

**GROWTH**

**RENEWAL**



**PROGRESS**

Annual Report

**2017**

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**Winner of the 2017  
Doreen Cons Spirit of CHIP Award**  
Nina Chen



### Lifetime and Honorary members

Richard Lubelsky  
David Tait  
Pamela Tait  
Bob Johnstone  
Lou Brock  
Doreen Cons  
Barney Cons



**Winner of the 2017  
Hearing Health Professional  
Golden Ear Award**  
Marsha Gardner

## Board Report

Looking at board activities over the last year, we can see that the board and staff have been hard at work.

In July, we held our annual two-day staff and board retreat. These development days are a chance for us to work together as a team and to share thoughts and ideas as well as concerns and dreams. We prioritize what CHIP must maintain, what we may need to let go of and what we need to explore further. It's a stimulating time and essential to our evolving strategic plan.

While maintaining the excellent programs of CHIP, we are also looking to expand some programs and to trial others. New services can broaden CHIP's reach, and hopefully, provide members with even more support and opportunities to grow. There is more information about these initiatives throughout this report.

We decided as a board that we need to focus more attention on fundraising. We created a more personalized annual appeal process and it has proven to be successful. In addition, we developed some online tools that worked quite well. It's a learning experience! Thanks so much to those who responded to our call.

In November 2017, we were informed that we would need to move from our present offices at the end of April 2018. The new reality of relocating and paying for rent was a sobering one. It was also hard to imagine ending the close association we have enjoyed in proximity with MAB-Mackay for many years. However, we are pleased to say that we have been given a reprieve, time-wise. We can stay in our present location for at least the whole of 2018 and possibly longer. Relief!

We continue to work on succession for board members and for staff. The HR committee has created evaluation tools and the Governance committee considered how we evaluate ourselves individually and the board as a whole. We are continually seeking additions to the board - especially those with creativity, enthusiasm or experience from which we can all benefit.

In the next months, we will continue to work on plans for our eventual relocation and how we will raise the funds we need to continue to offer the wonderful programs we have and the ones we hope to offer. Thanks so much to all our members and partners for your support and your enthusiasm.

We appreciate all of the members of the Board of Directors for their diligence and devotion, we offer thanks to Heidy for her vision and passion, and to the staff and volunteers at CHIP for their hard work and enthusiasm.

Martha Perusse  
Board President



## Executive Director's Report

“Success is not measured by how much money you make; it’s the difference you make in people’s lives,”  
- Michelle Obama. I would like to express my **sincere gratitude** to all those involved with CHIP - to staff, members, volunteers, donors, partners and the community, for their ongoing support, hard work, devotion and encouragement. It is impossible to quantify just how great an impact they have had for the whole organization. It continues to inspire and empower us to continue the work we do every day.

Like many non-profit organizations, this past year has had its challenges. A new challenge for us was staff turnover - one of the natural consequences of the **growth in our human resources**. We have had to adapt and focus on succession by developing policies, procedures and tools that support staff members as they are learning about who we are and what we do. During this process, the role of the Administrative Assistant was changed to allow for the hiring of a much-needed Program Manager. This year, with help from Emploi Québec, we were able to hire a receptionist and graphic designer. Despite some periods of adjustment, we feel we are working toward greater stability and improvement. As an organization with a mission to serve and support people affected by hearing loss, it is always our priority to employ staff who are themselves affected by hearing loss. This year we have been very fortunate to hire two such staff members, who provided excellent work.

We spent considerable time evaluating our current programs and services as part of **CHIP’s strategic planning**. We have consulted our members, the community, partners, staff and volunteers through this process over the last three years. We reviewed each of CHIP’s programs and services - who attends them, how the programs are offered - and asked ourselves honestly and openly whether they are truly meeting the needs of our membership and the community. In response to requests made for evening classes to complement our daytime services, we have recently added evening classes and information sessions. An in-depth look at our programs and services is outlined on the programs report (**see pages 14-19**).



**Our top priority is to offer our members the best possible services and programs that help support them through their unique hearing journeys.**

Many members face common issues when they are going through the process of their hearing journey. However, I have learned over the past four years that no two members share the same situation or experience. We have spent considerable time supporting members through what we are now calling the “**pathway to services**,” a term we have coined to represent their journey from worry about a possible hearing loss, through referrals, diagnosis and treatment. In Quebec, it can be overwhelming and confusing, especially for older members who may not have the digital literacy or capability to communicate over the phone to make appointments. We have referred (and sometimes accompanied) our members to services, from audiologists to rehabilitation resources. Though we have not documented the numbers of those we support through calls, meetings, and discussions, this is something we will do going forward. We will continue to work with our partners, community associates and members to help them through this process as needed. **Please visit CHIP’s website for information on pathways to services <https://hear-hear.org/other-resources/>.**

Another concern for many of our most vulnerable members is transportation, especially to get to their appointments, classes or social events. We know that people recently diagnosed with hearing loss can be prone to social isolation, so it is even more important for them to maintain their interactions. We have been developing tools and working with our partners to support them in finding these types of affordable transport services in their community. This is an area where there seems to be a gap in services provided, especially for at-risk seniors. CHIP is determined to investigate possible solutions and partnerships over the coming year to address this need.

Over the last three years we have been working on our communication strategies, through a new branding identity and website and further developing our social media presence. This past summer we **developed a communication strategic plan**. All of this has proven to be effective in increasing membership and partnerships and providing more resources to CHIP and the community about hearing loss.

We are aware that CHIP’s members are mostly referred to us through professional or friend referrals. The more that hearing health professionals are aware of our services, the better, whether they work mainly in English or French. Although **our priority will always be to serve the minority Anglophone population affected by hearing loss**, we realize that a natural progression for CHIP is to move the organization more towards **bilingualism**. We will start by exploring possible bilingual programs and communication platforms such as our website and printed materials. Our plan is for our information materials, pamphlets, posters, website and possibly the twice yearly HearHear magazine to be bilingual over the next couple of years.

Heidy Wager  
Executive Director



## Who are we?

### Board of Directors

Martha Perusse, President  
Dale Bonnycastle, Vice President  
Sandy Goldstein, Board Secretary  
Linda Quashie, Treasurer  
Heidy Wager, Executive Director  
Peter Allan, Director  
Priscilla H. Bogusiak, Director  
Nina Chen, Director  
Rafeef Dajani, Director  
Yog Sachdeva, Director  
Katrina Tarondo, Director



### Staff Members

Heidy Wager, Executive Director  
Nina Davis/Nadine Soliman, Administrative Assistant  
Sara Douha, Canada Summer Jobs intern  
and Administrative Assistant  
Matthew Palynchuk, Communications and  
Social Media Intern for Canada Summer Jobs  
Michael Smith/Tracy Burton, Program Manager  
Tahsin Shakif Mohammad, Graphic Designer

### Instructors

Eva Basch, Kristina Aloï, Jill Johnson, Debra Fisher and Dale Bonnycastle (as replacement)

### Very special thank you to our special helping hands - see pages 10-11

Peter Allan, Kristina Aloï, Deborah Arsenault, Dale Bonnycastle, Priscilla Bogusiak, Tracy Burton, Ciarra Callender, Nina Chen, Olivia Chen, Eileen Connor, Ev Daoust, Rafeef Dajani, Debra Fisher, Sandy Goldstein, Peter Ip, Nancy Ireland, Eva Basch, Daniel Basch-Tétreault, Chantal Basch-Tétreault, Jill Johnson, Bob Johnstone, Sumiha Karungaran, Mandeep Lota, Tahsin Mohammed, Malik Morris, Florence Owiti, Matthew Palynchuk, Martha Perusse, Galyna Poberezhna, Linda Quashie, Lee Reid, Joan Kirton Romain, R.J. Deepali, Roberta Sabourin, Yog Sachdeva, Maureen Antoniuk, Katrina Tarondo, Nicolas Barbeau, Fay Schipper, Muhyieldeer Salih, Leila Shahmalekpour, Jerneja Stare, Jessie Su, David Tait, Marcel Tétreault, Monica Velasquez, Yuan Zhen Zhao, Nina Ngo, Rifaa Haque, Alisanne Soly, Yeseul Jun, Jeong Mi Kim.

### Thank you to Contractual Staff

Manoj Chandarana, Bookkeeper, Spencer Mann and Parker Mah from COCo,  
Commun IT (website development and CRM) and  
Ron Amstutz, Auditor, Louis Laflamme, Francois Shalom  
and Johanne Heppell, translation.

## Community Development

Community engagement and development have been a priority for CHIP this year, and our efforts have paid off. We have focused more on building our network of hearing health professionals and community partners. CHIP representatives were invited to both the Notre Dame de Grace (NDG) Senior and Community tables. Through this opportunity, we were connected to more community groups and health professionals who are now aware of our services, referring individuals to us as prospective new members. In addition, other groups contacted us when they needed more information about hearing loss.

Together with the Canadian Hard of Hearing Association (CHHA), we worked on accessibility in the Spotlight on Invisibility Consultations. We were the only Quebec partner for this national project. We continue to maintain a good partnership with CHHA.

We recognize that there are immense benefits to working collaboratively, especially with limited health resources available. There is a real collective impact to working with other organizations that have similar missions and mandates, since working together may allow both organizations to offer more services. We are currently working with organizations that help with transportation services: through using their transportation, our members might, for example, be able to attend their much-valued speechreading classes.

Through our membership in the NDG senior table we were informed about, and were able to attend, the recent Montreal Senior City consultations. Our CHIP representatives talked about the importance of ensuring that these types of consultations are fully accessible to seniors who have hearing loss. Both mobility and communication are very important issues for seniors. Those with severe or profound hearing loss can have difficulty communicating effectively on the telephone. Many also do not have access to computers or mobile devices, while some lack the computer literacy skills needed to fill in online forms.

Moving forward, we will consider the types of partnerships we now have and determine what others could be beneficial. We want to strengthen our relationships. We are always open to developing new partnerships and working together on future projects.



**35.5%**  
of our members  
have been a part  
of CHIP for 7-10  
or more years.

## Membership Engagement

### Growth in Membership

What makes CHIP strong is our tightly-knit community of members, who are like a second family. Through networking and connecting with our partners in the community, we have grown tremendously. This year, CHIP increased its membership by 18.3%. With our first full year under our belts with the new contact management system, we now have reliable and clear data that can help us to identify and address our needs in terms of our membership growth for the future.

Not only did we gain new members, we doubled our youth memberships. This year, 4% of our members are 35 and under, compared to 2% last year. This is a promising increase, and we are continuing to recruit young adults to become members of CHIP. We have a new Young Adult Board Member, Katrina Tarondo, with whom we are working to develop activities of interest for young adults. Welcome to all of our new members! We look forward to seeing you at our classes, workshops and events, or even just meeting you to say "Hello."

Did you know that nearly 50% of members heard about CHIP through word of mouth, such as via their friends or professional referrals? The power of word of mouth highlights just how connected CHIP is to the community. And once members join CHIP, they often remain a part of our family for years to come. To date, 35.5% of our members have been a part of CHIP for 7 to 10 or more years. This means that we get to develop a deeper relationship with our members and offer more services and support.

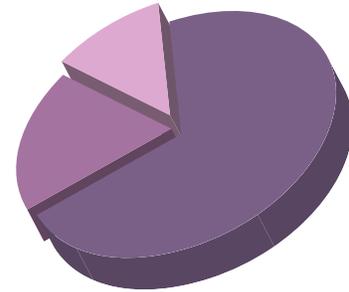
We reached out and connected to more people outside the CHIP network through our email blasts, online presence, outreach efforts and events. Our proposed Noise-Induced Hearing Loss project is an example of a program through which we hope to reach an even broader audience.



**CHIP**  
increased its  
membership by  
**18.3%**

## Connecting through Social Media and Website

One of the ways we expanded our network was by increasing our online presence. When we announced the publication of our Spring 2018 magazine, our posts were viewed 844 times. We published more content on our Facebook page, and we saw a 45.1% increase in “Likes” on our Facebook page. We held our first Facebook Live event this year, too! On Instagram, our posts are viewed by 100-110 people on average. Between February and April, we had 1,015 visitors who engaged with our website.



**Desktop**  
70.5%

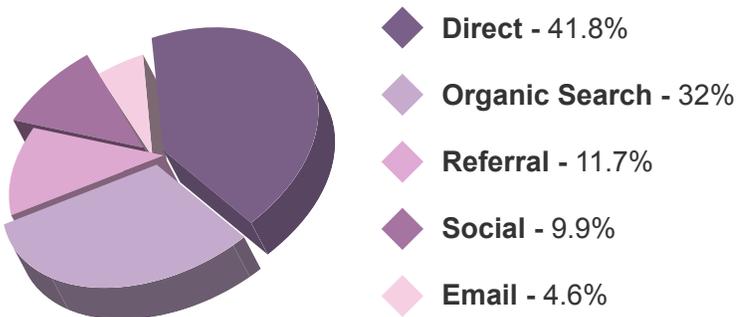


**Mobile**  
18.6%



**Tablet**  
10.9%

### Top Channels



**Direct** - Typed CHIP’s URL on Internet Browser

**Organic Search** - Found through a web search engine

**Referral** - Clicked from another website

83% of people who browse our website are new visitors. On average, we have 341 monthly visitors to the website. 46% of our members have visited the website. We would like to further increase traffic to CHIP’s website and social media platforms in the coming months. One way we plan to do this is by making our website bilingual. In addition, we want to increase our visibility through web searches. So far, 32% of users find our website through web search engines. We want to make CHIP one of the first organizations listed in the web search when users search for organizations serving people with hearing loss.

More than 70% of our membership is over the age of 65. All of these members receive CHIP communication in print format. We have realized over the past few years that we also need to start appealing to a younger population affected by hearing loss. In the past, most volunteers have been older adults or recent retirees. The website and social media are good ways to engage a younger population and to share our knowledge with as many people as possible. We have been quite successful, as we see in an increase in younger members and more students volunteering with us. These volunteers often bring a new and exciting skill set that supports our mission. We know as well that there are many more young adults who could benefit from our services and they are more likely to hear about CHIP through these platforms.

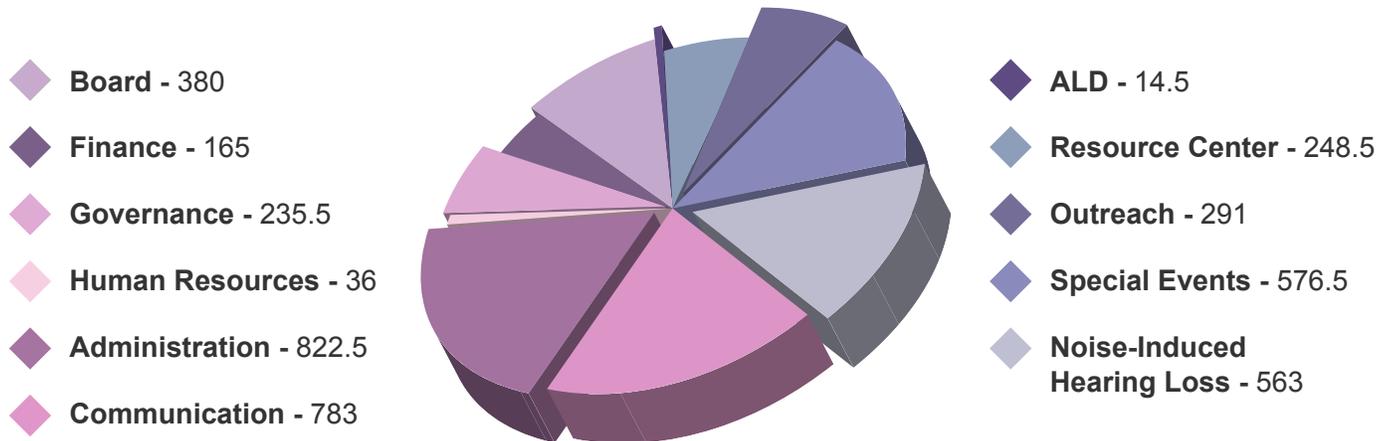
If we were to pay all of the volunteers minimum wage for the hours they worked, it would have cost us over \$35,000.00.

# The Hands that Make a Difference are the Hands of Volunteers

Volunteers:- **Women:** 40 **Men:** 12 **Students:** 9

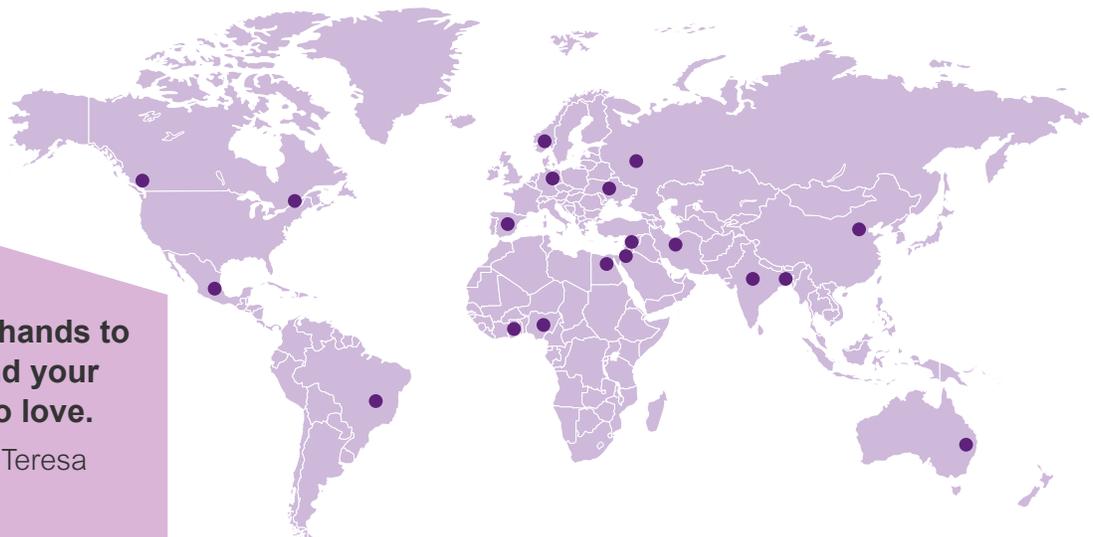
Volunteer Age:- **66-80 years:** 15.6% **51-65 years:** 15.6% **30-50 years:** 15.6% **35 & Under:** 53.1%

**Total volunteer hours: 3,566**



CHIP has evolved over the past thirty-nine years from a uniquely volunteer-run organization to one that is staffed by a small group of hard-working and dedicated people, who are immeasurably supported by CHIP's amazing volunteers. We have the pleasure of working with an interesting, international group of individuals who have selflessly given of their time and shared their wealth of knowledge to help us grow. Many are retired people with hearing loss who want to share their time, expertise and experiences in an effort to give back to the community.

Over the course of the past five years, we have noticed a change in our volunteer demographics. There has not only been a change in the age range of our volunteers (see chart above) but also a marked increase of volunteers who are new immigrants to Canada (see map below). Incorporating these people into the CHIP family has been a mutually beneficial learning experience. They have given us the gift of their time and experience while we have been able to introduce them to the lives and experiences of people living with hearing loss.



**Give your hands to serve and your hearts to love.**

- Mother Teresa

**A person's most useful asset is not the head full of knowledge but a heart full of love, an ear willing to listen and a hand willing to help.**

- Kotaku Wamura

With this fresh influx of young people, who are socially aware and want to be a source of positive change, it is our hope to continue to grow and evolve with our changing world. Many of our volunteers are students in college and universities. We have continued to develop our partnerships with local educational institutions to strengthen our relationship. In the past year, we welcomed and benefited from having our first "stage" (internship) student. It is our hope that we will be able to have that opportunity again. Some of the projects that our student volunteers have had an impact on are:

- **Speechreading Program logic model and impact evaluation tools.**
- **Supporting our Young Adult committee with communication support and note-taking.**
- **Google training and support to staff and board members.**
- **Supporting and evaluating our Outreach program.**
- **Development of Social Media tools and training.**
- **Assistance in researching and development of the proposed Noise Induced Hearing Loss Program.**
- **Research and development of our Peer Mentors initiative.**
- **Funding research and grant writing.**

CHIP was founded by volunteers, and they continue to be an integral part of our day-to-day existence. We are honoured and humbled by the unwavering dedication and devotion to make our organization better.

**"Volunteers don't get paid, not because they are worthless, but because they are priceless."**

-Sherry Anderson



# Noise-Induced Hearing Loss (NIHL) and CHIP

Growth and development is a normal and desirable progression for any organization. During our assessment phase, a new idea was raised by one of our members who felt very passionate about the prevention of NIHL. Offering such a prevention program would have considerable impact on CHIP's mission and mandate. After much consultation and with the support of the Board of Directors, it was decided to start with research, exploration and evaluation of the need for, as well as the implications of, developing such a program.

## Reasons to offer a program

1. Prevention is the only way to protect oneself from NIHL. By instilling health-conscious behavior early in life, it is hoped that young people will be able to carry these habits through to adulthood.
2. NIHL has serious consequences and the incidence is increasing rapidly.
3. Prevention of NIHL is currently not addressed in Montreal - or in fact, anywhere in Quebec.

We have reviewed the feasibility of offering a program related to the prevention of Noise-Induced Hearing Loss (NIHL). We considered that starting an awareness and education program around this topic could be a role for CHIP to take on. During our discussion of the proposed project plan at the board level, these decisions were made:

- Working on prevention programs for hearing loss would need to be ratified by the membership at the next AGM (our mission currently states that programs and services be offered to those affected by hearing loss).
- This project would not replace the two main programs at CHIP (Speechreading and Outreach).
- It would not result in less funding for existing programs.
- This new program would also serve existing members who also need to protect their hearing, especially if they have already lost some hearing acuity.

CHIP has received an initial grant that would allow us to conduct a pilot project on NIHL in day camps for summer 2018. If all goes well and further funding is secured, CHIP hopes to develop a new program: the Hear Program. This will be a bilingual prevention and educational program to be hopefully launched in schools for the fall 2018-19. With teachers, parents, school boards, community members and the government contributing to helping reinforce the importance of hearing protection, we can create a city-wide change in the perception of hearing conservation. Our partnership with these various stakeholders will allow all of us to have a collective impact.



## Why is Prevention of Noise-Induced Hearing Loss Important?

According to the World Health Organization (WHO), approximately 1.1 billion teenagers and young adults are at risk of hearing loss due to the unsafe use of personal audio devices and exposure to high intensity sounds in recreational settings like nightclubs, sporting events, concerts or other entertainment scenarios. Noise-induced hearing loss occurs when people lose hearing over time due to unprotected, repeated and prolonged exposure to loud sounds. Damage to the ear can also be caused by a single sound of intense volume.

NIHL is no longer solely linked to occupational noise. In the US, according to an analysis by the National Health and Nutrition Examination Survey (NHANES), teens between the ages of 12 and 19 are experiencing a rise in hearing loss. Data have shown an increase of 3.5 % to 5.3 % of cases of teenage hearing loss between the years 1994 and 2006. As a public health issue, this situation must be addressed. We can infer that a similar rise in cases of hearing loss among youth is taking place in Quebec, due to the prevalence of personal technology devices and headphones.

Typically, sounds that are below 70 dB are safe to hear. However, listening to a sound of 85 dB for more than eight hours can cause permanent hearing loss. In essence, the higher the intensity of the sound, the less time it takes for hearing to be damaged. Currently,

personal audio devices can range anywhere from 75 dB to 136 dB (World Health Organization). Given their prevalent use, it is likely that many listen to music over the prescribed safe listening benchmark.

It is important to raise awareness about Noise-Induced Hearing Loss (NIHL) since it results in irreversible damage to the inner ear and hair cells. NIHL is currently untreatable. The gradual deterioration of hearing resulting from NIHL can be accompanied by other health issues like tinnitus (ringing or buzzing in the ear). It can also become more difficult to follow a conversation in the presence of background noise. Noise-induced hearing loss can have negative impacts on student academics, social engagement, professional opportunities and mental health. Depression, fear, embarrassment, loss of self-esteem and stigma can be outcomes of hearing loss. A person's quality of life, as a whole, becomes negatively impacted.

A prevention and awareness program will make a difference in the community, in terms of improving attitudes toward the use of hearing protection as well as listening habits, as other programs have made a difference worldwide. The Dangerous Decibels program used in the US has been shown to improve hearing health habits for young people. Other effective programs are Noisy Planet (US), Cheers for Ears (US) and Sound Sense (Canada, excluding Quebec).

Please visit our website for more information at  
<https://hearhear.org/publications-2/noise-induced-hearing-loss-project/>



**A person is five times more likely to seek a hearing solution if it is recommended by their physicians.**

- Better Hearing Institute

## Outreach Program

### Why is outreach important?

According to the Canadian Health Measures Survey, from 2012-2015, the majority of Canadians with measured hearing loss were not aware they had a hearing loss. Audiometry tests show that in subjects aged 6-79 years, 19.7% were aware they had hearing problems, while 80.3% were unaware. Bringing hearing loss into the spotlight as a condition that can develop almost “invisibly” is a crucial step in reducing stigma, negative connotations and the dangers of untreated hearing loss.

The Outreach Program has been in existence for almost as long as CHIP. Initiated by Lily Bernstein and founded by Doreen Cons and Ken Tatebe, CHIP’s Outreach Program aims to spread awareness about hearing loss, the “invisible handicap.” Over the years, our Outreach Program has changed and evolved. This year, it is stronger than ever. We now offer different types of outreach:



- Traditional workshop program with workshops to the general public: Understanding Hearing Loss, Pathways to Services, Managing and Coping with Hearing Loss.
- Professional workshops and training sessions geared to professionals and staff who are working with seniors.
- Sensitization booths that help to raise awareness about CHIP’s mission, develop partnerships and promote community networking.

Through the efforts of our tireless volunteer teams of professionals and peer mentors, we have met with 25 organizations, partners, and community groups - an increase of 14% from last year! We reached out to approximately 300 people with the traditional workshop program, with the average audience numbering from 10 to 30. We were able to make meaningful connections. Feedback from session evaluations has been very positive:

**Hearing aid users wait, on average, 10 years before getting help for hearing loss. But during that time, communication with loved ones becomes more difficult, and isolation and health risks increase.**

[www.hopkinsmedicine.org](http://www.hopkinsmedicine.org)

- 98% of respondents found Outreach presentations useful.
- 100% of the participants would recommend the presentation to others.
- Before the Outreach presentations, only 46.2% of people said they knew the steps to obtain help with hearing. After the presentation, 100% of the participants said they now knew the steps to obtain help with hearing.

This finding is precisely the main reason CHIP's Outreach Program exists: we provide participants with the resources they need to empower themselves. It can take significant time to get a diagnosis and be fitted for amplification, if appropriate. The average time before getting help is considered to be about 10 years! With support, this time can be considerably shortened.

One successful partnership CHIP has developed is with Université de Laval. A group of students in the Business Master's program evaluated CHIP's Outreach activities and their findings provided useful insights:

- Outreach activities should target younger audiences (students in related fields) and potential new partners;
- In an interview with internal and external partners, the biggest barrier cited for CHIP was the lack of bilingualism.

## Growth

Going forward, our goal for Outreach is to increase CHIP's visibility and forge meaningful relationships with our partners in the community. We recognize that to do this, we will need to investigate ways to become bilingual - in our correspondence with our partners, on our website, and with regard to our human resources, for example.

We will look at taking the evaluation of our partnerships a step further. We will also focus on offering professional training to our partners. As well we will start a Text-911 and emergency awareness campaign this summer (2018) targeted to emergency responders, municipal staff, public workers and different levels of governmental staff. For more information on **Text-911**, please visit our website <https://hearhear.org/other-resources/>



**Last year, my hearing diminished in my left ear, but I now realize the steps to obtaining a consultation. CHIP gave me support and guidance concerning my hearing loss, which is new to me.**

- Outreach participant

## Speechreading Program

The Speechreading Program is one of the most popular of CHIP's activities. In 2017, CHIP offered seven speechreading courses. Four courses were held in Montreal (7000 Sherbrooke St. W.) and three in the West Island (Dorval, Kirkland, and Pointe Claire). We are also looking into expanding these courses to Laval and the South Shore. Each course ran for 10 weeks for two hours per week during the spring and again in the fall. This year we changed the structure of the speechreading program: we replaced the previous three levels (beginner, intermediate and advanced) with two levels - Speechreading for Beginners and Speechreading PLUS - to allow for more flexibility in attendance, since members could participate in any of the Speechreading PLUS classes offered. Speechreading PLUS allows members to expand their knowledge and understanding of the many issues associated with hearing loss, to share their personal experiences with other class members, as well as enhance their speechreading skills. PLUS stands for **P**actice, **L**earning, **U**nderstanding, **S**haring/Support.

The speechreading program has a very clear set of goals. Members:

- *learn how to manage their hearing loss through the development of speechreading skills,*
- *develop a social network, and*
- *report a better self-perceived quality of life.*



## Development of Logic Model & Impact Evaluation

Last summer, we were very fortunate to be working with Neja Stare, a PhD student from McGill University, who helped us develop a Logic model for both of our Speechreading programs and we created the impact evaluation tools. This is the first year we have instituted the new forms and the results are looking very promising.

One of the most important aspects of the program is the support offered within the groups, both by the instructors as well as the peer support that members offer each other. Many members return to the classes over a number of sessions, even years. The fact that members return for many sessions and provide support to one another is what makes CHIP's speechreading program so successful and unique.

## Progress

**New Partnership with Manoir Kirkland** - Two years ago we held a conference at CHIP where one of the exhibitors was a representative from Chartwell Residences. Building on that initial contact, a great partnership was forged, which grew into an agreement to host classes at Chartwell Manoir Kirkland. In return for offering space to CHIP, we agreed to waive the registration fee for Manoir Kirkland residents. This is a clear example of a healthy partnership that has the potential to continue growing.

Another partnership has blossomed with Oreille Bionique, a distributor of technology for better hearing in noisy situations or at a distance. Oreille Bionique is allowing us to try out some new sound field components. It is our goal to test the equipment so that participants can focus on learning and sharing thoughts while optimizing their hearing within the group.

## Future Directions

It is our hope to be able to expand our speechreading program to Laval and possibly the South Shore region of Montreal. There are significant pockets of anglophone communities that have limited resources in English and there have been requests for CHIP to explore the possibility of offering classes closer to their communities. We will be developing partnerships and networks to assist us with this. We will also review the possibility of accrediting our instructors in the second level of the Canadian Hard of Hearing speechreading training program.



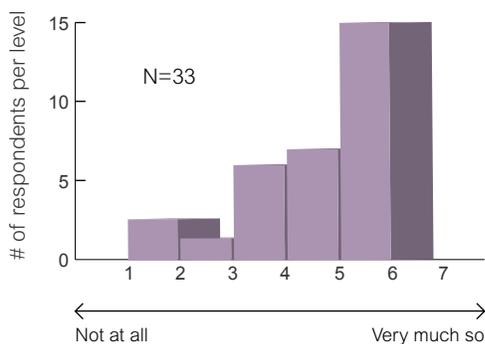
## Findings

**55 participants** filled out the pre-assessment questionnaire.  
**42 participants** filled out the post-assessment questionnaire.

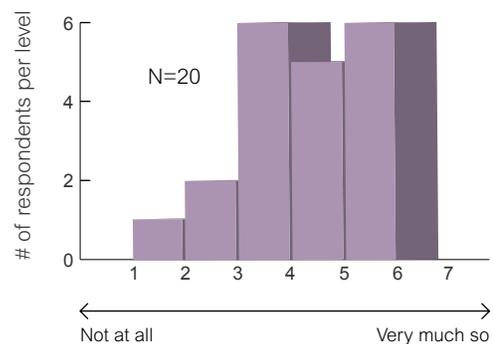
At the beginning of the fall 2017 session, we asked participants from all levels to self-evaluate their level of confidence in communicating with others. We surveyed the same students at the end of the session, and we saw a significant increase in their confidence levels.

We were particularly pleased to observe the self-perceived progress among students at the beginner levels. One third of students who completed both the pre-and post-assessments reported an increase in their willingness to discuss their hearing loss with family members, and over half reported that they felt more comfortable disclosing their hearing loss to strangers. These responses are very heartening, since they demonstrate an acceptance of their hearing loss, which is the first step towards improving quality of life.

**Pre-assessment:** Confidence in communicating with others.



**Post-assessment:** Confidence in communicating with others.



I feel confident in my ability to communicate with others. (count)

## Members' Feedback

*"I am less frustrated with my hearing loss. I am more comfortable telling people about my hearing loss. I understand how to use my hearing aids"*

*"A lot of helpful hints and the classes were very interesting  
 It made me more accepting about my hearing loss."*

*"I experience a feeling of comfort and friendship with classmates,  
 i.e. understanding and openness with, and by, teacher and classmates"*

## Assistive Listening Device Program - an Evolution for Peer Mentoring

Assistive listening devices are essential to a person's hearing journey and accessibility to the world. Hearing aids or cochlear implants are just one step in the journey-- they do not "cure" the hearing loss, but they offer better understanding of speech for most people. In addition, many people with hearing loss could benefit from other devices to support them in their work or home environment. Such equipment includes technology like visual environmental signaling systems for home alarms or doorbells, as well as adapted telephones or amplified television systems that link with a specific hearing device. Many acousticians and/or rehabilitation services can support our members in purchasing these devices and even in setting them up initially.

After careful evaluation, we concluded that our Assistive Listening Device program needed to be modified. Despite many years of wonderful support with ALDs to our members, with low attendance more recently, and after much effort to advertise and support the program, we determined that we could be more helpful supporting members in getting their technology through other service providers. CHIP can still play an important role in the process, making sure that, once members have received the equipment, they continue to use it with ease and confidence.

This aspect of peer mentoring, where members provide support to others, is unique to CHIP and is a component that we feel is essential to maintain and build upon. We currently have peer mentors sharing their personal hearing journeys on our social media platforms, HearHear magazine and via the Outreach Program. This provides our audience with a very exclusive and particular perspective that has a unique and lasting impact on them. Our plan is to carry out further research and hopefully develop a more focused peer mentoring program at CHIP that can address support for technology and, as well, address such other issues as loneliness and social isolation among seniors.

In Montreal, there are many services for seniors that involve advocacy, social activities and assistance with groceries and the like, but there are no anglophone peer mentoring services provided for seniors by seniors (which is the whole point of being peers, after all) - and particularly not for hearing loss. There is much evidence that peer mentoring works well for seniors. Peer mentoring is a natural fit for CHIP and we plan on pursuing the development of a Peer Mentoring Project in the coming year. We will approach some potential partners with whom we can create a collective impact and look for some funders for a project. In the meantime, peer mentors at CHIP continue to share their hearing journeys with the community.



## Lily Bernstein Resource Centre

### Sharing information and enjoying social activities

The Resource Centre has been evolving over the last few years. The goal of the Centre is to share knowledge with the members and the community related to hearing loss. This has been done in several ways over the years. The space was used for social activities such as Movie and Book Club. In the past year, we have had low attendance for these activities, despite all of our efforts. Part of this is due to fact that captioned films have become easily obtainable. However, we have introduced new social activities and have refitted the Centre with new and updated computers, with the help of the Computers for Success Canada Program. The Centre is currently available for digital literacy training and workshops. Supporting our members in connecting and building relationships is an ongoing priority.

One goal for the future is developing online resources and training through CHIP. We have developed some online tools and resources, such as the pathway for receiving services for hearing loss, a self-care checklist, and other online resources. Check out these resources at [www.hearhear.org/other-resources](http://www.hearhear.org/other-resources).

Since sharing our knowledge is always a priority, we offered a series of information sessions for our members. With topics such as tinnitus, assistive technology services and care of hearing aids, we invited members to explore information of interest to them. These sessions were offered through out partnerships with Groupe Forget as well as MAB-Mackay Rehabilitation Centre. We invite our partners, community groups or individuals to offer to share their knowledge in an information session. Together we can make a difference!

It has been a tradition at CHIP for several years to have an annual holiday event, which has always been much enjoyed by members, volunteers and staff. This year, we wanted to include the families of our members as well as partners and community representatives. Having the event on a Saturday meant that some family members as well as the young adult members, who attend school or are at work during the week, were able to participate.

In December 2017, more than 70 friends, families and members from the CHIP community came together for our first Holiday Brunch. It was a wonderful gathering, where people from different backgrounds and generations connected over food, laughter and games. Staff and volunteers prepared a really delicious holiday brunch with pancakes, eggs and all the holiday trimmings. A lovely winterscape created by Deborah Arsenault was the backdrop for photos of family groupings, CHIP friends and colleagues. It was a joyous event that we plan to repeat.



**Supporting our members in connecting and building relationships is an ongoing priority.**

## Financial Report

The 2017-18 year was a year of highlights, uncertainties and changes for CHIP. We ended the year with a budget surplus and were better able to plan for our future. This year, CHIP benefited from an increase in revenue which came from:

- An increase of 1.2% in our Ministère de la santé et des services sociaux du Québec grant (MSSS-PSOC)
- An increase in the amount of donations received from you, our generous members
- New funding for staff from Emploi Quebec
- Private and public grants including the McConnell Foundation-Innoweave Grant, and Canada Summer Jobs Grant
- Advertising revenue from our HearHear magazine

The Statement of Operations demonstrates an increase in salaries, as well as a decrease in education/programs. The increase in salary expenditure was mainly funded by the new Emploi Quebec employment grant which enabled CHIP to hire needed staff members. We were especially happy to be able to employ two highly capable staff members with profound hearing loss. These two positions focused on raising CHIP's profile through our CRM, website, social media pages, and print materials, tools used to support our networking and membership engagement efforts.

The decrease in the education/programs category was due to two factors - our inability to offer a speechreading class at our Bayview location because of a lack of parking due to nearby construction, and our overall cost cutting in several expense categories in anticipation of possible relocation expenses.

There is also a mismatch between membership enrollment numbers and revenues generated by memberships. There was an 18.3% membership enrollment increase. However, the corresponding increase in membership revenue is not fully reflected in our Statement of Operations due to the fact that CHIP waived fees for those with significant financial constraints in accordance with our belief that our services should be accessible to all.

For several months, there was uncertainty as to where CHIP's offices might be located. Members generously responded when asked for their assistance in building a relocation fund, enabling us to begin searching for and considering new location possibilities. We were very grateful to see how much CHIP members cared for and felt a sense of ownership in the future survival of our organization. Luckily, CHIP was given a reprieve. We will continue to maintain the fund in a restricted account.

Overall, CHIP had a positive financial year and our future looks bright as we work towards applying for new grants to enable us to maintain and share our services with a wider demographic. Please continue to support CHIP through volunteerism, participation in programs, donations, and by spreading the word about how we can provide continuing help and support for people whose lives are affected by hearing loss.



**Linda Quashie,  
Financial Chairman  
Treasurer**



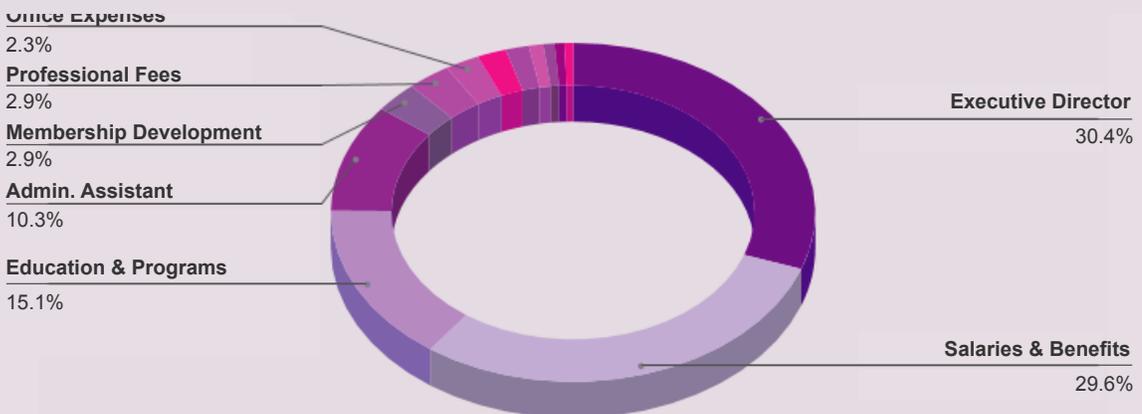
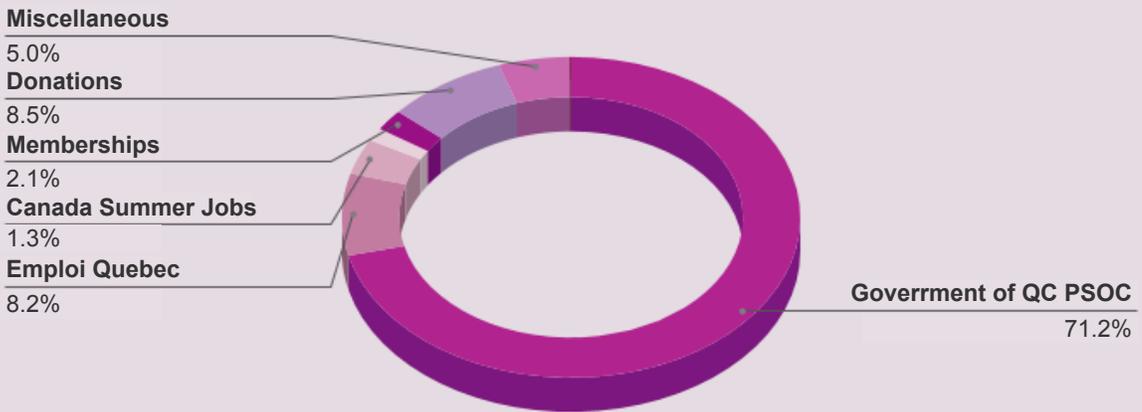
**2017 Audited report available upon request.**

Our thanks to Amstutz Inc.

# Financial Statement

## Statement of Operations year end March 31, 2017

### REVENUE



The revenue growth graph demonstrates steady growth over the last four years in most areas of CHIP's revenue. The largest growth is seen in the program fees, which include activities, workshops, and class fees. This was an increase of 422%. Our numbers of members for whom fees were waived has increased as well. The donations revenue has seen a growth of 414%. Last year we received two large donations that are not recurring. However, even without those large donations, we still see substantial growth. Our grants revenue has also been on a steady growth rate of 28% since 2015.

This is mostly in the area of human resources grants from Canada Summer Jobs and Emploi Quebec. Membership is also on the rise again this year.

### Revenue Growth from 2015-2018



## Fundraising Report

### Building Relationships and Making Connections



The Fundraising Committee, now in its third year of work, is focused on better sustainability for CHIP and more diversity in its funding base. Though at times the work feels rather slow, a great deal was, in fact, accomplished this past year.

We became more aware how online fundraising might open new doors for CHIP, and so we began our research and training. On Giving Tuesday in November (a U.S. initiative that is beginning to be more prevalent in Canada as well), we launched an online appeal, which extended into December. It was a new venture for CHIP and proved to be very successful. It is important that we widen our online reach so more individuals become aware of the services CHIP offers and the funds needed to ensure continuity.

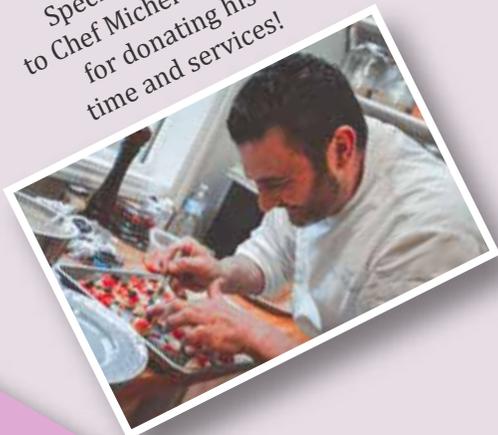
Our annual appeal saw some changes as well, as we were able to personalize our requests to help members and community partners realize how much we appreciate each and every one of them for their precious support. Without this solid base, CHIP would not continue to thrive. These fundraising efforts proved that making more personal connections is the most effective way.

In order to increase membership, we added a gifting option to our yearly membership letters that go out with the HearHear magazine. Gifting a membership is a great way to share your interest with others who may also benefit from becoming part of the CHIP community. Individuals gifted with membership receive the magazine and other materials for the remainder of the membership year (April-March) and all of the next year as well. It's a great way to express thanks, or to celebrate a birthday or holiday.

In April 2018, we held our first Donor and Partner Appreciation Event. It was a lovely 5 à 7 held at the home of Rafeef Dajani, a member of the CHIP Board of Directors. About 30 partners, special donors, and volunteers attended. For many, it was a chance to get to know others or visit with friends. It was an opportunity for CHIP to express appreciation and for us each to be inspired by others and by CHIP's future possibilities. We are so grateful to Rafeef for offering her lovely home and to all those who attended.

Building relationships with those in a position to support CHIP takes time and care. It is perhaps the most important part of fundraising. Each of us can help by being ambassadors to the public about the services that are available, and by sharing information about our own unique hearing journey and the part that CHIP has played in it. In addition, help with fundraising is always appreciated!

Special thank you  
to Chef Michel Vallandro  
for donating his  
time and services!



**Martha Perusse, Fundraising Chairman & Board President**

## Funders



Emploi Québec



Government of Canada



Ministère de la Santé et des Services sociaux



J.W. McConnell Family Foundation

La Fondation Gustav Levinschi

## Partners

Audition Quebec  
 Canadian Hard of Hearing Association  
 Canadian Hearing Society  
 Centre for Community Organizations  
 Chartwell Manoir Kirkland  
 CHSLD Bayview  
 City of Dorval  
 City of Hampstead  
 Concordia University  
 Dawson College  
 MAB-Mackay Rehabilitation Centre  
 McGill University  
 Montreal Volunteer Bureau  
 NDG Community Table  
 NDG Senior Council  
 NDG Senior Table  
 The Canadian Hearing Foundation  
 The Suburban  
 Université de Laval  
 Université de Montréal  
 Vanier College

## Sponsors

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 Better Hearing Solutions  
 Chef Michel Vallandro  
 Clinique Auditive Baribeau-Lafrance Audioprothesistes  
 Espresso Bar  
 Groupe Forget  
 IGA Extra Famille Duchemin  
 Les Centres Masliah  
 Mark & Lachance  
 Oreille Bionique  
 Réservation Solution Plus  
 Sennheiser



\* We make every effort to make sure we have not forgotten or misspelled any names. If you identify anything incorrect or we are missing any information, please inform us right away and we will rectify the situation immediately.



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