

## Making The Most Of The Hearing We Have Since 1979

"Hear Québec is, to me, a place that I can call my second home. They teach me so many skills and so much more to help manage my hearing loss. During the COVID pandemic, this has been no exception and has become even more vital. Also, they continue to do so much to advocate for the deaf and hard of hearing community. Hear Québec has been welcoming of me when I needed them, and I love volunteering there! Many thanks to Hear Québec!"

- Virginia Walsh, Member

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#### Our Mission

To improve the well-being 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!

#### **Guiding Principles**

Accessibility
Empowerment
Knowledge Sharing
Partnership
Inclusivity

#### **Our Values**

Respect
Volunteerism
Teamwork
Empathy
Non-profit Integrity

#### 2019-2020 Award Recipients

Winner of the 2019-2020 Gardner Golden Ear Award Dany Lasablonnière



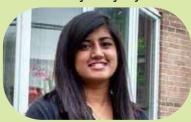
Winner of the 2019-2020 Doreen Cons Spirit Award Daniel Basch-Tétreault



Winner of the 2019-2020 HearHear Membership Award Peter Allan



Winner of the 2019-2020 Excellence Under 30 Award Haruniya Ariyarajah



Winner of the 2019-2020 Hearing Hear'os Award Dr. William Steinberg



## Who We Are

#### **Board of Directors**

Martha Perusse, President
Dale Bonnycastle, Vice-President
Katrina Tarondo, Secretary
Ahmet Genel, Treasurer
Heidy Wager, Executive Director
Priscila H. Bogusiak, Director
Dale Webber, Director
Samir Badran, Director
Omer Othman, Young Adults Director





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

Rohini Mohanlal, COVID Community Food Project Leader

## 2020-2021 Instructors & Animators Debra Fisher Eva Basch

Dale Bonnycastle
Jill Johnson













Summer Staff (Canada Summer Jobs) Vanessa Séfriou, Communications Manager Jessy Burdman-Villa, Database Analyst

#### Lifetime & Honorary Members

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

#### In Loving Memory

To the people who watched over our community while here with us and continue to do so from above, we will miss you and thank you. In a year with so much loss, this list cannot capture the full effect felt by our community.

Albert Chee, George Vogen, Douglas McKinnon, Margaret McKee, Susie O'Farrell, Anita David, Mas Tsunokawa, Father John Walsh, Margaret French & Raphaela Blum

#### Volunteers & Stagiaires

#### **Stagiaires**

Tatiana Griscenco

#### **Ongoing Volunteers**

Peter Allan, Deborah Arsenault, Samir Badran, Eva Basch, Daniel Basch-Tetreault, Priscila Bogusiak, Dale Bonnycastle, Effie Cordeiro, Rafeef Dajani, Ahmet Gurhan Genel, Sandy Goldstein, Omer Othman, Matthew Palynchuk, Martha Perusse, Bernie Perusse, Tirza Petersen, Cindy Potechin, Davide De Rose, Marie-Josée Saucier, Katrina Tarondo, Kayleigh Tooke, Heidy Wager, Jordan Walters, Dale Webber & Jovia Wong

#### **COVID Response Program Volunteers**

Emma Dixit Malcolm Adamson Nitesh Agarwal Elaine Doucette Julie Ainsley Barbara Elvidge Tracey Aitken John Ferguson Wafa Alilayel Sean Field Amber Ardizzone Dalia Folgado Sonya Frankland Ashley Argento Maria Astadiov Claudia Furino Christine Bailey Michel Gagné Andrew Baldwin Barbara Gagne-Gottel Adam Basch-Tetreault Joshua Gallou Natasha Lo Basso Julia Geissen Robert Beaulac Joanna Gino Elianna Beckman Anne-Marie Godin Maddy Bell Doreen Harcus **Joanne Belsito** Tanya Harty Nicolas Bolouri Rona van Hell Alison Brennan Miguel Hernandez Susan Bujold Lara Herrera Suzan Bunolc Linda Hotte Radiology Canada Lucas Hygate Chantal Carrier Kate Ilaqua Caleb Chang Mariam Ishak Poppy Charalambous Lorilee Jespersen Anda Ciurezu Nika Karimi Allison Cockhill Shayan Karimi Damian Conneely Despina Kefalas Effie Cordeiro Charles Keits Tony Correia William Kelly Rafeef Dajani Lau Lilette Mbambi Kenzo Majed Dalal Helga Kessler Claire Ko John Dangubic Lucy Davis Marilyn Kralt Sandra Dawson Veronique Laflamme Nabeel Samuel Dean Jessica Lalonde Alexandre Begouen Demeaux Sydney Lang Sarah Diekmeyer Alyshea Lariviere

Marie Leclair

Martin Leclair

Anna Distasio

Ashwin Dixit

Joshua Lee Susan Roberts Lisa Lemieux Jaime Romero Kathleen Lowe Nathalie Samson Sean MacIsaac Celena Scheede-Bergdahl Glenda Mailloux Amy Schellenberg Jacqueline Mallais **Justin Schmieder** Monika Schmitz Jacqueline Mallais Susan Matthews Kevin Sequeira Darlene McLean Linda Sestock **Brody McLeish** Sheila Sevy Kristin Mcleish Rebecca Spagnolo Kathy McManus Danielle Ste-Marie Victoria McPherson-Hrycyk Louise Storelli Zarina Mehta Milana Sycheva Sandy Mellon Cherry Tang Emma Menegazzo Laura Tinmouth Vincent Messina Kayleigh Tooke Nicolas Tsibanoulis David Mireault Christopher Mogensen Pat Vack Salahadin Idris Mohammad Anna Vallinakis Bianca Morello Siddarth Venkatesh Catherine Morin Marlo-Carl Villalobos **Brigitte Muchantef** Eva Vyncke Lynn Muir Nicolas Vyncke Daria Nardozza Nancy Walker Lisia Pan Meaghan Walsh Georges Papas Riham Wasfy Liam Parnell Dale Webber Marek Parnell Siegfries Victor Van Der Wee Nadine Patocka Amanda Welch **Annette Perry** Joan Wight Esteban Piedras-Martinez Lora Willar Luca Plescia Iulie Wilson Sophie Predan-Chauvin Marie Wintemute Jeremy Racine **Jasmine Winter** Kirshan Raveendran Jillian Wright Donna Riccardi Ingrid Xu Gabriella Risi Evan Young Diego Rivera Julie Young

Julian Zadrozny

(Please forgive us if we missed your name)

## Volunteers

#### Connection

Volunteers showed up in a huge way in 2020. The pandemic shifted all of Hear Québec's usual programs and activities, and out of this shift, several new major endeavours were born: the COVID Community Food Program (CCFP), Porch Visits and the Safe and Clear Campaign. We noticed that vulnerable populations, especially single-parent families, seniors, immunocompromised persons, and people with accessibility needs, were in dire need of a helping hand. The objective of the CCFP was to provide immediate emergency services to those in need to help them maintain food security, mental health, and accessibility during the pandemic. We partnered with other organizations such as TrashTalk, the West Island Network, Metro Beaconsfield, and Maxi & Cie Pointe-Claire to provide an accessible grocery delivery service. This service would not have been a success without the 150

volunteers who signed up and came through to help their community. While the CCFP was an amazing program for helping those in need remain safe, we noticed there was still a need for more individual connection. Thus, we began the Porch Visits program to help fill that need for connection and community and to bridge the gap between services and resources for over 500 people. Although this was a shake-up from our usual programs and services, with the helping hands of our volunteers we were able to serve over 1,000 people between these three endeavors!

Our Safe and Clear Campaign began when mask-wearing became necessary and masks' effects on the accessibility of communication for the hard of hearing community became evident. With several staff members



#### Allocation of Volunteer Hours

Here is how our 177 volunteers spent their time at Hear Québec in 2020-2021 for a total of **2,574.75 volunteer hours** 

Administration 9.54%

Board of Directors 31.23%

Communications 7.58%

Programs and Special Events 51.64%









affected by hearing loss, we certainly felt the impact. While face masks were an obvious health and safety requirement, it could not be overlooked that they created a barrier to accessibility when it came to those with hearing loss. Non-transparent masks prevented speechreading or lipreading, which made the few interactions people were having each day all the more stressful and difficult for those with hearing loss. We searched high and low to find clear masks that we could offer to the community, while also spreading awareness about accessibility during the pandemic. Our dedicated volunteers helped write press releases, packaged mask orders, and even personally delivered masks to members who were house-bound. With their help, we were able to distribute over 1,500 clear masks and face shields throughout the Island of Montréal and beyond!

Volunteers have always been the backbone of our organization, and although we were not able to connect with volunteers at our office as we usually would, our community came together in a time of need in a way that we had never seen before. The compassion shown by the volunteers in their own time of hardship speaks volumes about what our community is built on, and because of their dedication, we were able to connect with and help more members of the community than anyone could have imagined!

Thank You!

## Membership







2020 threw a lot our way and we wouldn't have gotten through it without the help and support of our members. This past year brought many hardships, but it also brought our community together in ways we had never before experienced. The beginning of our membership period for 2020 and the release of the HEARHEAR Magazine coincided, almost exactly, with the first weeks of the pandemic, and Hear Québec felt the impact. The emergence of the pandemic shifted many people's priorities - moving their focus to basic health and safety rather than leisure activities or personal betterment. This resulted in a 36% decrease in Hear Ouébec's membership for the 2020-2021 session. Over three-quarters of our membership (77%) is over the age of 65, making them the most at-risk during the pandemic, so it is understandable that returning a membership form was not at the top of their to-do list when they had to focus on how they could continue meeting their basic needs, like getting groceries and receiving care, without endangering themselves.

This past year also saw a substantial increase in the number of programs and services offered to non-members and the Montreal community at large. Drawing on the team's compassion and desire to support their community, pandemic-inspired services such as an accessible food security program, mental health and wellness check-ups, and the provision of accessible personal protective equipment were created. These initiatives provided a sense of community to those who were isolated and made sure that everyone had access to basic necessities such as food, information, and hearing aid batteries.

Although our overall membership numbers decreased, Hear Québec nonetheless gained new members through the programs created for pandemic relief assistance, such as the COVID Community Food Program (CCFP) and Safe & Clear Campaign. We were, however, able to increase our new Young Adult memberships by 148%.

"My name is Margaret Wallace. My hearing loss spans over 40 years, and I am a longtime member of CHIP, now Hear Entendre Québec. The support I've received over the years has been tremendous - the workshops on topics like dealing with hearing loss, how and where to get tested, and the info on the latest available resources have all been great. Where would I be without my white amplified phone?! What I appreciate most are the speechreading classes which have excellent and insightful teachers and classmates who share their difficulties - and solutions! Knowing others do fully understand your frustrations and setbacks is

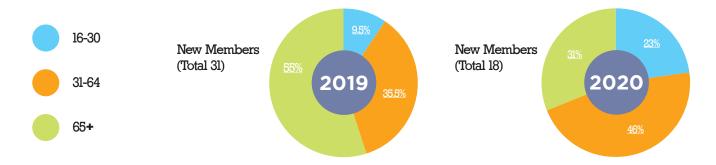
great. During the pandemic, the support offered has been outstanding, from grocery shopping and delivery, the provision of clear face shields, phone calls to keep in contact, and most of all, knowing that Hear Entendre Québec is there for YOU. I am now an enthusiastic advocate!"

- Margaret Wallace, Member



#### New Members by Age 2020-2021

While total membership by age has remained fairly stable, we have seen a greater percentage of our new members coming from the younger generation



Additionally, our membership for the 31-64 age range increased from 35.5% of our new members in 2019 to 46% of our new members in 2020. A third of these new memberships was from friend referrals and another third was from other activities, like the CCFP or Safe and Clear programs. This is significant as it shows that even in times of intense hardship, our Hear Québec members can come together to extend compassion to others and connect with new people to bring them into our community.

Our strategic planning process was also placed on hold as our organization and members took the time to deal with pressing issues engendered by the pandemic. The strategic planning process has recently kicked into action again, and we are continuing the process of discussing how best to engage all of the various people who access Hear Québec's information, support, and networking - be they followers, subscribers, or members. As online communities become stronger and more accessible, the meaning of membership will need to be reexamined and redefined during our strategic planning process. To this end, we are establishing a Membership Development Committee, and we look forward to the research and discussions that will take place as a result of this committee's work.





## Board of Directors' Report

Martha Perusse, President

Compassion, Connection, and Community

When we wrote our Annual report in 2020, we had no idea that the COVID crisis would carry through our entire fiscal year. While the major effects of COVID on our programs' ability to run have been felt by our members, their families, and the staff, the Board of Directors has not remained immune to the pandemic changes. Our monthly meetings were challenging at times as we considered our mission and charted new courses of action. In addition. dealing with teleconferencing has had its own difficulties - especially for those of us with hearing loss. We have all learned a lot this year! Despite all this, we must express our sincere gratitude to Heidy, the staff, and our many volunteers for the hard work they have maintained throughout these worrisome times.

During the pandemic, it has been incumbent upon the staff, supported by the board, to consider how to meet the needs of our members within the constraints of safety and our reach. We can all be extremely proud of the programs that have ensured a smooth process of obtaining groceries for those who have a hard time managing online or phone ordering; of the programs that developed new ways to maintain peer-to-peer support; and of the programs that delivered essential items such as hearing aid batteries and clear masks which allow for accessibility.

As a Board, we were set to commence our process of strategic planning in 2020, but this was postponed so that we would be able to meet in person for this very timely and important process. As the months went by, however, we realized that we needed to move ahead using teleconferencing even if it meant that we might struggle somewhat with communication. By May 2021, we are well into the start of this process and, with the help of our



two coaches from Garrow & Evoy, we are following a process of strategic clarity. It is a stimulating time but a rather grueling one too.

We also took time over this year to strengthen our infrastructure. We have been working on policies and procedures for several years - a laborious process and one that has often been delayed due to time constraints. With the rhythm of work changing due to the pandemic, it seemed like a good time to move these needs forward. Once completed later this fall, this task will be a "good job done" and one that will help us to ensure that our work is carried out with best practices in mind while taking into consideration our unique organizational culture.

The pandemic has been difficult for all non-profit organizations, and Hear Québec has been no exception. We are grateful for those who continued to donate to our cause and for the non-stop hard work of staff and volunteers who persevered under trying conditions.

With the vaccination programs moving ahead and a light just visible in the distance, we hope to be able to meet all our members and volunteers in person again in the coming months. In the meantime, we must all continue to focus on cultivating compassion, connection, and community. Best wishes to us all!



Annual General Meeting September 2020

# Executive Director's Report 2020-2021

Heidy Wager, Executive Director

Preserving our traditional core values in times of challenge and crisis: Compassion, Connection, and Community

With pride, resilience, and a bit of sadness I must admit that this has been one of the most challenging and impressive times that Hear Québec has faced since I have been with the organization. What has been so moving this year has been how we have all come together to help each other in times of need. There is a fundamental truth that generosity inspires and connects us as a community.

The compassion that our team and our members have demonstrated throughout the COVID crisis has been so motivational, and we are proud that we were able to connect with our members in their time of isolation and greatest need. In addition to maintaining contact with members, we ensured that we provided our community with basic and essential needs. Together we showed up for each other and uplifted our community.

Doing this, of course, was not without its challenges. Like everyone else, we faced quite a few obstacles this year: social and physical confinement, the loss of the ability to meet in person and work face-to-face, and the barriers to accessibility that mandatory masks brought. Consequently, this year forced us to look internally at what we were doing, how we were reaching our outcomes, and how we defined membership.

This introspection forced us to be innovative in overcoming hurdles and to develop new ways of connecting with our members, partners, donors, and communities. Our food security program, online digital programs, porch visits, and distribution of accessible personal protective equipment are all examples of our innovative initiatives this past year. By May 2020, we knew that COVID related programs and activities were going to be a big focus for the staff. Thanks to some additional funding, we were

able to hire a full time staff member to help us with these programs.

In addition, we were committed to finding ways to connect with other organizations, businesses, municipalities, media sources, and partners with whom to share knowledge and expertise -pooling our resources so that we all could better serve our members and our neighborhoods. With tireless conviction, we raised awareness about hearing loss and our corresponding accessibility needs with our Safe and Clear Campaign.

This year was also a year of transitions as we were sad to see Abby and Annalise leave, but we are happy to watch them move on to bigger and brighter futures. We wish them the absolute best! While we are still feeling the effects of the pandemic, we look to the future with enthusiasm as we continue our strategic planning process. We will be excited to share the results of this process with you when it is completed next year.



This year, more than ever, our funders and sponsors have really shown up to support our members, and this has had a huge chain reaction on our programs and services. Our donors ensure that everyone living with hearing loss has the accessibility they need so that they feel included, valued, and supported within their environments. When you transform one life, you transform a community.

CONNECTION

COMPASSION

COMMUNITY

### Communications

#### Connection

Communication has been the underlying force that kept us afloat this year. It is what kept our community connected in spite of the physical distance the pandemic created among individual members. We implemented successful communication strategies that we will continue to use in the future to meet the various needs and interests of our diverse and growing community.

#### Social Media Followers

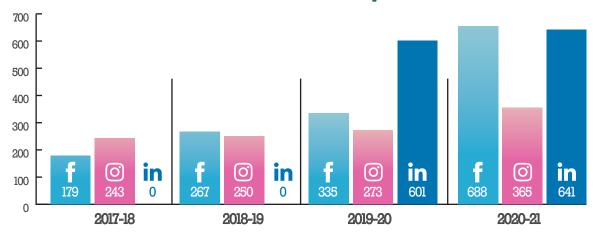
Our social media platforms are some of the many ways we communicate with our members, professionals, and the general public. We use social media to promote our programs and events, showcase our bi-annual magazine, share relevant information about hearing loss, highlight members and volunteers, fundraise, and much more. With the rise of COVID restrictions, individuals turned to social media platforms in search of Connection, Compassion, and Community. Hear Québec has felt the benefits of this online shift as its followers increased on all social media platforms this year. We more than doubled our followers on our Facebook page over the course of the year. This can be attributed both to people's increased online presence during the pandemic and the fact that many of our new members are coming from younger demographics. We are proud to be a trusted source of information and support in such a time of crisis when people are facing or trying to overcome new challenges.

Tve had severe hearing loss since childhood. When I became a member of Hear Québec, I learned about services, activities, and assistive technology. This has empowered me to make significant changes in my life. Self-advocacy, with the support of Hear Québec and hearing professionals, is essential for participation in activities. The stories I've heard from others with hearing impairment are diverse and creative. Hear Québec plays

a role in educating people about the insidious damage that can happen because of noise, aging, and disease"

- Carole Thorpe, Member

#### 2020-2021 Follower Breakdown by Platform



We believe that our COVID Community Food Program appealed to the heart of our followers, especially on our Facebook page. We have also seen a spike in reach and engagement in the previous few months, and it is to be noted that this coincides with May Speech and Hearing Month and National AccessAbility Week. This year, as in years past, we were able to see a correlation between the kind of posts we shared and the reach and engagement of our followers. For this reason, we will continue providing content that meets our readers' interests and gathering data that helps us quantify the impact that we have.

#### Media & Press Appearances

For a niche non-profit organization like Hear Québec, media and press appearances have huge benefits such as allowing the organization to reach a broad geographical audience instantly and with greater ease than posting on social media platforms. This year, some of our programs and campaigns inspired multiple media and press appearances!

For instance, our Safe & Clear Campaign gained exposure on television (City News) and on the radio

(CJAD 800 AM News-Talk-Radio and CBC RADIO ONE 88), and our COVID Community Food Program led us to air on both CTV NEWS MONTREAL and GLOBAL MONTREAL television stations. Those media appearances were significant as they raised awareness about the effects safety measures had on accessibility and about our organization for those who may have never heard of us before. We will continue to cultivate relationships with these media platforms so that the general population of Québec can learn even more about what we do for the hard of hearing community.

#### As Featured In









#### **HEAR**HEAR Magazine Advertisers

Our bi-annual magazine is an essential part of our brand identity. The **HEARHEAR** Magazine is not only a way for us to share hearing health information, inspiring stories from our members, and the latest on Hear Québec's programs and activities, but it is also a way for us to reach new audiences. We send copies all over Québec to our members, hearing health clinics, organizations, professionals, universities, seniors residences, and more. We also promote our magazine on our social media platforms and share each issue on our website, free of charge.

Each issue is also an opportunity for us to gain advertisers and reduce the cost of publication of the magazines. We proudly gained a brand new advertiser for our Spring 2020 issue: the Honorable Marc Garneau, MP for Notre-Dame-de-Grâce and Westmont. This later led us to feature six federal liberal MPs in the Spring of 2021. We also gained a significant advertiser in the Spring of 2021: l'Office des personnes handicapées du Québec. We are grateful for the loyal support of Les Centres Masliah which has advertised with us in each of our issues for the past 5 years. We also appreciate Le Groupe Forget and Audiologie Centre West which

have each been featured in one issue in the past year. We believe that our Spring 2021 advertising period has seen the greatest success to date thanks to the hard work of our team.



## Strengthening Vitality Through Skill Development

#### Speechreading

#### Providing access to online speechreading lessons

Our speechreading courses have been a staple of our organization for over 25 years. Speechreading allows members to learn a valuable skill for coping with hearing loss. These classes also give members an opportunity to socialize with individuals who understand what it's like to have hearing loss. This helps reduce social isolation and create connections and a sense of community, all while empowering them with useful coping strategies.

Saddened that we could not run this program in person this year, during the months leading up to the fall, we researched what online speechreading courses were available. The Canandian Hard of Hearing Association's Read our Lips program stood out.

In the fall of 2020, we ran a workshop with members interested in knowing more about this program. At the end of the workshop we gave members a 25% discount code

for the course. Sadly, of the people who attended the introductory workshop, no one signed up for the course. We believe that the timing of this workshop was at fault for this. Furthermore, many of our members were only beginning to get used to online programming, so signing up for a virtual course was not for them. We also realized that there was a very important element of the speechreading course that was missing for our members: the socializing and peer support resources that they receive from our in-person course. We decided in Spring 2021, for this program, to sponsor members to take this course for free and to hold a weekly participation group for these members so they could receive the added peer support while our staff provided one-on-one technological support. So far, this is going very well with both the participants and instructors reporting satisfaction with the program.



#### Google Meet and Zoom Tutorials

Providing members with one-on-one tutorial sessions on how to use Google Meet and Zoom platforms

In the spring and fall of 2020, we knew we had to offer virtual programming to our members in order to stay connected with our community and fulfill our mission. We wanted to offer this virtual programming while still allowing our members to feel supported if they were not familiar with the technology. That is why we began offering one-on-one tutorials on how to use Google Meet and Zoom.

We decided to offer tutorials about Google Meet in particular since we were planning on running all our virtual activities via this platform. At the time, Google Meet was the only video conferencing platform that provided free automatic closed captioning, ensuring that our virtual activities were accessible.

The demand for these tutorials was rather low, with only 8

members requesting this service. However, all those who received the tutorials did end up successfully participating in our virtual programming. Other members were experienced enough with their technology to manage without the tutorials. We continue to provide technological support so that those in need can connect with others - making their worlds just a little more accessible.

At Hear Québec, we feel that an extension of this activity is needed. There are people in the community who don't have access to the technology (such as tablets) that has helped us stay connected. If you have hearing loss, this is an added barrier that can increase social isolation. We would like to develop a program that allows us to supply this technology to our members to help them join our virtual activities. In the coming year, we will invest time into researching this possibility.



#### Outreach

#### Increasing awareness through consciousness building and accessibility education

In our outreach program, we worked with over 12 organizations and tables de quartiers while simultaneously developing new relationships with other community organizations and businesses. Through these partnerships and presentations, we increased others' awareness of the hearing loss community and our unique needs - especially

our need for accessibility. Furthermore, through these initiatives, we were able to support other organizations' environments and other neighborhoods' food security programs in learning to offer more accessible services. This work connected us - increasing our impact and people's awareness of the hard of hearing community.

#### Providing Ongoing Support, Referrals & Information

#### Support and Referrals

#### Tracking all support, information sharing, and referrals provided

One of our goals for this past year has been to track all the support we offer to members and non-members alike. Hear Québec has always been a resource people with hearing loss turn to for support. We wanted to find a clear way to track the information we gather about the people who turn to us in order to see if there are some recurring needs in the community.

Since September 2020, we have tracked 53 support exchanges. 36 of these exchanges were with non-members.

In the coming year, we will use this information in our strategic planning process. In addition, we will be developing a Support Pathway document for the staff and volunteers to use while interacting with those needing information and support. This will help streamline the support and referral process, ensure that the resources and information we are providing are timely, and guarantee that there is proper follow up for each of the people who turn to us for help.



4 people requested referrals, such as to the Layton-Lethbridge-Mackay Rehabilitation Centre (7%)



10 people needed information sessions about our membership and the registration process (19%)

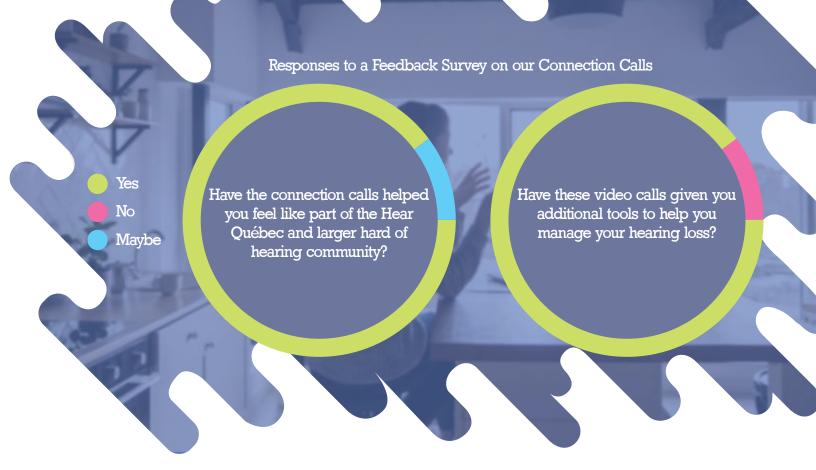
6 people wanted information about where to get assistive technology





5 organizations requested information about captioning services available for virtual meetings and webinars





#### **HEAR**Talks

### Offering members accessible and informative workshops

In the fall of 2020, we ran our first workshop series. This **HEAR**Talk wellness series originally met in person. After the breakout of the pandemic, these workshops transitioned to the virtual sphere. We had three **HEAR**Talks in the fall of 2021. We hoped that these workshops would provide valuable information to our members and that the accessibility measures on Google Meet would help with their participation.

We had a total of 23 members attend the three **HEAR**Talks. 80% of the attendees said that the accessibility measures helped their participation, and 100% said that the workshops were informative and helped them manage their hearing loss and well-being.

We will continue to run these kinds of workshops under the same wellness theme. We will focus on recruiting more members to join these discussions and will highlight the accessibility measures that we have put in place for these calls.



## Connection Calls (Coffee Breaks) Providing a space for peer-to-peer support

In October 2020, we started running bi-weekly video chats with members. This was a pilot program aimed to see if our members would value having a space to socialize, learn, and get peer support for their hearing loss.

Each video call was centered around a specific theme while also having open-ended questions in place which the members chatted about and used to learn from each other.

In the fall, we had ll members register for this activity with an average attendance of seven to eight members per call. The positive feedback was overwhelming. Members looked forward to socializing and having the chance to meet with people going through similar challenges.

We would like to continue these "Coffee Breaks" and expand them to be more inclusive for more of the hearing loss community. We would also like to make these calls weekly. We will also be adding a monthly "Cocktails" call that will take place in the evening so that we have an activity that is inclusive of the young adult members and our members who work during the day.

### COVID Response Programs

#### **COVID Community Food Program (CCFP)**

Providing safe and accessible essential services to vulnerable community members during the pandemic

One need that came up in the early weeks of the pandemic was members and vulnerable people in the community needing safe access to groceries. There were grocery delivery programs out there, but many of them did not consider all the different ways to be accessible, such as incorporating online order forms, TTY services, text services, and phone lines. Thus, we joined forces with two West Island community groups and companies Metro Beaconsfield and Maxi & Cie Pointe Claire. These partnerships lasted through the height of the first wave of the pandemic, from April to September 2020. Collaborating with these big grocery chains company allowed Hear Québec to highlight accessibility in a more extensive way than ever before. Our community food program was the

only grocery program that was made accessible for people with disabilities, in particular hearing loss. Each person taking phone orders was sensitized to the communication strategies required when speaking to someone with hearing loss. Another way we made our program accessible was through our online order form. Those who could not use the phone or who preferred not to were able to submit their orders online. We hope that introducing these larger food chains to these accessibility measures will help them adapt these tools moving forward - making grocery shopping accessible for people with disabilities more than only a pandemic-time priority.

In the months that we ran this program, we served 125 different customers. Of these customers,



69% were seniors



18% were immunocompromised



17% were disabled



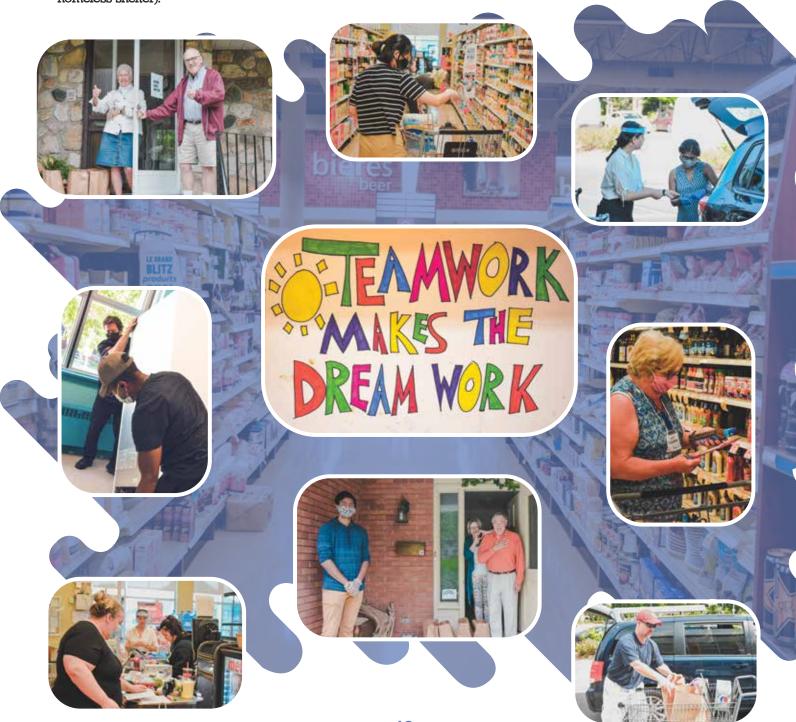
Using our forms, we fulfilled and delivered a total of 710 orders from Metro Beaconsfield and 14 orders from Maxi & Cie



Over 100 volunteers were involved in the implementation of this food program. It was inspiring to see the massive amount of people who wanted to participate in serving the community. We also saw this as an opportunity to educate every volunteer about the needs of the hearing loss community.

The work we did in this program didn't stop with the groceries. With the support of some generous volunteers and donors, we were able to donate two industrial size freezers to two local community groups: Dawson's Boys and Girls Club (a youth centre) and Resilience Montreal (a homeless shelter).

We also participated in the 100 Donations challenge. We did this each week by collecting donations of essential items such as socks, blankets, and sweaters along with food items such as chili, sandwiches, and desserts for 100 people. We donated everything we collected to Resilience Montreal. These challenges empowered our members to take action in a time when it was easy to feel hopeless and discouraged about how they could help. This provided our members with an opportunity to give back to their communities in a safe way. Their generosity and compassion connected us.



#### COVID Response Programs

### Mental Health Checks & Porch Visits Ensuring access to needed resources and showing continued support during uncertain times

In April 2020, we started mental health checks via phone calls and porch visits. We had two rounds of these checks, with the second round taking place in May and June. Volunteers gave their time both over the phone and in person. Volunteers called members from all over the island and physically visited areas in the West Island to see how people were doing and to find out if they needed access to any services. With these calls and visits, we wanted to give support while also getting a comprehensive understanding of the needs of our members during the pandemic. The outcome of these calls resulted in us providing our members with the resources they needed, such as hearing aid batteries and groceries, among other things.

In total, 336 calls were made. In surveying the members in May, many indicated that they had access to the services they needed within their communities. There was also a large percentage of respondents (77.8%) who felt that their hearing loss did not affect their ability to receive important information or resources. Only 18% indicated not having access to resources to help their hearing loss. We are glad that people largely had access to needed services, and we are proud that we were able to assist in the instances in which they did not. These mental health checks served as a good way to show our members our continued support even in new and uncertain times, and they provided valuable information about how best we could serve our community.

#### Responses to Our Surveys During the Mental Health Checks

Yes (

No No

N/A

Were you able to access resources to help with your hearing loss needs (Technical support or ear/hearing health)? Do you feel that your hearing loss has affected your ability to access information or resources needed to protect your health and the health of others?

"Here is my contribution in the form of poetry:

I descended into despair
When first I had Menieres
But the wonderful folk at CHIP
Helped give me back my zip
Now the name has changed
But the folks are the same
Giving friendship and hope
So I don't feel like a dope
Banishing my fears
About things in my ears!"

- Diana Wood, Member







### Safe and Clear Campaign Providing people with accessible personal protective equipment

In the early months of the pandemic, the use of cloth and paper masks became more and more prevalent, finally becoming mandatory in June of 2020. As many know and have experienced, non-transparent masks hinder our ability to lip read and use the communications strategies that are so valuable to the hearing loss community.

In May of 2020, we received a generous donation from John Ferguson, one of our volunteers. His gift of 150 clear face shields helped supply members and people in the community with a more accessible way to communicate in challenging listening situations. These face shields were all distributed within 48 hours of receiving them. Seeing that this was a growing need, we kicked off the Safe and Clear campaign during National AccessAbility Awareness Week in June.

The main goal of the campaign was to increase accessibility for those affected by hearing loss and to raise awareness about the barriers to accessibility that masks pose. During the beginning stages of this campaign, we raised money to buy accessible masks and face shields. We also made it a priority to spread awareness about the limitations of non-transparent masks. We did this by contacting media sources and sending letters to government officials.





"We are so grateful for the face shields! Our son is hard-of-hearing and we didn't realize how much he actually looks at our mouths and reads our lips while talking to him. Cloth face masks muffle our words and make it difficult to hear. Not only will the face shields provide protection, but they will allow for better sound transmission and he can still read our lips! Thank you!!!"

- Rina Hampartsoumian, Client of the Safe and Clear Campaign

We saw much success with the media. We were interviewed about the campaign by many broadcasters including, but not limited to, CBC, CJAD, and Literacy Québec. In addition, Katrina Tarondo, secretary of the Board, wrote to Montreal Mayor Valarie Laplante describing the needs and advocating for the rights of those affected by hearing loss during the ongoing pandemic.

By July, an additional 42 clear face shields and 216 clear face masks were distributed. By August, an additional 1,008 face masks were distributed. The high demand was due to the pending school year. By the end of 2020, we had distributed just under 1,500 units of accessible PPE. In January 2021, we were delighted to be contacted by Dr. Paige MacDougall, Director of Research at the Canadian Deafness Research and Training Institute (CDRTI), with an offer of funds to help our initiative. This was a great help in allowing us to continue and expand our Safe and Clear Campaign, and we are extremely grateful.

We will continue to distribute these accessible PPE options for the foreseeable future. We will diversify the products we offer and highlight the importance of these accessibility measures in the upcoming year.

## Finance Report

#### Revenue

The 2020-2021 year was full of challenges and some very key successes. Despite the pandemic, we worked extremely hard to have another successful year with respect to our finances. We ended the year with a surplus of more than \$30,000, which includes additions to our restricted funds such as our deferred relocation fund, and the Bonnycastle Bursary and Scholarship Fund. We were able to secure new funding sources and substantially increase our donations with many new individual donors.

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. What follows is a summary of our financial figures.

Our revenues increased in 2020-2021 by over 15% or \$36,000, thanks largely to increases in funding sources and donations

- Our Ministère de la Santé et des Services sociaux grant was increased by \$23,000. Our current grant will be annually increased by \$10,000, and further more, we were awarded an additional \$15,000 for the COVID response programs we offered.
- Our donations doubled from 24,000 dollars in 2019-2020 to over \$47,000 in 2020-2021. The majority of donations consisted of individual donors from the COVID response programs, such as the food security program, the porch visits, and the safe and clear campaigns.
- We also received new grants to help with our strategic planning process.





#### **Expenses**

Our expenses this past year were mainly driven by programs and services. Although we didn't offer our traditional programs, we did offer services that directly impacted our members and community during the pandemic.

- Our COVID Response Programs consisted of our Community Food Program, Porch Visits, Mental Health Checks, and our Safe and Clear Campaign. Our program expenses more than doubled, and additional staff support was secured.
- We invested in coaching and training for our Human Resources, working with a consultant to support and assist in strengthening our board of directors and staff.
- We also made an investment in our technological capacity in order to allow us to work remotely and digitally. We upgraded and purchased some much-needed equipment.
- Furthermore, we invested in our accessibility tools with the purchase of new sound systems that will be used for our courses and for large events.
- While we saw significant savings in expenses for fund raising, this is mainly due to the lack of in-person events. The rest of the audited report's lines remained flat or with immaterial changes from the previous year.

As a result, we were able to close the year with a significant surplus representing \$34,000. We continue to maintain contingency-restricted reserves, all of which increased this year, reaching over \$30,000. These restricted reserves include the funds such as the relocation fund and

the Bonnycastle Scholarship and Bursary Fund which received more than \$3,500 in donations. Note that some funds received this year will not be recurrent, as they were based on the special circumstances of the pandemic.

It must be mentioned that we do not foresee that these increases in donations and part of the MSSS grant will be maintained in the future as these funds were based on the special circumstances of this past year.

The Finance Committee meets regularly with the Executive Director to assist, support and review the financials and report the findings back to the board of directors. Last year, the committee identified and prioritized creating financial policies. We were successful in approving a draft version of the policies, and we will be focusing on completing this work and creating procedures and operational manuals with a professional consultant in the coming year. This is a priority and will create even more succession security and help with the transition of new employees and board members.

We would like to thank all of our supporters for their continued generosity, as it allows us to continue providing services to our members and the community. Overall, we had another positive year despite the many challenges we faced. The key is to ensure that our operations grow in the most secure and sustainable way so that we can reach out to more people affected by hearing loss and make a positive impact on their lives. Thank you for being with us every step of the way!

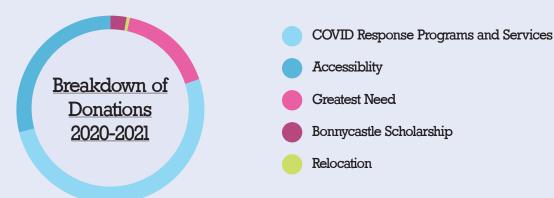
## **Fundraising**

## A year of resilience and results that matter: Donors raised over \$33,000 this year!



Comedy for a Cause: Accessibilty for all Part 2

Due to the pandemic, this year has been very challenging for many non-profit organizations, especially in terms of fundraising. Hear Québec showed an enormous amount of resilience and innovation this past year in meeting and even surpassing our goals. This does not include the extra funding that we received from MSSS or the maintenance of the current grants that we apply for and receive annually.



Coming into this year, our goal was to build capacity and increase our individual donor base. We set a goal to reach 40 monthly donors for our 40th anniversary. As you are aware, this is not what we ended up focusing on. We had to adapt quickly to the challenges brought about by the pandemic. However, we did focus on building our individual donor base and this was extremely successful producing amazing results.

#### Individual donors

- We had a total of 373 donors this year. This is an increase of 249%, up from 150 donors in 2019
- There were 300 new donors
- Of those new donors, 51 were repeat donors, giving at least twice in 2020
- Donations from the COVID Response programs comprised over 50% of all donations received this past year
  - The COVID Community Food Program (CCFP) and the Giving Tuesday Now campaign that took place in May Hearing Month both brought in generous amounts of donations
  - Individual donations from people who used our programs brought in over \$7,000 (including from MNA Gregory Kelly and the RBC Fund)
    - \$850 was given to buy and donate refrigerators to other community organizations

- The Safe and Clear Campaign raised over \$11,000 in donations
  - This program launched during National AccessAbility week 2020 and resulted in a huge awareness campaign through multiple media sources
  - Donations were received from individual people, businesses, and school staff members who received accessible personal protective equipment
  - We also received special grants that supported this fund, such as from The Canadian Deafness Research and Training Institute (CDRTI)
- The Hear for the Holidays Campaign raised over 28% of all donations received this year!

Because of the pandemic, we could not hold our normal events or have our usual fundraising activities. Hear for the Holidays was our largest communication campaign focussed on all digital platforms, and it was supported by our board members' participation.

- Largest end of year campaign to date
- Raised over \$9,626 toward our Accessibility Fund.
  - Included Giving Tuesday and Thankful Thursday Donations

- The Advent Calendar of Hope generated a lot of donations, and board members Dale Webber and Katrina Tarondo put in amazing efforts to make this happen
- Our end of year appeal was successful and showcased the inspiring Hearing Journey of one of our members
- We received our first ever Matched Donation from Les Centres Masliah, bringing in an additional \$2,000
- Other Partners, including Oreille Bionique, made significant contributions to the Hear for the Holidays campaign as well
- Results of other campaigns such as our annual MNA request raised a total of \$3,600

#### Annual Appeals

Our annual appeal for Spring 2020 was received just as the pandemic was declared and, understandably, did not have the usual results. The second annual appeal in Fall 2020 was much more successful. For the past several years, we have given our donors the right to choose how they would like to make their impact by choosing to donate to one of the following funds.

- Accessibility
- Greatest need
- Relocation Fund
- Bonnycastle Scholarship and Bursary Fund
- Prevention



Hear for the Holidays

#### With your donations, we were able to:



Dedicate over **2,574.75** volunteer hours with over **175** volunteers



Distribute over 1500 clear face masks



Distribute more than 500 clear face shields



Deliver over 700 grocery orders to people with disabilities and our most vulnerable citizens



Provide 2 refrigerators for other community organizations providing grocery programs

You made our communities even more accessible so that everyone could feel included. Your donations restore independence and remove barriers for people living with hearing loss. Accessibility is the key to independence and feeling included in our society. Thank you to everyone who supported our mission by making compassionate contributions that impacted and connected our community. We could never have dreamed of the level of generosity and kindness you showed. We are blessed to have you supporting the members of our community.

## Funders, Partners, & Sponsors

#### Overwhelming Gratitude for Everyone's Support

Strengthening relationships with our existing partners and developing relationships with new partners was incredibly important to us this year. This is especially true for 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 partnerships with them both.

We continue to build and develop local partnerships with educational institutions, other non-profit organizations, residences, and other city establishments.

#### **Funders**

Canadian Deafness Research and Training Institute
Canada Summer Jobs
Emploi Québec
Ministère de la Santé et des Services sociaux

#### Sponsors

Euro Marché Sources Jgraphx Maxi Dorval Metro Beaconsfield

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Benefaction Foundation
Innoweave McConnell Foundation
La Fondation Place Coco

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Audiologie Centre Ouest
Les Centres Masliah

Emmanuella Lambropoulos
Fayçal El-Khoury
Groupe Forget, Audioprothésistes
Government of Canada

Office des personnes handicapées du Québec (OPHQ) La Groupe Forget Marc Garneau Patricia Lattanzio

#### January - December 2020 Donors

Stephanie Vanden Abeelec, Maureen Adelman, Coralyn Ahmoy, Thomas G Aiken, vita Aleksandrova, Peter Allan, Ruth Allardyce, Claudette Aloysius, Mona Alper, Jacqueline Alvarado, Phyllis Amber, Shirley Anderson, Julie Angell-Nadeau, Lucy Anglin, Mekideche Anne-Noelle, Maureen Antoniuk, Haruniya Ariyarajah, Johanne Armstrong, Leiba Aronoff, Deborah Arsenault, Tasnim Asgar, Magdi Assaad, Gillian Axten, Samir Badran, Cristina Bambace, Sandy Barber, Brenda Annick Barbery, Harald Barfod, Anne Barkman, May Barnett, Cynthia Barrington-Stonehouse, Carol Barwick, Eva Basch, Adam Basch-Tetreault, Dodie Bates, Dorothy Begin, Maria Benavides, Ralph Berg, Vera Bird, Gail Bithell, Edith Béliveau, Valerie Bohbot, Dale Bonnycastle, Michael Bonnycastle, Jacques Boucher, Lyna Boushel, Aimee Iill Bradley, Duncan Brown, Harold Brownstein, Liliane Brunetti, Linda Burdman, Jessy Burdman-Villa, Nora Burnier, Kathryn Byrne, Stefan Calderon, Laura Calver, Ronit Cantor, Shushana Caplan, Rosana Caplan, Leonilda Capuano, Ruby Carter, Sandra Cassell, Ursula Kodlinsky Chan, Juan Percy Garcia Chavez, Yi Nina Chen, Ravindra Chhabra, Ray Chiarella, Carol Chopra, Elisabeth Christe, Michael Chrumka, Susanna Cirillo, Montessori Pointe Claire, Aimé Cloutier, La Fondation Place Coco, Phoebe Comeau, Eileen Connor, Stacy Corbin, Effie Cordeiro, Tony Correia, Marilyn Green Crestohl, Susan Cruickshank, Clara Dabaghi, Naty Dacosta, Rafeef Dajani, Brian Darling, Jon Davine, Lucia Davis, Debra Dennis, Anne Marie Deschenes, André Desforges, Rachel Desjourdy, Diane Desmarais,

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### Compassion, Connection, & Community

"During the COVID-19 pandemic, the Table de Quartier Sud de l'Ouest-de-l'Île favoured collaborations and the emergence and support of new innovative initiatives. We were very grateful to see organisations such as Hear Québec take on new roles to meet the needs of the West Island community. As a key player of the food community program, Hear Québec made a big difference in alleviating food insecurity for isolated people in our community. We thank them for making that remarkable difference"

- Camille Rivet, Partner

#### **Partners**

Audition Québec
Better Hearing Solutions
The Canadian Hearing Society
The Canadian Hard of Hearing Association (CHHA)
CIUSSS du Centre-Sud-de-l'Île-de-Montréal
Lethbridge-Layton-Mackay Rehabilitation Centre
NDG Community Council
NDG Seniors Table
Table Concertation Jeunesse
Table de Quartier Sud de l'Ouest-de-l'Île (TQSOI)
West Island Network
West Island Citizen Advocacy (WICA)

#### **Educational Institutional Partners**

Concordia University Office for
Students with Disabilities
Dawson College – Social Service & CRLT Programs
Enable Montreal (Concordia)
Garderie Maisonneuve
Montessori Pointe Claire
McGill University Office for Students with Disabilities
Université de Montréal – École d'orthophonie
et d'audiologie
Vanier College Special Care Counseling

## Thank You!

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