



*Belonging Support Understanding*



40

**Annual Report 2019**  
*Celebrating Forty Years*

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*We changed  
our name but  
not who we are*

## Our Mission

To improve the wellbeing of those affected by hearing loss and to help prevent hearing loss in future generations.

## Our Vision

A community where we can hear, be heard, and thrive!

## Our Values

Respect  
Volunteerism  
Teamwork  
Empathy  
Non-profit Integrity

## Guiding Principles

Accessibility  
Empowerment  
Sharing Knowledge  
Partnerships  
Inclusiveness



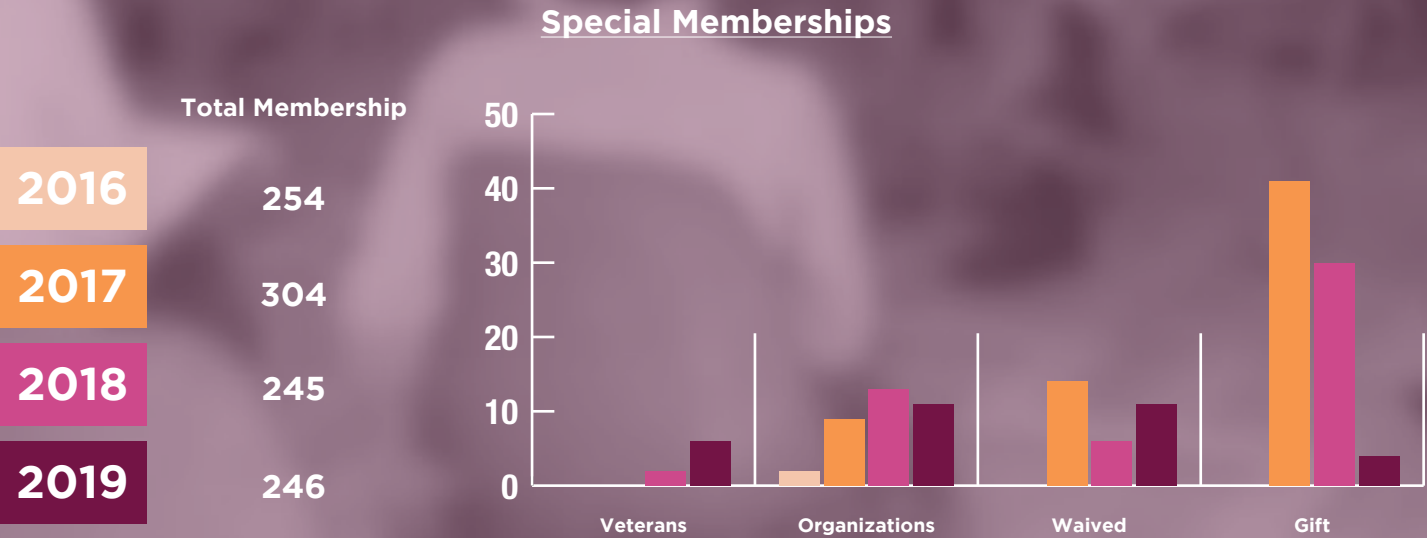
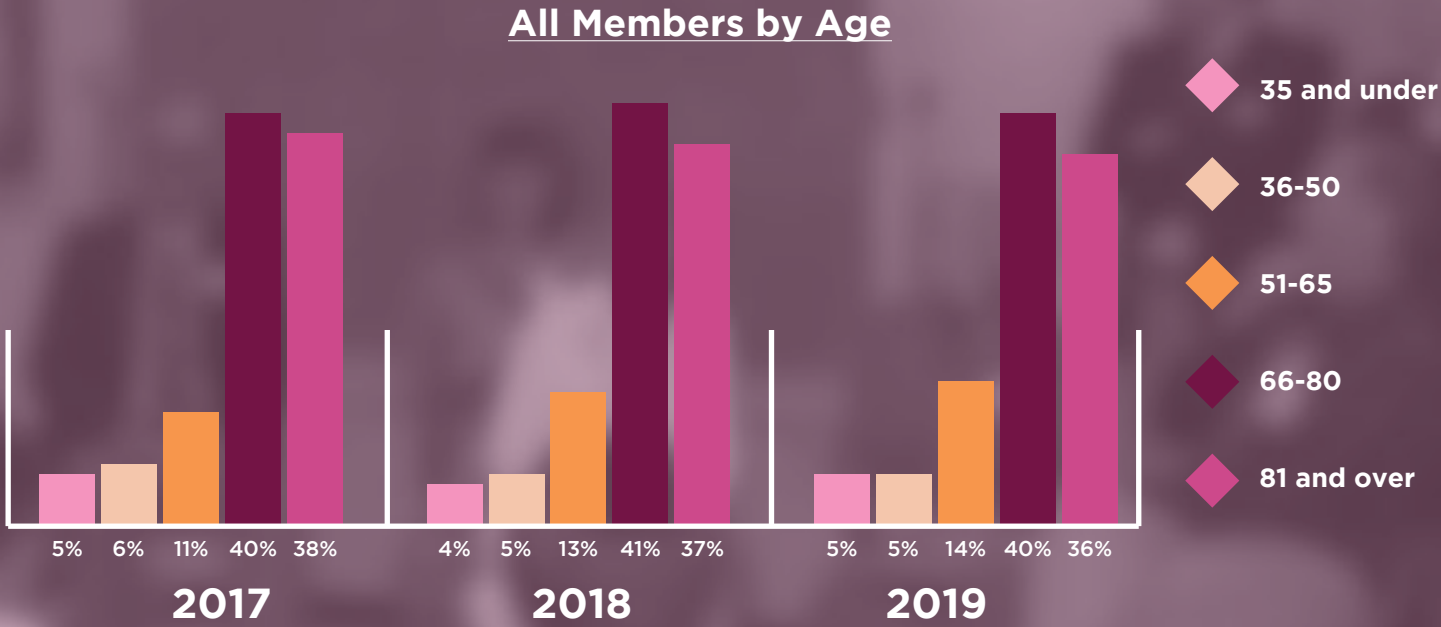
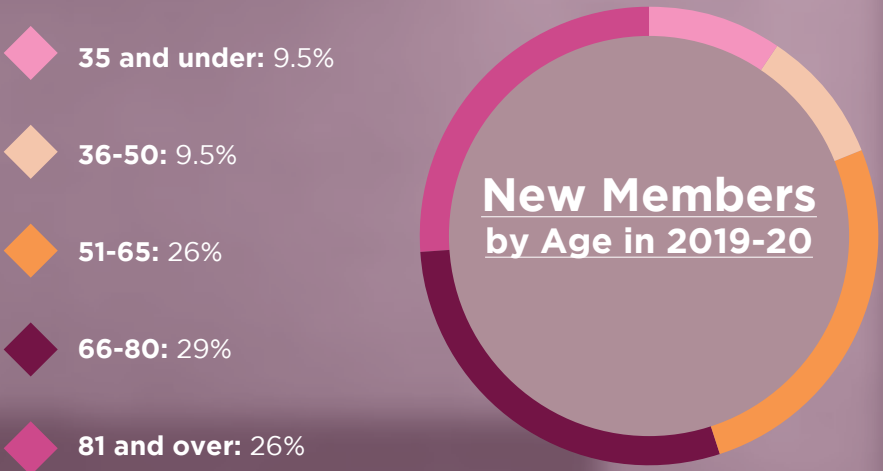
# Membership

Over the past 40 years, Hear Québec has faced many changes but throughout these changes, the support and dedication of our members has been unwavering. In 2019, the number of members who have been with us for over ten years was almost equal to the number of new memberships received. Although the total sum our membership grew marginally, it is encouraging to know that members who have been with us for over a decade (some for over 4 decades!) are still supporting us while we continue to grow and reach more and more people in need. It is important to note that even with our rebranding and our new name change debuting in mid-2019, our membership was not negatively impacted. New members and those who have been members for 4-6 years have the highest participation rate in our programs. But even those who have only been a part of Hear Québec for 1-3 and those who have been members for 10+ years are not far behind! As you can see in the graph, when looking at the age of our new members compared to that of the members overall, the percent of new members under 50 years of age is almost double. This is significant because it shows that we are able to expand our reach throughout communities and extend *Belonging*, *Support*, and *Understanding* to a younger generation.

Throughout the past year, part of our efforts to gain new members has been expanding our reach on social media. The introduction of social media campaigns for our organization sparks new questions regarding membership. On social media people can become “friends” with one another, or “follow” our business pages. On our website, they can “subscribe” to our email blasts. All of this can be done without having an official membership to Hear Québec but still count as providing services and information to the community. This upcoming year will usher in new conversations about how to bridge the gap between followers, subscribers, and members. As online communities become stronger and more accessible, the meaning of membership will have to be discussed during our strategic planning.

The heart and soul of this organization has always been about creating a community: a community that comforts, understands, and supports each other on their hearing loss journey. Fifty percent of our new members found Hear Québec through

a friend or through our **HEAR**HEAR Magazine while another 20% found our organization through an outreach presentation or workshop. When compared to the 14% referred to us by a professional, the power of community and word of mouth really shines through. It is amazing that throughout all of these years, our members are still able to come together, welcome new members, and provide a non-judgmental environment where they can discuss their difficulties and feelings, share knowledge, and learn helpful communication strategies.





# Who Are We?



### Board of Directors

Martha Perusse, President  
Dale Bonnycastle, Vice-President  
Sandy Goldstein, Secretary  
Ahmet Genel, Treasurer  
Heidy Wager, Executive Director  
Peter Allan, Director  
Priscila H. Bogusiak, Director  
Rafeef Dajani, Governance Chairperson  
Katrina Tarondo, Young Adults Director



### Operational Staff

Heidy Wager, Executive Director  
Annalise Kluender, Administrative Assistant  
Tahsin Shakif Mohammad, Graphic Designer  
Abby Stonehouse, Program Coordinator



### Instructors & Animators

Dale Bonnyastle  
Eva Basch  
Jill Johnson  
Patricia Tomaszewski



### Summer Staff (Canada Summer Jobs)

Ciarra Callender  
Omer Othman  
Daimen Tokiwa  
Dezaye Nair  
Carmelina De Luca

### Lifetime & Honorary Members

Doreen & Barney Cons, Alvin Goldman & Dorothy Pocock, Richard Lubelsky, Jack Schiess,  
Richard Smith, David & Pamela Tait, José Renée Trudeau

### In Loving Memory

Lou Brock, Reginald Weiswall, Robert Johnstone, Marsha Gardner, Helen Rainville, Rhoda Gordon,  
Aline Desjardins, Joy Meyer, Catherine Richards, Stelios Loizos, George Marshall Wansbrough,  
Mary Haseltine Saunders Taylor

### Volunteers & Stagiaires (Please forgive us if missed your name)

Deborah Arsenault, Moustafa Al Hilali, Etienne Bacave, Samir Badran, Daniel Basch, Param Chopra,  
Craig Collins, Romain Copier, Aidan Forrest, Stéphanie Gagné, Sharon Gaughan, Allister Grapes, Erica  
Gregor, Erica Jaarsma, Pengda Jin, Kamba Katchelewa, Tanya MacDonald, Ashley Mayoff, Catherine  
Miller-Barrington, Allison Morris, Valerie Mulvey, Jean-Richard Nononsi, Christopher Norville, Matthew  
Palynchuk, Debora Passarelli, Diana Pérez, Nick Perusse, Tirza Petersen, Kerry Ann Ryan, Marie-Josée  
Saucier, Callista Senior, Cathryn Somrani, Dumitru Stoica, Cindy Stonehouse, Elena Tresierra-Farbridge,  
Phyliscia Tucker, Virginia Walsh, Rebecca Wang

# Volunteers

Long before we had members, we had volunteers. Without the hard work and passion of volunteers, Hear Québec would not have been able to celebrate its 40th anniversary. As in 2018, we had over 60 volunteers throughout the year and amassed an incredible 3,566 volunteer hours. That is equivalent to working a full time job for over a year and a half! Despite acquiring operational staff, we still rely on our volunteers to help provide programs and services to the greater community. Our volunteers help us with everything from hosting and planning big events to performing tasks that are essential to keeping our organization running properly.

This year our volunteers helped overwhelmingly with our programs and special events. Our bi-annual programs such as speechreading or a trip to Cabane à Sucre bring so much joy to so many members and this is all thanks to our volunteers.

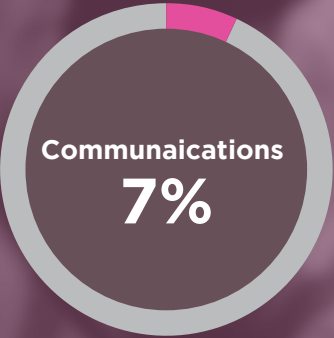
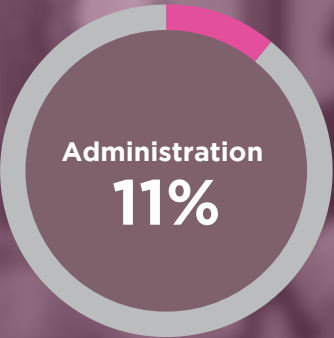
Again, thanks to our volunteers, our annual holiday lunch was a great success! Our holiday lunch is meant to help build a sense of community during a time that can be particularly isolating for those with hearing loss. With over 30% of the attendees being non-members, this event provided a great opportunity for connection and community building.

Volunteers also do a lot of behind-the-scenes work! They assist in the translation of documents and the grant writing that funds our organization year after year. They help out in website designing and aid the entire process of producing our magazine – they even help in making this report a success!



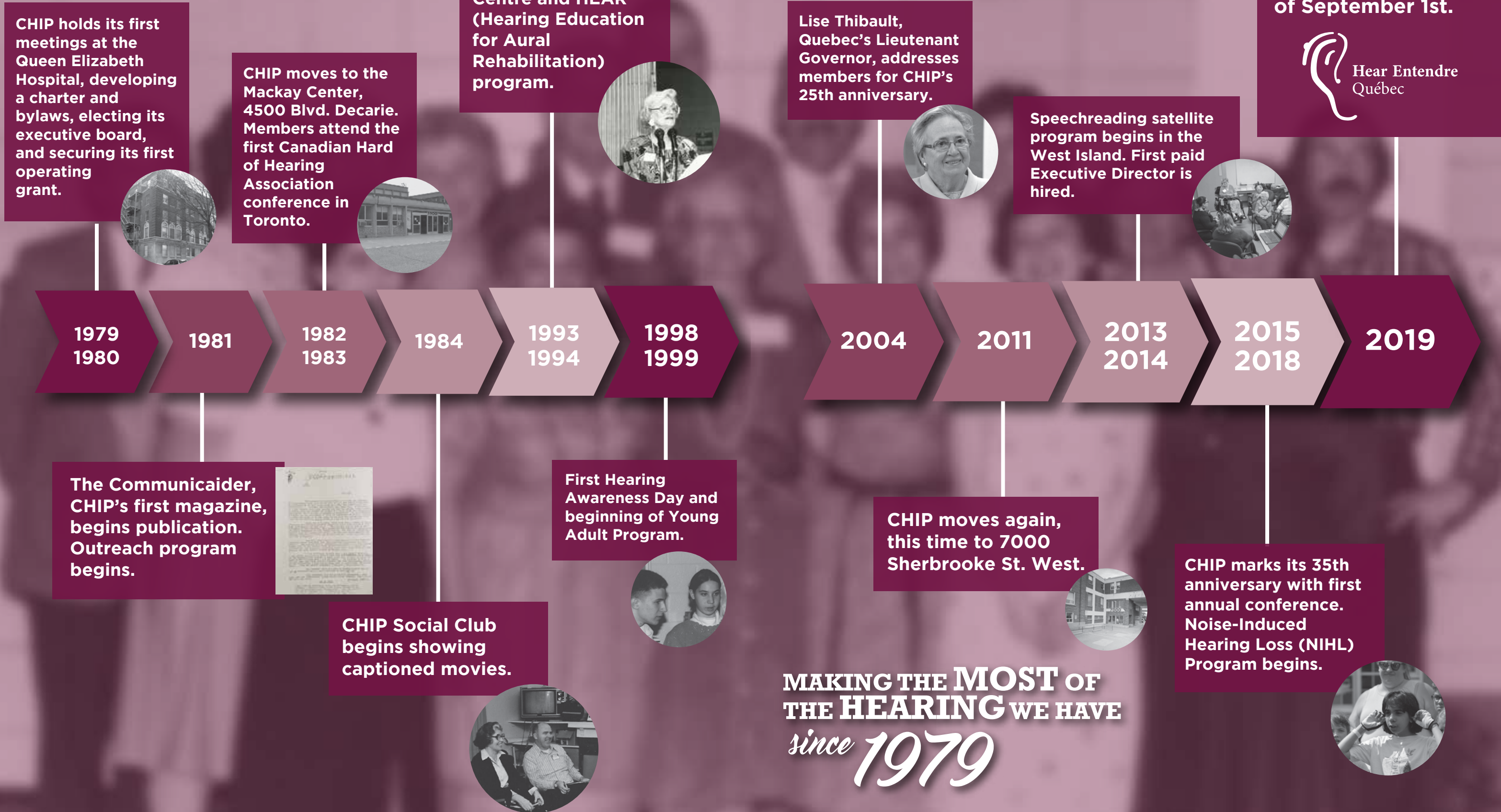
## Allocation of Volunteer Hours

Here is how our 60+ volunteers spent their time at Hear Québec in 2019-20





# Our History





# Board of Directors' Report

## 2019-20



Rafeef Dajani,  
Governance Chair  
and Board Director

Hearing loss is less about hearing and more about understanding. And so, we spent 2019-2020 trying to understand the needs and challenges of the community we serve and support. It was a year spent building momentum for change. This change began with our branding makeover; we wanted a name that represented more who we are, a name that was more inclusive and one that represented our geographic community and our home, Québec. CHIP became Hear Entendre Québec.

At our AGM last year we celebrated our 40th Anniversary and launched our new name and logo while co-hosting the Canadian Hard of Hearing Association (CHHA) 2019 Educational Conference and Trade Show which was held in Montréal for the very first time. We even managed to get the last laugh – the fully accessible comedy show we organized was a sell-out performance!

But enough about us.

Improving membership engagement has also been our key focus. With an internal and external environment that has changed we have had to step back and honestly assess our performance and ask ourselves, “Are the day-to-day-activities aligned with long-term objectives? Do those objectives meet the needs of our membership? And what would success look like?” These discussions were the key components of our board and staff retreat in 2018 and directly influenced our decision to embark on a strategic planning process: If effective strategy was our agreed destination then we would need a map. We would need help, too! So we successfully applied to Innoweave for funding then connected with a coach who will guide us through the entire process from assessing our readiness to implementing a new approach. The time commitment is significant and there are many obstacles that will get in the way of launching this process but we are confident that a well-managed planning process that will engage the staff, the board and volunteers will benefit our members and create a sense of shared ownership for our organizational priorities.

In closing, we would like to thank our dedicated volunteers, including members of our board and our wonderful and committed staff who are working diligently to make hearing loss more visible.

# Executive Director's Report

## 2019-20



Heidy Wager,  
Executive Director

This year at Hear Québec we celebrated our 40th anniversary. As we looked back at the impact made by our founding and longstanding members, this was the resounding message: **CHIP is home. Our members feel that this is a safe place where they can express their feelings, and learn and grow in an accessible environment among people that truly understand them.** And so, that continues to be at the heart of everything we do.

We honoured Dale Bonnycastle, one of our founding members, by creating a scholarship in her name. The Bonnycastle Scholarship and Bursary Fund will assist people with hearing loss obtain the technology that will significantly improve their quality of life. To fund this scholarship we organized the very first fully accessible comedy show in Montréal: **Comedy for a Cause: Accessibility for all.** It was a sell-out event with over 260 attendees! We raised close to \$3000 to kick off this scholarship. With your support, more people will have better accessibility technology in order to stay connected to their community.

Our donors have played – and continue to play – an essential role in our mission. We owe our present and future impact to their continued support. Our donors are now able to give in memoriam and tribute donations, as well leave bequests – what better way to have a lasting impact on our community! As we continue to work with partners that have supported us over the past 40 years, we hope to continue the process of developing new partnerships while at the same time strengthening the old. We all share common goals.

**Throughout this year we have been reflecting on who we are, where we've come from and how we ought to move forward.** Although we have changed our name, what has remained constant is our commitment to honouring founding members' vision: improving the lives of those affected by hearing loss. Our name has changed but who we are has not. We will always remain dedicated to providing *Belonging, Support, and Understanding* to those in need.

We are ready for the next 40 years and all of the exciting new chapters that will come with it. Our first ever strategic planning process will be the next step. This is an exciting time for us as an organization; our future is promising and full of possibilities. As we look forward to the future we need to **reflect, re-imagine** and possibly **re-build** how we can best serve our community of English speaking people affected by hearing loss in Québec.



# Communications

Communication allows us to stay connected and strengthens our community – a community we greatly value. We have had a rebranding of our name, a milestone anniversary, and the Canadian Hard of Hearing Association (CHHA) conference, all of which drove us to usher in a variety of communication implementations. We continue to widen our ways of communication to represent the diversity of our members and their needs.

## Social media

At the end of the 2019-2020 year we had a total of 546 friends on Facebook (up from 500 last year), 273 followers on Instagram (up from 250 last year) and 578 connections on our most recent platform, LinkedIn. We set a goal to increase our followers and friends this year by two per month and we surpassed that generously on each platform. We also set a goal of posting an average of 2 times a week and surpassed that too with 272 posts!

Having a social media presence allows us to connect with our digital community and professionals alike. It allows us to highlight our programs, services and events. Moreover, it allows us to share important and relevant information about hearing loss. We hit a record number of engagements with these posts, with 911 on Facebook (up 759%) and 5362 on Instagram.

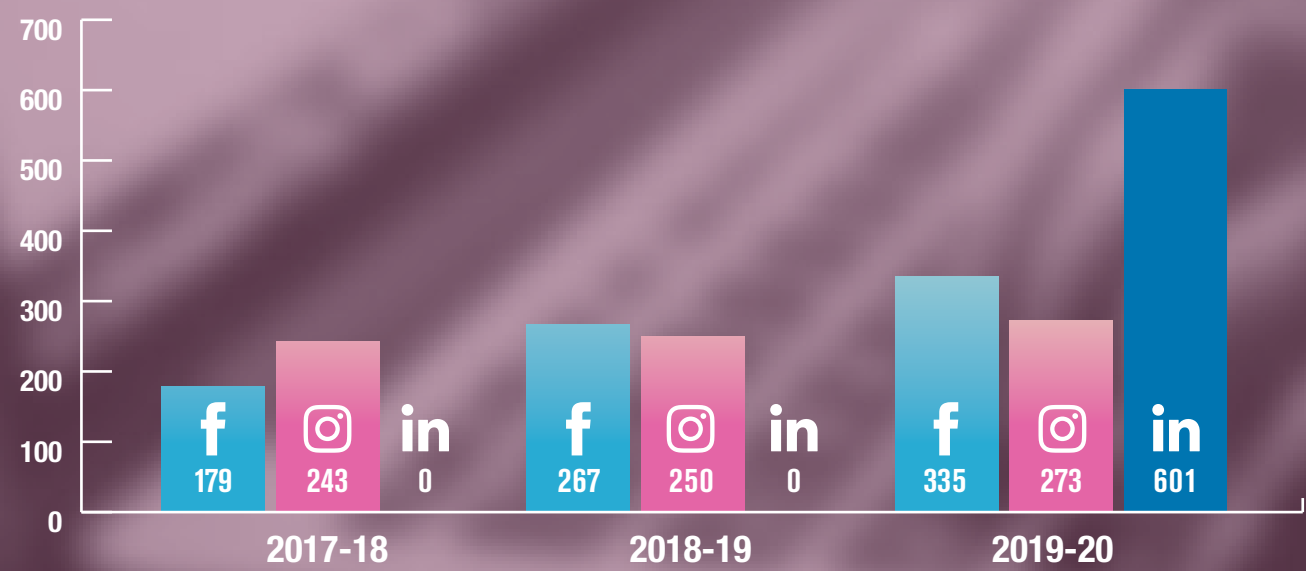
The posts that get the most engagement are the posts that highlight personal stories. As such, our challenge is to increase them. Not surprisingly, a higher level of engagement was observed when the pandemic hit in mid-March as people flocked to social media to stay informed and connected and turned to our page for information during this critical time.

In 2020-21, we hope to expand our digital engagement even more with stronger content that will meet our followers' interests. We will also further tailor our posts in order to increase our engagement, and create an analysis of the impact of our social media growth on our membership.



## Social Media Followers

We have seen an increased following over the past 3 years. We are hoping that gaining more followers will lead to an increased impact. It is our hope that having more followers will lead to educating more people about hearing loss, added involvement Hear Québec's programs, and establishing a positive relationship with the community of those affected by hearing loss.



## Engagement:

Engagement indicates how many people are interacting with our content on social media, similar to being connected to a social support group. This creates a feeling of *Belonging*, *Support*, and *Understanding*. We saw a record engagement spike happening in December and in March, for our GivingTuesday Campaign and the end of March during the first days of the pandemic. These two spikes were times that we had the most posts about our members, their personal hearing stories, and posts that helped people connect to accessible information. All of this data will be an integral part of our discussion in strategic direction in terms of our communication and marketing plans.



GivingTuesday



Humans of CHIP



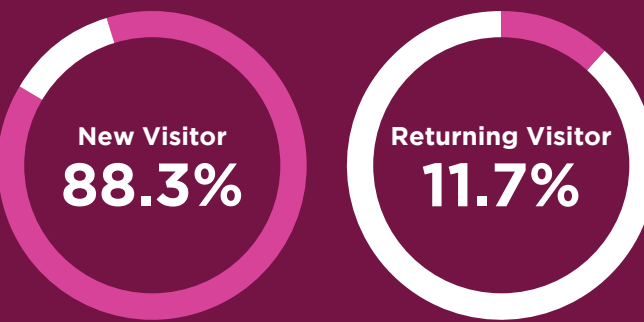
World Hearing Day

## Website

After 40 fantastic years, we unveiled a redesigned and bilingual website to accompany our new name! Our rebranding brought a whole new section of hearing health information to our website. Making the website bilingual and adding the hearing health information was part of our goal to make our website accessible to hearing health professionals, and also become a resource hub for anyone else in need of information. Although we provide services to the anglophone community, launching the bilingual website in October drew 12% of our page views to the French side of the site. Our hearing health information page drew 51 of our total page views, which was 6,174, and the French hearing health information page drew 31 page views. Overall we had 252 Returning Visitors and 1,872 New Visitors, which means that we reached almost 2,000 new people who had never visited our website before. This is the first year we have started tracking and reporting website analytics. This upcoming year, it is our goal to create a communication plan that includes website analytics and sets goals for information we want to track and why. Having a more comprehensive

idea regarding the analytics and their meaning to us as an organization will be an important aspect of our upcoming strategic plan for the future direction of Hear Québec.

We strived to accommodate our diverse membership by diversifying our means of communications. This year we had a special full-colour 40-page 40th Anniversary edition of our HEARHEAR Magazine where we showcased interviews with some of the integral founders who had been with our organization from the start and others who have come along the way and helped make us into what we are today. Over the next year, we will continue to assess our communication methods and goals through our re-defined and updated communication strategic plan.





# Outreach

## Outreach has two main goals:

1. To inform the general public about hearing loss, accessibility, and the needs of the hearing loss community; and
2. To get our message out to people affected by hearing loss and make them aware that we are here to support and assist them.

Ultimately, we want to reduce the stigma and misinformation surrounding hearing loss. Outreach is for people affected by hearing loss as well as the general public.

In 2019-2020 we conducted 18 outreach events and reached out to approximately 684 people. Of the 18 events, 12 were presentations with a total of 284 people. In surveying the people that attended the Outreach presentations, the results indicated:

- 58.1% said that they would get their hearing tested
- 90.6% said they had a better understanding of the steps needed to get help

***"I've been putting off my hearing test for years. After this presentation, I am not resistant to the idea... I will ask my GP"***

- Anonymous survey respondent

This year we had a dip in the number of people reached through this program. In the winter and spring of 2019, Hear Québec focused on planning the CHHA 2019 Educational Conference and Trade Show. As the Outreach program is a volunteer run program much of the human resources were reallocated to the CHHA event. This event allowed us to reach many more professionals and people with hearing loss from around Canada.

Focusing on reaching out to other community groups and hearing health professionals around Québec allows us to build our network and plan for future direction and collaborations. In the winter of 2020, Outreach made it a point to reach out to ten organizations that help the hearing loss community. With this effort, we were able to schedule a meeting with the organizers of the Journée National Audition and the APDA. Unfortunately, this event was canceled due to the pandemic but we are eager to be part of this event next year in order to represent the anglophone

community affected by hearing loss in Québec. Now more than ever, we recognize that the hearing loss and the accessibility needs of our community need to be highlighted. In light of this, our Outreach program made it a point to attend webinars and conferences on the changes in accessibility that are taking place in Montréal. For instance, on March 10th, 2020, we attended the Universal Accessibility Conference, which highlighted Montréal's future accessibility plan. Participating in events allows us to stay informed and speak up if we, the hearing loss community, are not being included in any possible accessibility changes.

Outreach is not without its challenges, one such challenge is not being able to measure our impact fully, especially the conferences and fairs that we attend.

In the next year, outreach has a goal of reaching 800 people. This will be a decrease from previous years, due to our focus on reaching out and developing new partnerships with other hearing health partners in the community. Our hope is to collaborate with other organizations and professionals on projects such as the Journée Nationale de l'Audition du Québec. We will also continue to expand our work on educating the general public about accessibility and the needs of those who are affected by hearing loss.

684  
people reached



12  
Presentations

# Accessibility Project

Over the years, many of our members have been vocal about their feelings of frustration and isolation at not being able to participate in public events or access public spaces. We have even had members like Debra Fisher write a couple articles about their difficulty in restaurants in past magazines. With the new Accessibility Act coming into effect, we wanted to look at our community and see how accessible it was to the needs of the hard of hearing community.

One of our Canada Summer Job staff members focused on collecting information for local establishments, such as cafes, restaurants, and bars to evaluate how accessible they were to the hard of hearing community. The main goal of this initiative was to sensitize the business managers and owners of these establishments and engage them in wanting to learn how to make their spaces more accessible to people with hearing loss.

We contacted 95 establishments and were able to successfully survey 35 of those locations. Of the establishments surveyed, the majority of the management expressed being open to accommodating someone with hearing loss:

- 90.6% said they would turn down the music;
- 73.5% said they would adjust the lighting to help with lipreading;
- 91.4% said they would accommodate seating, e.g., create a booth or table away from excess noise;
- The majority of the establishments did not have designs that were hearing loss friendly and only 20% of the establishments surveyed had acoustic features, making hearing challenging in the majority of these places.

The information gathered above will be used when moving forward with strategic planning and a list of these establishments will be made available to our members.



90.6%  
said they would  
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create a booth or table  
away from excess noise





# Noise-Induced Hearing Loss (NIHL) Program

This year, the Noise-Induced Hearing Loss (NIHL) Program reached 832 children between the ages of 8 - 12 years. We can estimate that over 1,600 of these children's parents and siblings were made aware of NIHL this year. Another indirect group that we educate are the 40 educators (teachers and camp staff) that participate in this program.

The majority of our presentations took place over the summer, with two Canada Summer Jobs (CSJ) employees. We educated 475 children and tested four new activities and refined existing ones. As a result, the written manual for this program now has 20 interactive activities. We intend to share this manual with other organizations to enable us to both expand our reach and benefit other organizations.

We presented this program at the CHHA Annual Conference. Moving forward, we will complete this manual and evaluate the interest of this program with other organizations. Nevertheless, we are pleased that this program is seeing positive short term results - children are engaged and learning with the program and we received positive feedback from parents and educators.

***“Great student involvement! It was a great presentation--an important topic for students who are at any age where they like listening to loud music!”***

- Loretta Varano -  
Edward Murphy Elementary School

At present it is difficult to measure any consequential behavioral changes in children's listening habits; however, we are confident that the long term results will show that fewer younger people will have NIHL in future. Such results will enable us to get more funding for this program.

In light of this, we have worked at developing a partnership with the University of Montreal (U of M) this year. Professor Ariana Lacerda, a member of the audiology department, has expressed interest in helping us with this program. Dr. Lacerda is confident that we will be able to develop a research proposal. She is well suited to this given their previous experience with a very successful NIHL program called Dangerous Decibels.

Our future plans for this program are to complete the manual and carry out an evaluation of other organizations' interests. Furthermore, with the support of the U of M professor and contract staff members, we would like to design a research proposal with evaluation tools which will properly measure the long-term impact. We would like to work further with U of M - we have the opportunity of integrating this program into their second year masters program as one of their public health modules. If successful, this would allow us to expand and educate some of the francophone community about NIHL.

Moving forward, we plan to hire two summer staff with the goal of reaching 500 more children and ten new organizational members. With the support of University of Montréal and contract staff members, we are confident that we will design a research proposal with evaluation tools that will properly measure the long term impact of NIHL.



12 Educational presentations



26 Recreational presentations

## Prevention methods



Turn Down the Volume



Less Time on Personal Devices



Walk Away from Loud Sounds



Protect Your Ears with Earplugs



40

educators participated in a NIHL presentation



Estimated 1600 plus parents/siblings educated



832

children educated about NIHL



***“Among the parents that were surveyed (96), 54.1% had not heard of NIHL prior to us coming to their children's school”***





# Celebrating 40 Years

We are continually striving to meet the changing needs of our members. This past year we had the wonderful opportunity to help host the Canadian Hard of Hearing Association (CHHA) 2019 Educational Conference and Trade Show which was in Montréal for the first time. This four day event held at the Delta hotel was attended by over two dozen of our members, 15 of which we were able to sponsor to attend! The conference gave our members the opportunity to meet and bond with people affected by hearing loss across the nation and offered various talks and presentations relating to hearing loss.

We kicked off the 40th anniversary celebration in honour of national accessibility week with Comedy for a Cause: Accessibility for All. This was a large scale event organized by Hear Québec, with over 260 people attending, resulting in a sold-out event. This was a fully accessible comedy show starring DJ Demers (an LA comedian with hearing loss), Gael Hannan (Author, performer and writer with hearing loss), and other stand up comedians that are Montreal based, including our very own Abby Stonehouse. The accessibility that was available there was T-loop, ASL, wheelchair accessibility, sighted guides and live captioning. All the proceeds for this event (\$3,000) were used to support the Bonnycastle Scholarship and Bursary Fund.

We hosted a special lunch ceremony for our 40th anniversary to honour our partners and founding members. Over 200 guests joined us for a special video presentation, which honoured our partners in the community with the **Hearing Hear'os Award**. Moreover, to pay tribute to our new name, we created the **Hear Hear Membership Award** to be given to a member that shows outstanding support to his/her fellow members. Finally we looked to the future with an award that recognized young adults with the **Excellence Under 30 Award**, highlighting our young adults that have an impact on the community.

The Holiday Lunch marked the end of our year long celebrations and almost a third of the attendees included the friends and families of our members. It took place at the Sarto Desnoyers Community Centre in Dorval, where we served a delightful homemade holiday lunch, showcased two video presentations, held 40 gift raffles, and enjoyed a delicious 40th cake prepared by our Board President Martha Perusse.

## Winner of the 2018 Doreen Cons Spirit of CHIP Award

Deborah Arsenault



## Winner of the 2018 Hearing Hear'os

Lethbridge-Layton-Mackay Rehabilitation Centre



## Winner of the 2018 Hearing Health Professional Golden Ear Award

Gael Kennedy Hannan



## Winner of the 2018 HearHear Membership Award

Debra Fisher



## Winner of the 2018 Excellence Under 30 Award

Tahsin Shakif Mohammad



## Canadian Hard of Hearing Association

Christopher T. Sutton  
Janice McNamara, Karla Wilson



## CHHA TALKS

All guest speakers received gifts including the book *The Hockey Sweater* by Montrealer Roch Carrier



## Canada's first Minister for Accessibility

Minister Carla Qualtrough, P.C., M.P.



## Comedy for a Cause: Accessibility for All

Comedians with Heidi Wager



## Motivational speaker, Kristopher Martin



## Keynote speaker, Mitch Joel



## Professional speakers, Professor Jérémie Voix & Nick Laperle, LLB



## 40th Celebration Lunch



## Vendors - 3 days 18 booths

## Bonnycastle Scholarship & Bursary Fund

Dale Bonnycastle





# Speechreading

Speechreading is held for 20 weeks with two levels of classes on offer: beginner and plus. There are eight courses per year with a total of 78 students. All of our instructors are certified by the Canadian Hard of Hearing Association.

In the spring of 2019, we had 44 students between the four classes. In the fall of 2019, we saw a drop in registration to 34 students which led to us to bring the classes down to three.

Speechreading promotes change by giving those with hearing loss the tools to reduce the psychological effects of hearing loss and improve interpersonal communication.

These classes emphasize the importance of social support. For instance, in every class we encourage all members to share their experiences with hearing loss - this helps new members with hearing loss feel like they are not alone. Members also get the support they need when new challenges arise.

**When our beginner students were assessed after attending classes,**

- **75%** felt more confident in communicating with others.

**Among the plus students,**

- **76.9%** said that their friends and family are more aware of their hearing loss needs
- **100%** said they have more communication strategies for dealing with social situations
- **84.6%** said that they were more confident in their ability to communicate with others
- **46.2%** said that they include themselves in more social activities since starting speechreading

We are facing challenges with this program, in particular, low registration. We have members that take this class every session without fail, but engaging new members to join can be difficult. Nevertheless, there is a sense that the newer generation with hearing loss will adapt to the technology quicker as well as develop/learn the coping skills on their own.

There will be a thorough evaluation of this program this year which should tell us whether this is the best way to offer this program for our new and existing members. This year's goal is to maintain the three speechreading classes that we have and recruit five new members to the class. As the support aspect is so important to those that take this class we would like to pilot a support group this fall. This group will meet bi-weekly and share the challenges of living with hearing loss.



**84.6%**  
said they are  
more confident in  
their ability to  
communicate with  
others



# Lily Bernstein Program (LBP)

## Accessible Events and Activities

The Lily Bernstein Program (LBP) fosters inclusion through social activities and events. This is done through adding accessibility measures in order for members to hear and to feel included. Hearing loss often leads to people isolating themselves due to the lack of accessibility measures in social settings and this can have a big impact on the wellbeing of people affected by hearing loss.

## Activities

We organized three accessible activities in the spring and two in the fall. In the spring, the sugar shack outing was made accessible by calling and reserving a table away from the busy area. The two outings to the Montréal Museum of Fine Arts (one in the spring and one in the fall) were accessible due to the FM systems used by the tour guide. For each of these activities, we had 8-12 members participate. The members especially enjoyed the Montréal Museum of Fine Arts, because the FM systems allowed them to hear and understand the information being conveyed.

## HEARTalks Events

We hosted **HEARTalks** in October of 2019, and we had Suzanne Huet, a real estate broker, come talk to two speechreading classes. This allowed members to get the information they may need, in an accessible environment. We had 14 members attend these two activities. The other **HEARTalk** in December 2019 focused on Cochlear Implants (CI). This presentation, titled "The Cochlear Implant Process" was delivered by Lilianne Brunnetti with 19 members attending. Our members are frequently asking for further information about CIs especially since a program to bring this life changing surgery to Montréal was implemented. Our members had a lot of questions concerning the surgery addressed at this presentation.

There are a few challenges facing this LBP program. First, there is a reduced attendance for some of the activities, and some of the attendance rates are inconsistent. Second, we lack a complete understanding of the overall interest of our members in the activities. And finally, we don't yet know anything about the positive impact that these activities have on our members.

With that in mind, the **HEARTalk** about CIs was one of our most popular activities on this program.

We will be expanding on this with even more interesting topics. We will have four **HEARTalks** in the spring of 2020, with the goal of having 80 participants in total. The theme of these **HEARTalks** will be wellbeing. In the fall, we will have another **HEARTalk** series under another theme.



## NEW Support and Referrals

Many members and non-members need help managing their hearing or potential hearing loss. We assist them through one on one support and referral to other organizations, professional and other resources. This year we tracked over 20 people that participated in this program. However, we know that there are MANY more, we just do not have a system in place yet to evaluate the work we are doing with them.

Of the 20 people that we evaluate there were a number of ways that we were able to assist them:

- We often refer people to the Lethbridge-Layton-Mackay Rehabilitation Centre.
- We talk people through the steps of being tested for hearing loss.
- We also talk to them about the programs and technologies available to help them foster their inclusion and decrease the negative impacts of hearing loss.

A big challenge of this program is keeping track of all the people that contact us and following up with them. There are multiple people in the office that can be contacted and an array of reasons that they are calling. In the following year, we will be implementing better ways of tracking this. Moving forward this will be something that we explore with the strategic lens.



# Finance Report

The 2019-20 year was another successful year with respect to our financials. We were able to end the year with a balanced statement, which includes a further addition to our restricted funds for a possible office move. Our balance sheet is healthy and allows us to operate in a sustainable way in the coming years to continue to help our community in the future. Summary of our figures in comparison to previous year financials are below:

Our revenues increased by 9% or \$20K driven mainly by:

- Ministère de la Santé 4% increase or \$6K – funding for operations
- Emploi Québec and Canada Summer Jobs 6% or \$3K – funding specifically for human resources
- Donations 49 % increase or \$ 9K – funds received from various donors inclusive of the Bonnycastle Scholarship and Bursary Fund which is restricted for use specifically for scholarships
- Others 33% increase or 2K – membership dues and miscellaneous

Our expenses increased by 10% or \$21K mainly driven by:

- Total staff salaries at \$20K, all of which was offset by above-mentioned funds received from Emploi Québec and Canada Summer Jobs
- Fundraising expenses at \$3K
- Printing at \$1k

Whereas there was a decrease in expenses mainly due to:

- Annual General Meeting being held at the CHHA conference - \$2K

Other expense lines remained flat or with immaterial changes with a total savings at approximately \$1K

As a result, we were able to close the year with a slight surplus representing less than 1% of our revenue. We continue to maintain contingency-restricted reserves in the relocation fund, which increased by \$5K this year, reaching \$26K. We would like to thank you for your continued support as it will allow us to continue our service to the community in the event that we must move from our current premises.

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 on their lives. Thank you for being with us every step of the way.



Ahmet Genel,  
Finance Committee,  
Board of Directors





# Making an Impact

Our fundraising strategy was twofold: we wanted to make donating as easy as possible, and, more importantly, we wanted to show our donors how their donations impact our members. We created the tagline: Our Members, Their Journey and Your Impact. This helped us focus on telling the story of our members, and how your donations make an impact on them.

Our message was;

1. Your donations allow members to feel like they *belong* when they attend events, workshops, and classes (e.g., speechreading).
2. Your donation allows members to feel *supported* with up to date, relevant information, referrals and guidance.
3. Your donation allows members to feel *understood*, and brings them into a community that will take the time to listen and truly understand and connect with them. Most importantly, this gives them a place that feels like home, one that is safe and inspiring for them.

## Support



*"The speechreading courses have helped me to understand and accept my disability, and radically improve my strategies in ensuring that I understand what is being said, keeping my sense of humour and educating others on how to help me."*

– Marie Murphy

## Belonging



*"Before Hear Québec (formerly known as CHIP)," founding member, Alvin Goldman, said "we were adrift. We had no place to share experiences. And that was really one of the key things about getting together. Share experiences, help each other, and help ourselves."*

## Understanding



*"My son participated in a NIHL prevention 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 9, is actively taking steps to protect his hearing."*

– Tanya & Casey

*"Great presentation! The kids were engaged, learned new things and had lots of fun!"*

– Animator from the YMCA  
Pointe-Saint Charles Day Camp



Raised over  
**3K**



*Home for  
Holidays*

Raised  
**5K**

Our bi-annual appeal drive still brings in the most individual donors, this year we introduced monthly giving with our 40-for-40 drive to enroll 40 new monthly donors in recognition of our 40 year anniversary. We are still working on advancing on this goal for the coming year. Monthly donations allow us to plan ahead! We have big dreams for our programs and services, and knowing we can rely on you helps our members take advantage of everything that Hear Québec has to offer.

We saw progress of close to 50% increase in our donations this year. Some of our inspiring highlights have been:

1. **Comedy for a Cause:** Accessibility for All comedy show raised over 3k for our new Bonnycastle Scholarship and Bursary Fund.
2. Digital fundraising through specific campaigns such as:
  - a. **GivingTuesday**
  - b. **World Hearing Day**
3. Other campaigns such as our Home for the Holidays campaign raised 5k.

The introduction of various online payment processors and fundraising tools this past year has been instrumental in the success of our fundraising efforts. We began using Square to easily process donations on-the-go and integrated PayPal so we could process people's credit card donations. NationBuilder, the software our organization uses to manage membership and volunteer data, integrated their own online payment processor called Stripe, which has now been hosted on our website to allow for online donations, as well as membership and registration payments. PayPal GivingFund has allowed us to host fundraisers through social media platforms such as Facebook. As our number of followers has continued to grow, this function has become more and more important. As these methods of fundraising are relatively new to our organization, we are still fine-tuning how we assess each platform and method of payment; however, we do have some general statistics on the forms of payment that were used. Square, PayPal, and PayPal GivingFund were used to process 29% of our donations in 2019. Stripe was used to process 32% of our donations while cash and cheques account for the other 38.75% of donations. This data proves that the implementation of online fundraising was significant in the increase of donations for 2019, and given the success of these fundraising methods, we expect a continued increase through 2020-21.

We will continue to evolve and expand our fundraising stream through connecting with our donors and opening a dialogue with them individually. Getting to know our donors and listening to what they think and what interests them is – and always will be – one of our primary goals. This is how we continue to grow and thrive together.

Finally, throughout 2019, as we have continued community building through our memberships, we have also been building and nourishing our partnerships. Our goals are to solidify our relationships with our partners through our advertising opportunities and by enhancing the possibility of sponsorship for them in the future. Additionally, we will continue to develop our digital campaigns and build a greater presence for our online campaigns through our various platforms. Together, all of these efforts help us in achieving our mission.





# Funders, Partners & Sponsors

## Overwhelming Gratitude for Everyone's Support

Strengthening relationships with our existing partners and developing relationships with new partners is incredibly important to us. This is especially so with hearing health professionals who support us by advertising, donating to our campaigns and sponsoring events.

Our longest-standing partners are the Lethbridge-Layton-Mackay Rehabilitation Centre (formerly MAB-Mackay Rehabilitation Centre) and The Canadian Hard of Hearing Association. We celebrate more than 30 years of amazing partnership with them both.

We continue to build and develop local partnerships with educational institutes, other not for profit organizations, residences and other city establishments.

### 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



Innoweave

### 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

Lethbridge-Layton-Mackay Rehabilitation Centre

NDG Community Council

NDG Seniors Table

Table Concertation Jeunesse

### Sponsors

Euro Marché Sources

IGA Extra Famille Duchemin

Metro Beaconsfield

Provigo NDG

### Advertisers

Audiologie Centre-Ouest Inc.

Better Hearing Solutions

Les Centres Masliah

Groupe Forget, Audioprothésistes

HBMC

Oreille Bionique

Reservation Solution Plus

### Educational Institutional Partners

Concordia University Office for Students with Disabilities

Dawson College – Social Service & CRLT Programs

Enable Montreal (Concordia)

McGill University Office for Students with Disabilities

Université de Montréal – École d'orthophonie et d'audiologie

Vanier College Special Care Counseling

# Thank You!

## 2019 Donors

Abby Patricia Stonehouse, Adam Basch-Tetreault,  
Allan Moore, Amanda Dunbar, Anas Alhelaly, Anita Singerman,  
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Scott, William Noel Sim, Yi Nina Chen  
Anonymous  
Thank you!

Our Members

Their *Journeys*

Your Impact





# *Our Members* *Their Journey* *Your Impact*

## **HEAR QUÉBEC**

7000 Sherbrooke St. West • Montreal, Quebec • H4B 1R3  
Office: 514-488-5552 ext: 4500 • Cell: 514-797-2447 • Website: [www.hearhear.org](http://www.hearhear.org)

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