase the attendees' knowledge of the signs of hearing loss and what to do if they suspect they have it.

In addition to reaching the general public, the Outreach team gives presentations and attends conferences and fairs in order to inform relevant professionals, organizations and students about CHIP and its programs. This gives CHIP an opportunity to form connections and partnerships with these organizations.



Knowing that many CHIP members with hearing loss struggle to hear in settings like clinics or hospitals, CHIP would also like Outreach to extend to medical professionals. Highlighting which communication strategies are most useful in a medical setting can impact the treatment received.

During the coming year, the Outreach team will continue to ensure that those in need of information and encouragement will receive the necessary support.

## *Outreach presentations*

- *My Hearing Journey: Pathways to Services*
- *Understanding Hearing Loss*
- *Communications Strategies*

# 1230

people reached through the Outreach program in 2018



# Speechreading

## Bridging the communication gap

CHIP's speechreading classes address an important issue that comes up with acquired hearing loss: communication challenges. Individuals affected by hearing loss later in life are oral communicators. They have not gradually acquired or been taught various adaptive communication skills to make up for their lack of hearing, unlike someone who is born with hearing loss. Some common challenges are discriminating between different sounds or words, socializing in bigger groups, misunderstanding others and responding inappropriately. The list goes on.

Attending speechreading classes can help people affected by hearing loss develop strategies and techniques that enhance their interactions, improve their communication and increase their self-esteem. They acquire a better understanding of hearing, amplification, and technology for hearing. The classes offer a place to share experiences with others affected by hearing loss and be inspired by others who may have become more comfortable advocating for themselves. This aspect of peer mentoring has proven very effective in members adapting to life with hearing loss. The relationships built through the classes keep them coming back.

CHIP has two levels of speechreading classes: beginners and speechreading plus. The beginners class is designed for members to learn the fundamentals of speechreading and to move toward greater acceptance. Speechreading plus was developed for continued support and ongoing practice of speechreading skills.



The CHIP speechreading program serves two populations. In the beginners speechreading class, there are more individuals who are newly diagnosed. They may come for a few sessions (terms) and some of them leave once they feel they have learned the fundamentals. The speechreading plus group is often composed of members who have been living with their hearing loss for a longer time and want continued support with their speechreading as well as social support from others going through the same challenges.

CHIP is fortunate to have passionate and devoted CHHA-certified speechreading instructors who constantly put the needs of the members first. They create a very dynamic class experience, with time to learn about and practice speechreading skills as well as communication strategies and advocacy.

Pre-class assessments indicated that 80% of the students in **speechreading beginners class did not at first feel confident with their ability to communicate with others**. After the class, 50% of the students indicated that they felt confident in this ability. This is an amazing 30% increase! It is also an indicator of the time it takes to feel more capable.

Hearing loss can often contribute to increased social isolation. Not being able to communicate effectively can lead to avoidance of social situations. A sample of students surveyed in speechreading beginners classes indicated that taking speechreading classes can increase one's participation in social activities. The post-class assessment showed a **14.3% increase in students answering yes to the question: "Do you participate in activities that are put on by other organizations?"**

*The teachers in the speechreading classes are caring and dedicated to hard-of-hearing students. Although many classmates are seniors, to me, there is no age barrier. Some students have become long-term friends of mine, and I have enjoyed the warmth of their friendship. I learned strategies for coping with being hard of hearing and I learned more information about hearing loss and its improvement with technology, hearing aids, and implants. The activity Show and Tell taught me more about my classmates' travels and life experiences. My fellow students give me the support and encouragement to continue coping with my hearing loss.*

*-Nina Chen*



In spring 2018, we had 58 students attending classes. In the fall of 2018 we had 47 students. **This is a total of 105 members attending classes in 2018.** This is eight more than the 97 students in 2017. That being said, we still want to continue to encourage new members to join these classes. Therefore, we did a big promotional push at the end of 2018-19. We will see whether it was effective when enrollment numbers become available for the next year.

One challenge CHIP faces is finding new speechreading instructors whenever one retires. This lack of qualified instructors can affect the future of the program. CHIP is actively searching for potential instructors.

Although speechreading has been one of CHIP's flagship programs over the years, our strategic planning will focus on the ways we can maintain this essential service in the face of the challenges that are evident.

Future directions could be to expand/adjust the speechreading program to reach different populations. Examples could include:

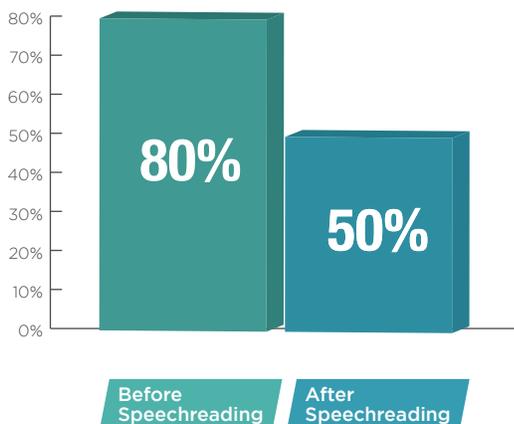
#### Online classes or webinars

- This will help CHIP effectively reach the younger population.

#### Satellite classes

- Instructor goes to a location (a residence or a community center, for example) and teaches three two-hour classes.
- This will help CHIP reach the people who can benefit from speechreading but feel they cannot make it to the locations we offer.

**Speechreading Beginners who did not feel confident in their ability to communicate.**



**30%**

**Increase of students' confidence in their ability to communicate with others.**

# Lily Bernstein Resource Centre (LBRC)

**Bridging the resource and information gap**

The purpose of the Lily Bernstein Resource Room is to offer a place where members can gain knowledge about hearing loss, obtain support, and come together for activities in an environment where there are no barriers due to their hearing loss (i.e. better accessibility). Under the umbrella of the LBRC, there are:

## **Digital Literacy**

We now have four additional refurbished computers in the resource room. We are taking full advantage of these. With a continuous flow of volunteers and the Canada Summer Jobs (CSJ) employees, this room was used to capacity for some profitable work.

In the fall, we ran a class to teach members about computer use and safety. In the digital age, many seniors can feel left behind. However, this session had low attendance due to the timing as well as individuals needing transport. We will continue to work on making this much-needed class possible.



## **Safety and Security Campaign (SSC)**

This campaign was developed in the summer of 2018 with the help of CSJ employees. This resource will help keep CHIP members with hearing loss informed of the safety measures available to them. CHIP started by researching the TEXT 911 service. This allows those who are Deaf and Hard of Hearing (D/HOH) to be able to text an emergency call center instead of calling, which can lead to much confusion. The development of the SSC resources will continue in the summer of 2019.



**Safety & Security Campaign**

## **Information Sessions**

In Spring 2018, CHIP hosted an information session on the care and maintenance of hearing aids, presented by acoustician Mathieu Paquette of Groupe Forget. 14 of our members attended. Having a good understanding of the devices members use is crucial so they can make important decisions about settings and accessories that can make their amplification more appropriate in various situations.



## Social Activities & Events

This fall, CHIP and its members had a tour of the Montreal Museum of Fine Arts, where they used FM systems to better hear the guide. This outing was a great success and the accessibility allowed CHIP's members to feel included in the activity. They also learned more about the use and value of FM systems in this type of setting.



# HEAR TALK

CHIP continues to expand the uses of the LBRC. In 2019, we will launch a discussion series called **HEAR Talks**. We are looking to have these sessions three or four times a year, on a variety of topics, with a moderator/speaker as well as a question-and-answer period. The first one is scheduled for June 13th, and the topic will be Finding Employment with Hearing Loss.

CHIP will also be initiating a more formalized way of offering support services, with one-on-one consultations with members or individuals with hearing loss, in order to help them understand their hearing loss and obtain the services and resources they need. This in itself is not new: CHIP has been doing this from the beginning. In 2019, however, we will develop a protocol for CHIP to more fully meet the needs of the people who contact us for support and to have a clearer understanding of the role CHIP plays in this support.

Other expansions include making information from the LBRC more digital. To determine and fill the needs of the new generation of individuals with hearing loss, CHIP needs to find resources that are suitable for social media and other platforms.

# Young Adults Program

**Bridging the service gap for young adults to CHIP**

This program was re-developed in 2016. The goal of this program is to create a community for young adults living with hearing loss, providing them with support that will help them thrive and live without barriers. CHIP, of course, does this with the other programs we offer, but we are seeing more and more that needs among the younger population are different. These younger members often have already adapted to wearing hearing aids and have developed some communication strategies. They need support in their post-secondary education with regards to accessibility and finding jobs that will be flexible and accepting of their hearing loss. They have indicated that they would like to have a digital community of people with hearing loss like them. In 2018, CHIP decided to open a new Youth Membership category applicable for those 18 years of age and under.

## Highlights

In the Fall of 2018, CHHA held a youth forum in Ottawa, ON. CHIP was fortunate enough to sponsor two members to attend this conference, Tahsin Mohammad and Ashley Mayoff. As most CHIP members know, the impact of meeting others with hearing loss is immeasurable. Tahsin and Ashley came back from the forum beaming, reporting that it was one of the highlights of their lives. Meeting young people like themselves, they said, was inspiring, and they learned many new things about overcoming barriers created by hearing loss. With our already strong connection with CHHA, CHIP has joined their Young Adults Network via social media. This will help us connect with CHHA members throughout Canada.



## Future

The future of this program is promising. CHIP's Board of Directors has a Young Adult director, Katrina Tarondo. CHIP also has a new program coordinator, Abby Stonehouse. Both are young women with hearing loss. Abby and Katrina are eager to give the Young Adults Program a boost. In 2019, there are several things planned that will be geared towards the young adults at CHIP. Here is what you should keep an eye out for in 2019:

## Social media community

More engagement on Facebook, Instagram and our new YouTube Channel. Young members value their online community on these social media platforms. Engaging, supporting and informing them through these outlets will have more of an impact. We will be able to reach more people, more frequently.



## Humans of CHIP

In January 2019 CHIP started a new social media series, once a month, called Humans of CHIP. These posts highlight a CHIP member by posting a photo of them on social media (Facebook and Instagram) and the individual will highlight something about themselves that they love. This point of the series is to show how amazing the humans of CHIP actually are.

We have had a positive response so far, with an average reach for each post of about 900 (three times what we normally receive!).

## Collaborating and Partnering with Universities and CEGEPs

In January 2019, CHIP staff reached out to universities, particularly centers for students with disabilities. This contact was very positive. They were eager to learn what CHIP does and to put any student with hearing loss in contact with us. We hope to be able to meet and offer support to new young adult members during their academic career.

## 1st HEAR talk - Life after School: Entering the workplace with hearing loss

In June 2019, there will be a presentation about finding employment with hearing loss. Job placement agencies from around Montreal will come and meet with CHIP members who are in the market for jobs. Attendees will also hear personal anecdotes from those who have been through this experience. This CHIP talk will also be streamed live on Facebook for those who cannot attend in person.

# HEAR TALK

CHIP hopes, through continued effort to engage young adults with hearing loss, to continue providing support and services geared towards them.

# Finance Report

Ahmet Genel, Finance Committee, Board of Directors



The 2018-19 year was another successful year in regards to our financials. We secured a slight surplus, increased our restricted funds to be used for upcoming relocation, and maintained a healthy balance sheet, operating in a sustainable way to continue to help our community in the future.

Our revenues increased by **14%** or **26K** driven mainly by:

- Ministère de la Sante 7% or \$9K – funding for operations
- Emploi Québec 77% or \$12K – funding for needed staff
- Service Canada 170% or \$11K – funding for Canada Summer Jobs

Whereas we saw a decline in:

- Donations (including relocation fund and prevention) 10% or \$2K
- Membership 18% or \$1K
- Other at \$3K

Our expenses increased by **24%** or **\$41K** mainly driven by increases in:

- Total staff salaries (including deductions at source & benefits) at **\$24K** almost all of which was offset by above-mentioned funds received from Emploi Québec and Service Canada
- Multimedia communication and print at **\$13K** due to our increased activities in digital communication (website/social media) to reach a wider audience in line with the modern trend of internet being used as the most popular source of information retrieval
- Annual Conference at **\$3K**
- Noise Induced Hearing Loss Prevention Program at **\$3K** funded by The Hearing Foundation of Canada grant
- Other operations at **\$3K**

Whereas there was a decrease in expenses mainly due to:

- the completion of the CRM and website for which we received the funds from McConnell Foundation at **\$5K**

As a result, we were able to close the year with a \$2K surplus representing 1% of our revenue. We continue to maintain contingency-restricted reserves in the relocation fund, which increased by \$6K this year, reaching \$21K. We would like to thank you for your continued support as it will allow us to continue our service to the community if we must move from our current premises.

Of particular concern was our decline in membership numbers this year. We continue to provide a valued and necessary service to a great many people, and this can only be concretely justified to our funders through membership enrollment. By renewing your membership each year, you

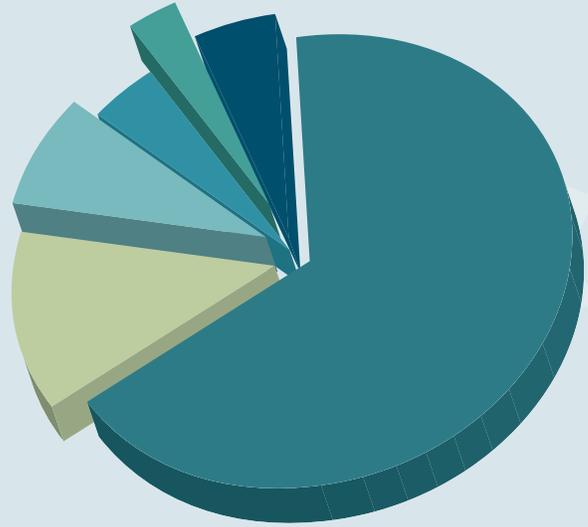
vote in support of CHIP's continued existence and demonstrate your wish that current and future generations of people affected by hearing loss in Quebec find a community to accompany, guide and support them through this journey. Membership is open to all, regardless of your financial circumstances.

Overall, we had another positive year and hope to continue this in the coming years with your fantastic support. The key is to ensure that our operations continue in the most secure and sustainable way so that we can reach out to more people affected by hearing loss and thus make a positive impact in their lives. Thank you for being with us every step of the way.

## Revenue 2018-2019

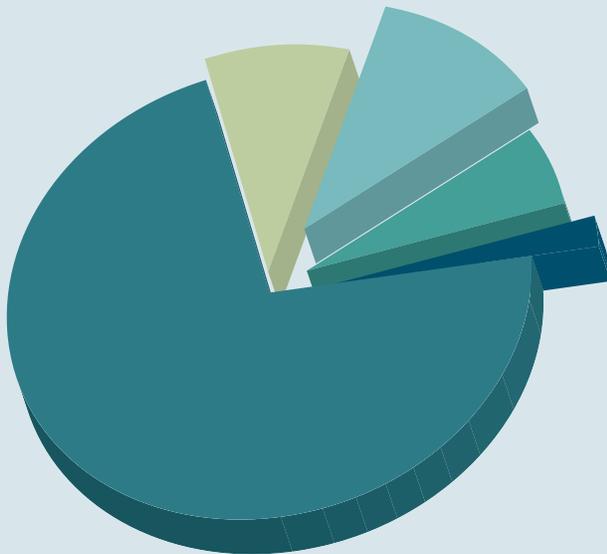
As seen in the chart, we continue to be largely funded by the Agence de la Santé followed by Emploi Québec. These two make up 80 % of our Revenues. Other revenues were received from THFC grant for prevention activities, memberships, donations, workshops and advertisements in our magazine.

-  **Grant - Agence de la Santé (MSSS) - 67%**
-  **Emploi Québec - 13%**
-  **Grant - Canada Summer Jobs (Service Canada) - 8%**
-  **Donations - 4%**
-  **Relocation Fund - 3%**
-  **Other - 5%**



## Expenses 2018-2019

The majority of our expenses consists of salaries to our staff, which is normally the case in almost every non-profit organization. Our mission related expenses represent almost 20% of the total.



- Salaries - 72%** 
- Operations - 9%** 
- Programs - 11%** 
- Communication expenses - 6%** 
- AGM-related expenses - 2%** 

Linda Quashie  
Chairman, Finance Committee  
Treasurer, Board of Directors



# Fundraising

This was a significant year for fundraising at CHIP, with the board committed to making it a top priority for 2018-2020. The staff and board took part in two days of training, while the fundraising committee continued its online training and even took part in a community initiative related to organizational training, which included fundraising training. As a result of all this training, we came up with a few attainable goals.

1. Building a deeper relationship with our current donors
2. Increasing the ways donors can donate
3. Increasing the number of donors - not necessarily the amount of donations
4. Capacity building
5. Developing a year-long fundraising plan that includes specific campaigns

## Donor Appreciation Event

*People will forget what you said. People will forget what you did. **But they will never forget how you made them feel.*** - Maya Angelou

One of the most compelling facts about CHIP is that we have always had a loyal and generous donor base. This speaks volumes of the passion we all share for our mandate. Not only do we share that passion, but we believe in the work we are all doing. Last April, we held our first donor appreciation event. During our training, we learned about the little ways we can show our appreciation, such as personal thank-yous. At our latest annual donor appreciation event, a donor approached me. ***“When I received the personalized thank-you card from CHIP, I felt so special and honored that you took the time to write a personal message to me. I appreciated the gesture so much,”*** she said. We hope all donors feel special and appreciated - because each one really is.

Further in our training, we looked at diversifying the ways people could donate to CHIP. With a goal to provide more options for donors to connect with us, these are some of the new ways individuals can support CHIP:

1. In the office or at an event, a debit or credit card can now be used to make a donation
2. **Monthly** online donations: to celebrate our 40th anniversary, we are looking for 40 donors to sign up for monthly donations, and we have learned how to make this easy and efficient.
3. **Donations** to honor a special friend or professional or in memory of a loved one
4. **Facebook** donations on our page
5. **Bequests**



*It always seems impossible, until it's done. – Nelson Mandela.*

For our first Facebook World Hearing Day Fund-raiser, CHIP raised, in one week, more than \$800 toward our Noise-Induced Hearing Loss Program. This was from new donors and took very few staff resources to organize.



It is essential for CHIP to increase the number of people we reach, both for our services and as a financial support for CHIP. With a more secure and solid financial situation, CHIP will be able to serve many more individuals affected by hearing loss - and that is our raison d'être. One of the Facebook campaigns we created at year-end, Home for the Holidays, included a Giving Tuesday appeal, raffle tickets and an annual community holiday event. It ended with a digital end-of-year appeal. We were pleased with the results, since the Holiday brunch was very successful and the funds raised from the various aspects were substantial.

*"There are two 'i's' in Fundraising – they should stand for inspiration and innovation, not imitation and irritation." Ken Burnett*

There is sometimes a fine line between inspiration and irritation. We are navigating between the two, so we share the members' personal stories in many ways and on several platforms. We express where the needs are and how donations have an impact on the members. We are trying to introduce CHIP to as many people as possible through such avenues as Facebook, raffle tickets and our new public event Comedy for a Cause: Accessibility for All, happening May 30, 2019.



**Alex Megelas, COCo Fundraising Training Facilitator**

*"Everyone wants charities to spend as little as possible on overhead. That's backwards. Overhead is what drives growth. If charities can't grow, they can't solve problems. So overhead is a good thing." - Dan Pallota*

CHIP received some key funding from the federal government, via Canada Summer Jobs, and provincial funding from Emploi Québec for a total of more than \$43,000. Both these grants allowed us to hire new staff:

- One full-time program coordinator (35 hours/week)
- One full-time graphic designer (30 hours/week)
- Five part-time summer employees (35 hours/week for eight weeks)

This type of funding is crucial to our ability to grow as an organization, to meet the needs of our members, to find or develop new and better resources for our members, to launch new programs for the community and to help the organization develop and implement a strong communication plan that is both professional and appealing to new members, partners and donors. The total impact and outcomes of these two grants has been truly outstanding.

I would like to thank all the members of the fundraising committee for their hard work and dedication this year. We are always looking for enthusiastic individuals who might like to join our committee. If you have some experience with writing, creating budgets, doing research, or if you have a great idea, please contact our President, Martha Perusse, at [marthaperusse@hearhear.org](mailto:marthaperusse@hearhear.org). We would love to hear from you or for you to join our committee. Committee members mainly work from home and can attend meetings remotely. We are flexible and will work with your availability.

For more information, visit our website or contact Heidi Wager, Executive Director at [heidywager@hearhear.org](mailto:heidywager@hearhear.org) or 514-488-5552 ext 4500.

# Overwhelming Gratitude for Everyone's Support

Developing relationships with existing and new partners is so important for us, especially with hearing health professionals who support us by advertising, donating to a specific campaign, or sponsoring parts of an event. We continue to have great partnerships with the City of Dorval and Chartwell Manoir in Kirkland. Both organizations support CHIP by providing space for our classes and events. Our longest-standing partner has been the Lethbridge-Layton-Mackay Rehabilitation Centre (formerly known as the MAB-Mackay Rehabilitation Centre). We celebrate more than 30 years of amazing partnership with them. All of what CHIP is today is significantly due to the generous collaboration between the two organizations.

## Funders



Emploi Québec



Canada Summer Jobs



The Jewish Community Foundation



Ministère de la Santé et des Services sociaux



The Hearing Foundation of Canada

The Gustav Levinschi Foundation

## Partners

Audition Québec  
Better Hearing Solutions  
The Canadian Hearing Society  
The Canadian Hard of Hearing Association  
CIUSSS du Centre-Sud-de-l'Île-de-Montréal  
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McGill University Office for Students with Disabilities  
Université de Montréal - École d'orthophonie et d'audiologie  
Vanier College Special Care Counseling

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Maureen Adelman, Peter Allan, Julie (Nadeau) Angell, Maureen Antoniuk, Shataniya Ariyarah, Mary Arroyave, Deborah Arsenault, Magdi Assaad, Rita Ayoung, Brenda Annick Barbery, Anne Barkman, May Barnett, Cynthia Barrington-Stonehouse, Beverley Bartlett, Shirley Ann Bartrem, Eva Basch, Douglas Berry, Setam Biram, Paul Bisonnette, Priscila H. Bogusiak, Dale Bonnycastle, Ronald Briand, Lou Brock, Harold Brownstein, Lynn Carman (Shamash), Donna Celestin, Contactivity Centre, Albert Chee, Nina Chen, Ray Chiarella, Carol Chopra, Ronald Choquette, Phoebe Comeau, Eileen Connor, Doreen Cons, Margaret Courtney, Ena Couture, Creative Video Day Camp, Rafeef Dajani, Sam Daniel, Brian Darling, Ray Del Bianco, Claire Dingle, Patricia Doughty, Christina Duvander, Elie Elias, Raymond Felson, Debra Fisher, Sandra Fortin, Johanne Freeman, Hanna Frohwein, Marsha Gardner, Todd Gatien, David Gencher, Elaine Gerkman, Janice Goddard, Karin Godin, Alvin Goldman, Sandy Goldstein, Hubertine Bregitta Greenhill Van Gemert, Caroline Groulx, Suzanne Guerin, John Gupta, Elie Hadid, Kathleen Hardiman, Michael Harrison, Sylvia Held, Barbara Hermon, Nettie Herscher, Robert Hidvegi, Olga Horge, Joyce Hulley, Denise Hupé, IGA Extra Famille Duchemin, Jamaica Association of Montreal, Jill Johnson, Robert Johnstone, Joyce Kahansky, Farokh Kapadia, Kathryn Kirk, Farrokh Kohiyar, Elizabeth Kremmel, Gordon Krip, La Fondation Gustav Levinschi, Irene Lambert, Nelfa Golez Lasalle, Rosemary Leaver, Emmanuel Lebessis, Rosalyne Leddy, Louise Ledoux-Hanlon, Merle Lewis, Naomi Litvack, Stelios Loizos, Elvira Lynch, John MacFarlane, Madeleine Major, Jagmohan Malhotra, Ian Mark, George Marshall Wansbrough, Janet McConnell, Donna McDougall, Louise McGilvray, Stew McIsaac, Margaret McKee, Barbara McKee, Douglas McKinnon, Madeline McLeod, Maite Medalla, Maria Carlota Meerovitch, Sandra Miller-Sanchez, Barbara Mitis-Cwiekala, Allan Moore, Olive Moss, Roslyn Muer, Marie Murphy, Sarah Nadler, Carina Niewind, Susie O'Farrell, Henry Olders, Robert Palladini, Roslyn Palynchuk, John Parodo, Irene Pelletier, Martha Perusse, Bernard Perusse, Tirza Petersen, Edith Phare, Joyce Pinto, William Pittman, Dorothy Pocock, Leona Polger, Alex Polidoro, Edna Poole, Cindy Potechin, Kit Racette, Sarah Rapkin, Louise Rayment, Laura Ross, Yog Sachdeva, Cote Saint-Luc Senior Social Club, Ellen Samuel, Marie-Josée Saucier, Basha Schachner-Myers, Irmhild Schmarr, Berta Klara Schumann, Wendy Scott, Alex Shakar, Ingrid Stefancic, Thomas Stonehouse, Monte Swartzman, David Tait, Pamela Tait, A. T. Tan, Katrina Tarondo, Elizabeth Tatebe, Mary Taylor, Laraine Taylor, The Jewish Community Foundation, Christine Theoret, Johanne Trifilette, José-Renée Trudeau, Helen Turcaj, Pauline Tylko, Shirley Virgo, George Vogen, Heidi Wager, Margaret Wallace, Mary Walsh, Virginia Walsh, Charlene Webb, Laura Weinerman, Diana Wood, Melika Ziaei

Our **Members**

Their *Journeys*

Your **Impact**

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