

Annual Report



Hear Entendre
Québec



Evaluate | **Embrace** | Evolve

Table of Content

- Mission 3
- Chairman of the Board of Directors 4
- Executive Director Report 5
- Membership 6
- Volunteers 8
- Awards 9
- Programs & Services 10
- Resource and Referral 11
- Support 12-13
- Awareness & Accessibility 14-15
- Communications 16-17
- Finance 18-19
- Fundraising 20-21
- Commitment, Engagement & Partnership 22
- Donors 23



We want to thank Dj Blaster for supporting us during our Access Comedy Show in 2022.

Follow us on



SOCIAL MEDIA

Our Mission

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

Our Values

Respect
Volunteerism
Team Work
Empathy
Non-Profit Integrity

Our Vision

A community where we can hear, be heard & thrive.

Guiding Principles

Accessibility
Empowerment
Sharing Knowledge
Partnership/Collaboration
Inclusiveness

Intended Impact

Over the next three years Hear Quebec will lessen the impact of hearing loss for those living in the Greater Montreal area by helping them access information, obtain referrals and reinforce skills, while we create more accessible environments and connect people to supportive communities.

Our members are able to access our programs and services Monday to Friday from 9 to 5 pm. We do offer evening and some weekend events to accommodate our members that are working or unavailable during the day. The majority of

our members are from the Montreal south west area. We have an open door policy, since we are the only Anglophone not for profit organization that supports people affected by hearing loss in all of Quebec.



Making the
most of the
hearing we
have since
1979

Chairman of the Board of Directors

We have been adapting and innovating in the past years and have achieved many things despite the numerous challenges our organization has faced. These achievements would not have been possible without our team of dedicated volunteers and staff members, the Executive Director, Heidy Wager, and the Board of Directors. They have worked tirelessly to ensure that our services remain accessible, efficient, effective and relevant to the needs of our community.

This year has been another productive year filled with meaningful initiatives and impactful projects. By building on our Theory of Change and setting our visions and goals, we have expanded our outreach efforts and strengthened our partnerships with other organizations and stakeholders in the community. Our collaboration has enabled us to

broaden our impact and amplify our message of inclusivity and equality for those with hearing loss in the Montreal region.

As a board, we continue to work on updating our policies and procedures to adapt them to a changing environment and society.

As we reflect on our accomplishments from the past year, we recognize that there is still much work to be done. We remain committed to advancing our mission and expanding our reach so that we can continue to make a positive difference in the lives of those we serve.

We are grateful for the unwavering support of our members, donors, partners and volunteers, and we look forward to your continued support as we work towards a more inclusive and accessible future for all.

Board of Directors



Samir Badran |
President | Public Sector



Connor Quinn | Treasurer |
Community Member



Ashley Mayoff | Secretary
| Young Adult Director |
Community Member



Heidy Wager | Executive
Director | Employee



Sudeep Mathew |
Director | Private Sector



Salvatore Castellano | Director |
Community Member



Annette Perry | Director |
Community Member

Executive Director Report

In all the years that I have had the pleasure of working with Hear Québec we have been committed to **evolve** and meet the changing needs of our members. This was no different in 2022 with several exciting new projects that **embrace** our first year with a strategic plan, creating growth and change.

Across the nonprofit sector, there have been considerable challenges this year, and we have not been exempt. High staff turnover, employee shortages, and increased inflation rates have had an impact on our team and our financials. We were able to overcome these challenges despite having a small staff, and we are on the road to building an even stronger team.

By the same token this has not affected our programs and services. In fact, we continue to develop new programs such as our **Include-Me** program. We are so excited to see this project come to fruition with you, our members, and the community. Our peer support approach will continue, as we train and empower new **accessibility ambassadors** to be community health

workers. They will support their peers and the community in removing barriers to accessibility. The ultimate goal is to make Montreal a more hearing friendly city.

From the **evaluation** of our theory of change we have identified the importance of providing relevant information and resources to our members. One of the main ways we accomplish this is through digital platforms. We have many subscribers and followers that benefit from this program, but they are not included in our membership, and should be. Our communication program has a key role in expanding and recruiting new members and raising awareness.

Moving forward in 2023 I am eager to **embrace** the change and growth that will come with all of these exciting new projects and new team members. My experience has shown me that change is an opportunity to learn and grow. I am excited to **embrace** the future as we **evolve**. I want to send out a sincere thank you to all the members, staff, volunteers, donors, partners, sponsors and the community for all their dedication and support, your passion is what inspires me.

"Thank you to all the members, staff, volunteers, donors, partners, sponsors and the community for all their dedication and support. Your passion is what inspires me"



Picture taken with the OFF JFL / ZOOFEST Team at our 2023 Volunteer Appreciation Event

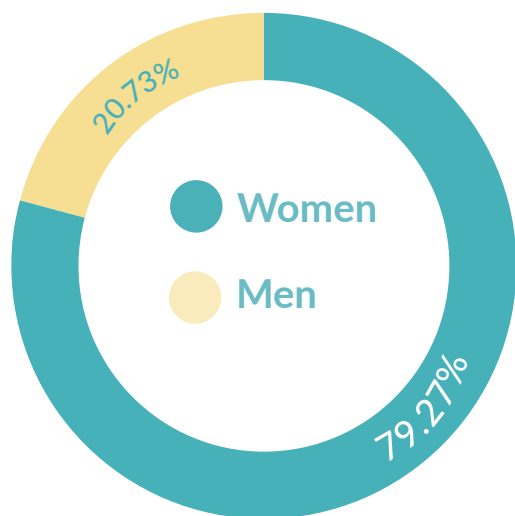
Membership

Our raison d'être is our members and meeting their evolving needs. At this stage, we have kept the same membership model for four decades. With this model we have built a strong foundation of members, but over the last few years we have seen a decline in our membership growth, retention and renewal rates. There are multiple reasons for this, and complex layers to understanding and finding solutions. By focusing on our definition and model of memberships we realized it must **evolve** with the times. With limited resources we **evaluated ways** to **evolve**, better meet the needs of our members and work more efficiently.

Definition & Types Memberships

We started by reviewing the definition. According to our bylaws, Membership in the organization shall be open to:

All who are hard of hearing, their families or those interested in furthering the objectives of the Organization and shall consist of individuals or organizations whose application for membership has been received by Entendre Québec Hear Québec.



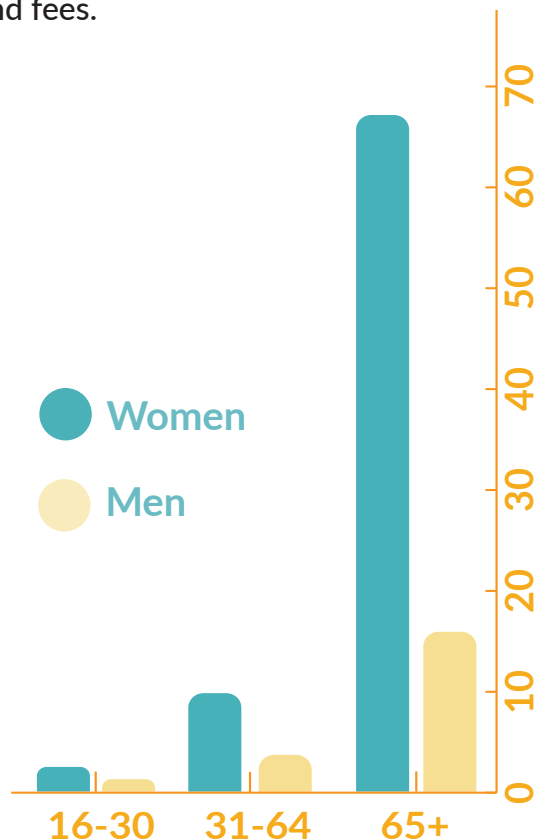
Demographics by gender

We could safely assume that subscribers and social media followers have been affected by hearing loss and/or would be interested in furthering our objectives. However, according to the definition they can not be considered members. By updating the definition to include different types of membership we can find a way to include social media subscribers and followers into our community. In parallel, there is an opportunity to further develop and improve our membership around organizations.

Structure or Model of Memberships

A membership model is a structure of how members access different levels of programs and services in return according to the type of membership they have. We see this in today's society, for example, Amazon Prime and Spotify membership levels.

These apps typically offer a base level membership for free with scalable levels that reflect increasing services and fees.



Demographics by age



If we want more people to become members we should **evolve** our membership structure. Offering different types of memberships, with corresponding fee structures based on levels of service access, will give our members more choices. The increased options will meet their needs, and further connect them with our community. Members will feel the added value of their membership in a way that's in tune with their lifestyle.

Renewal and Retention Rates of Membership

We have been successful in recruiting new members over the past year, although we noticed the renewal rate declined despite efforts such as calling members and sending out multiple email reminders, which is time consuming. This is something that is being felt across the sector. According to the 2021 Membership Marketing Benchmark Report, 45% of associations saw a decline in member renewal. This is an almost 2 X spike from 2020's rate of 24%!

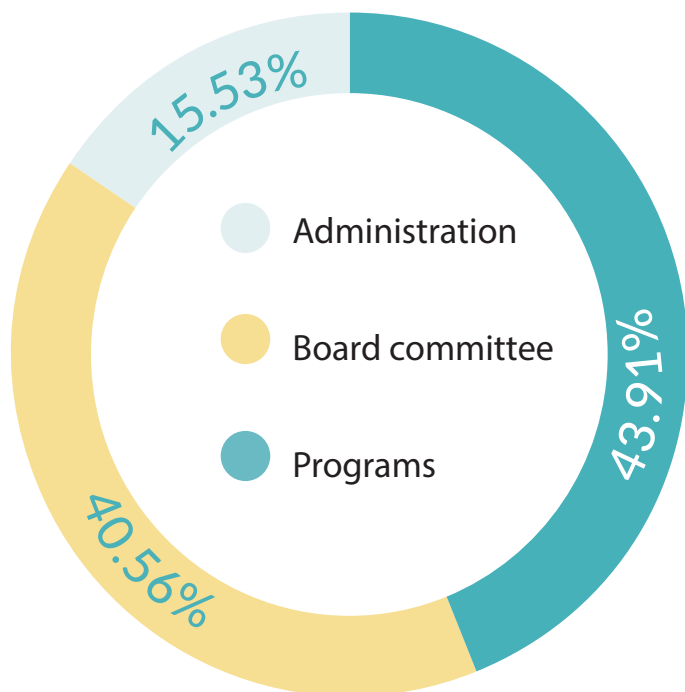
By conducting a review of the membership renewal process and comparing it with best practices we found that there are opportunities to simplify our process. Members have stated they would appreciate an annual automated renewal process. Rather than dealing with forms and cheques they would prefer that we bill them (paperlessly) annually, and set up automatic renewal charges directly to their credit cards. This would be efficient and much less time consuming for our staff. Moreover it might impact and even increase our rates. In 2023, we will be auditing these processes to help us find a way to revise the renewal process. The goal is to offer our members more choices for renewing their memberships to revise this and offer our members more choices for the process of renewing their memberships.



Volunteers

Volunteers are the heart and soul of Hear Québec and play a variety of essential roles. Persons living with hearing loss understand the need for programs and services. They **embrace** our mission and support us to **evolve** and develop meaningful programs and services..

We are an organization that adheres to the “nothing about us without us” philosophy. This is reflected in our board of directors, where we find the majority of board members have hearing loss. Consequently our leadership is able to provide relevant feedback and guidance when making decisions about strategic direction and our mission. In addition, members at large are encouraged to participate in our committees. We value their input, and lived experience through participation in the committee process.



Our peer mentors are dedicated volunteers, who have years of lived experience with hearing loss, and have received rigorous training that allows them to take on their important roles.

This year, we had over **30 volunteers** contribute nearly **2000 hours** of their time! While this number of hours is similar to last year, the type of volunteers we have has changed. With **11 peer mentors** undertaking **485 combined hours of training**, and with **13 mentees receiving 100 hours of support** based on their hearing loss needs, the resulting impact is massive!

We also benefit from volunteers that do not have hearing loss such as our students and stagiaire volunteers. They dedicate their time to administrative support, events, research, communications, and marketing. Through these experiences they are educated and sensitized to the needs of people living with hearing loss. They leave with a greater understanding of hearing loss challenges, become advocates, and develop into change makers in the community themselves.



The graph indicates a total of 1765.5 hours of volunteering divided by the different areas of work.

Thank you to our 33 volunteers that supported us on 2022!

Join us in celebrating our 2022 winners Thank you for making a difference!

Doreen Cons Spirit	The Golden Ear	Hear Hear Membership	Young Adult Award	Hearing Hearo's
				
Abby Stonehouse	Jean Pierre Gagné	Jill Johnson	Ashley Mayoff	Audition Québec

Every year, Hear Québec wishes to honour and acknowledge those who have made a difference in the lives of people affected by hearing loss. We choose from among our members, volunteers, hearing health professionals, and the community at large. It is a small way for us to show gratitude and appreciation for all the contributions they have made to improve the lives of persons with hearing loss. This is at the core of our vision, and we could not do it without them. Join us in celebrating our 2022 winners.

We are honored to announce the following recipients

The **Doreen Cons Spirit Award** was created in our former President's name to recognize her outstanding devotion and dedication to improving the lives of people who are affected by hearing loss. Doreen herself is hard of hearing and dedicated her life to this mission. She gave countless volunteer hours to "CHIP" to pursue this goal. The 2022 recipient is **Abby Stonehouse**.

The **Golden Ear Award** is given to a Hearing Health Professional who has supported those affected by hearing loss, showed great support to Hear Québec, and its mission. Collaborating

with hearing health professionals is key to our success because we share the same goals, but have different roles to play in the lives of people affected by hearing loss. By working together we enrich the lives of our members, and all people affected by hearing loss. The 2022 recipient is, **Dr. Jean Pierre Gagné**.

The **HearHear Membership Award** is presented to a Hear Québec member whose participation in and support of the organization or other members has gone above and beyond expectations. This award recipient has made a lasting, positive, and meaningful impression. The 2022 recipient is **Jill Johnson**.

The **Hearing Hear-o's Award** is presented to an organization or company, to acknowledge their outstanding collaboration and the impact this has had on helping Hear Québec achieve its mission and vision. The 2022 recipient is **Audition Québec**.

The **Young Adult Award** recognizes an individual who demonstrates outstanding personal, community, and/or professional activities in the area of hearing loss. The 2022 recipient is **Ashley Mayoff**.



Programs & Services

"In the past few months, my attendance at the book club and the mentoring course have really helped me understand the difficulties I have encountered since my childhood because of my hearing loss, in particular my unilateral deafness. I have actually been able to forgive myself in a way for the struggles I have had."

Kit Racette, member

74 Virtual + In-Person
activities took place
in 2022-2023

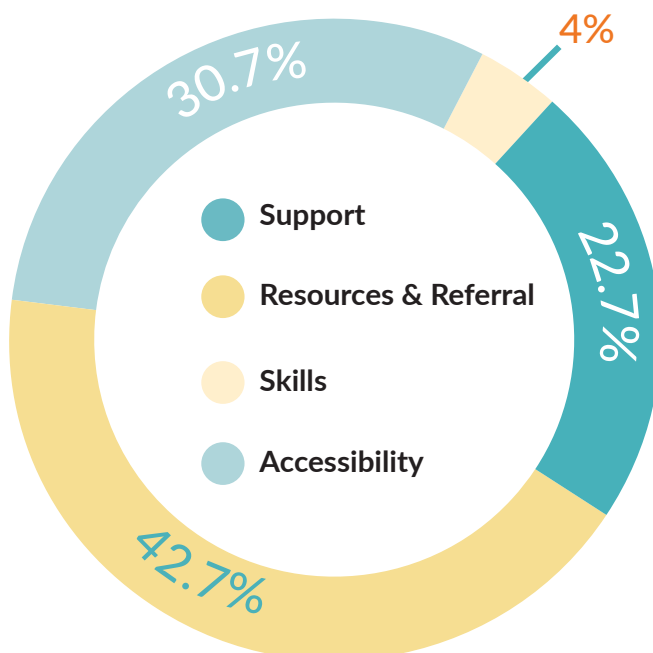
Over **500 hours** of support was
received by our community

Resource and Referral

Hear Québec strives to be known as a trusted source of information, resources, and referrals on hearing loss. This year, we saw inbound requests for information rise by 9% with 75 requests, and over 30 hours of 1 on 1 support given via phone, virtual meetings, social media correspondence, texts, and emails. Being able to **evolve** our methods of communicating in different ways allows us to share information effectively among different demographics. By investing the time and effort into these 1 on 1 support calls we saw 13 out of 45 non-members sign up for membership, which is an **uptake rate of 29%**. This demonstrates that people value the information provided and are ready to **embrace** the support of Hear Québec.

The type of information sought can be broken down into 4 main categories, and examples of what they are:

- 1. Support:** Information on what Hear Québec can do to help.
- 2. Resources and Referrals:** Information on where to seek hearing health care from professionals.
- 3. Skills:** Learning opportunities such as speechreading, auditory training, communication strategies, and sign language courses.
- 4. Accessibility:** Information on making their environments more accessible.



"Thank you very much for the Fraud presentation for seniors. It was so full of important information. Being aware of the various ways fraudsters work is so important to remain safe! Thank you again for organizing this online seminar. I look forward to more presentations like this!"

Julie Angell, Member

Input and requests from the hearing loss community inform our programming, so that our Hear Talks are the result of actual requests and needs. This year we hosted 7 informational sessions on a variety of topics including Fraud Prevention, Cognitive decline and Bill 96. We also held special interest topics for "World Hearing Day: Ear and Hearing Care" for all, as well as a workshop on Self-Advocacy for May Better Hearing Month. We are fortunate to work with Specialists, Professionals, Audiologists and Acousticians in the community who are willing to deliver these informational presentations and workshops to our members. One of our challenges has been discovering the most effective method of delivering these workshops to promote maximum levels of participation. We found our numbers have doubled when offering these sessions in a hybrid format. The impact of these activities is that our members feel more confident because they have the relevant information and knowledge to make informed decisions. Moving forward we plan on offering all of our Hear Talks through a hybrid format as well as building on targeted partnerships that will support us in growing our reach.



Support

As we progress through **evaluating** the 1st year of our strategic plan, we are seeing the outcome of members with hearing loss who have participated in peer-centered initiatives. We **evolved** to offer several types of support programs to allow the most participation from our diverse community.

In 2022-2023 we offered 2 types of group support for adults.

1. **Daytime coffee breaks** provide 1 to 1.5 hour long sessions that allow older and retired members to give and receive support to each other in a facilitated group support session. This year, we offered 45 sessions, to which 23 members attended on a regular basis. 244 hours of support was received by members. The impact of these groups was a deepened connection between members through their shared experiences of hearing loss.

"What I particularly liked during these calls and our facilitator, Melanie, helped to facilitate this was our connecting individually with one another. I found that we all began addressing one another with particular comments and questions, instead of always addressing our points to Melanie. This really developed group spirit and was quite satisfying.


Carol C. Member

2. **Cocktail hours** is an evening activity that is designed to offer the type of group support that appeals to people who work or study and cannot attend daytime activities. These activities included book discussions and documentary screenings related to hearing loss followed by a sharing component. This year we held 18 sessions which 22 people attended. By providing a safe space where everyone has shared experience, Hear Québec allows them to explore, evaluate and understand their own attitude toward their hearing loss. The results of these sessions have allowed members to move forward, accept, and change their actions in a constructive way.

"I'm really enjoying the book club sessions. It's surprising how much information and experience comes out of the discussions. This is an excellent book choice for this type of exercise. Thanks again for your efforts in making this happen."

Linda T. Member.





Peer mentoring is a one-to-one based support program that we partner with Audition Québec (AQ) to deliver. This collaboration involves ongoing support from AQ, and we have worked closely with them in order to adapt the program to the needs of our community. This program is successful thanks to the dedication of 11 volunteers who undertook a collective 485 hours of training in order to become a mentor. So far, these mentors have provided over 100 hours of support to 13 mentees on their hearing journey towards accepting, managing and thriving with their hearing loss. The benefits of this program vary based on the individual goals of the mentees, but one example is that members are able to improve their day-to-day experiences based on new information received from their peers:

"I am quite happy with having a mentor. I have found it very helpful so far, she found a way for me to get my ears "dewaxed" free (they only take me 2 weeks to wax up). The cost in the private market is now about \$95!" T.T Mentee

For the gen Z" community of 20 and under we have been working closely with the Montreal Oral School for the Deaf (MOSD) and their dedicated teachers, administrators, audiologists and social workers in order to provide activities for students. We know from our strategic planning process that young people with hearing loss may face barriers/challenges as they transition out of high school into post-secondary education and the workforce. While they no longer want to rely on their parents or educators for help they often need information and guidance. Our partnership with MOSD aims to inform and assist young adults as they prepare to graduate high school. We share our programs and services that are tailored to their needs. One

important goal (among others) is to offer them help and support on their journey towards self advocacy. We held 4 activities: a games night, a movie night and 2 info sessions. One info session was with representatives from a CEGEP's accessibility center, and the other with representatives from the National Educational Association of Disabled Students and the Canadian Hard of Hearing Association. During these sessions we informed the students on a variety of scholarships offered. **18 students plus their families** attended these activities, which is approximately **144 hours of support** received. The outcome is that young people feel empowered to advocate for themselves and their needs as they become independent. Furthermore, we have cultivated a connection with a peer centered approach that builds on trust and shared experience that they can turn to in the future for more support and information.

It has been a privilege to see our community (of all ages) **embrace** the support offered by their peers along their hearing journey. In 2023, we hope to see more members who receive individual support begin to participate in group activities in order to reduce social isolation, learn new skills, and/or make the most out of the technology available to them.



Awareness & Accessibility

Following the creation of our Theory of Change, we **evaluated** our position in the community with multiple stakeholders, and identified what was missing in terms of creating more accessibility in the community. We learned;

- There is a lack of understanding around what specific accessibility measures are needed.
- There is a lack of knowledge about how and when to use these measures.
- That even if there is technology available it may not be maintained or working properly.
- Staff are not provided with ongoing training, support for equipment use, or supported with equipment troubleshooting and maintenance.
- Staff turnover is a huge challenge, as new staff are not trained.
- That even if accessibility measures are available they are not being advertised or marketed effectively, so members of the hearing loss community are unaware of their existence.

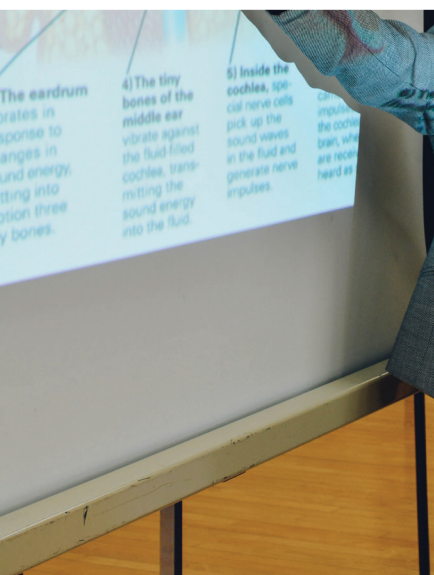
We aim to fill this need with our new Include-Me program. This is a scalable program to be launched in 2023 that offers accessibility support to arts and culture venues, seniors residences, and individual

users in the community. The intended outcome of this program is to create more accessible environments for people with hearing loss.

In 2022, we began to assemble the building blocks of Include-Me, starting with the fundraiser Access Comedy. The goal of this event was to demonstrate what a fully accessible event looks like. The work we did allowed us to develop the tools which have evolved into the building blocks for a successful program. For example;

- 7 new bilingual tipsheets detailing accessibility measures and how they can be implemented.
- A presentation on how to make events accessible for people with hearing loss.
- An impact evaluation survey that allows businesses to collect valuable data.
- A new digital FM system which we demonstrate to other organizations, event organizers, and venues.
 - ◇ This way they observe how hearing and listening can be optimized for their clients.
 - ◇ We can lend out or rent the equipment to create more accessibility in the community.





The impact of these tools is an increased capacity to deliver practical support and information to a wider range of decision makers. For example, we have supported 6 organizations in bringing hearing loss accessibility to their environments through consultations and technology support. The following organizations have received services from us:

1. Seniors Wisdom Age and Grace (SWAG) (over 100 attendees).
2. Repercussion Theatre (over 100 attendees).
3. Ville de Montreal (potential to reach over 10,000).
4. Westmount Library (Potential to reach over 1000).
5. Lev Tov seniors residence (over 100 residents).
6. Segal Centre (Potential to reach over 1000 attendees).

These consultations are impactful as they provide decision makers with the knowledge to make informed choices on accessibility measures. It is exciting to see the wider community **embrace** the new Include-Me program and work with us to make more environments barrier free. The need for accessibility in our wonderful city is considerable. What we offer can **evolve** based on the needs of the community. That being said, we still need increased funding, resources, and support from our members and partners to achieve our awareness and accessibility goals.

"Thank you very much for your visit, excellent demonstrations of various hearing devices and information about Hear Québec programs. There are many Lev Tov residents with hearing aids and hearing loss. It was extremely helpful and insightful to see how much the Lev Tov residents benefited from your demonstrations of the microphones, speakers, headphones, etc."
Dorothy Spelak, User committee at Lev Tov

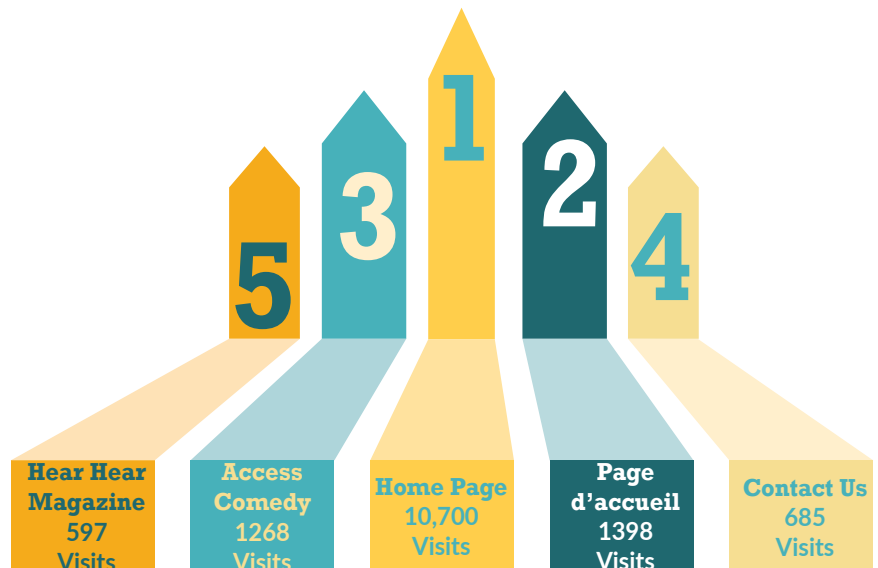
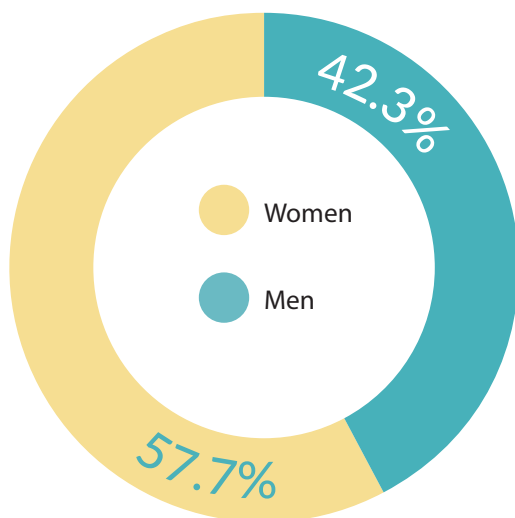
Communication

2022 was a year of **evaluation** and reflection for our communications and marketing programs. By assessing our options, opportunities, and past challenges, we have **embraced** our strategic plan and **evolved** our communication channels to better serve the needs of our community.

The statistics from our social media platforms and website indicates that we are now being recognized as a trusted source of information on hearing health. Despite the reduced staff resources, our team worked diligently to provide our followers, subscribers, and members with relevant and important information. We can infer this through

the increase of followers, online visitors, and time spent on specific website pages.

By **evaluating** our communication channels post pandemic we were able to strategically establish the best way to connect with different audiences. This improved our interaction with members and increased our followers. **Evaluation** results indicated that members 55+ prefer one-on-one in person meetings, or consulting our pamphlets and printed materials, rather than referencing digital resources. In contrast, members and followers aged 18-54 are more likely to use online channels for gathering information and finding support.



Website Demographics by gender

Top 5 Most Visited Web Pages

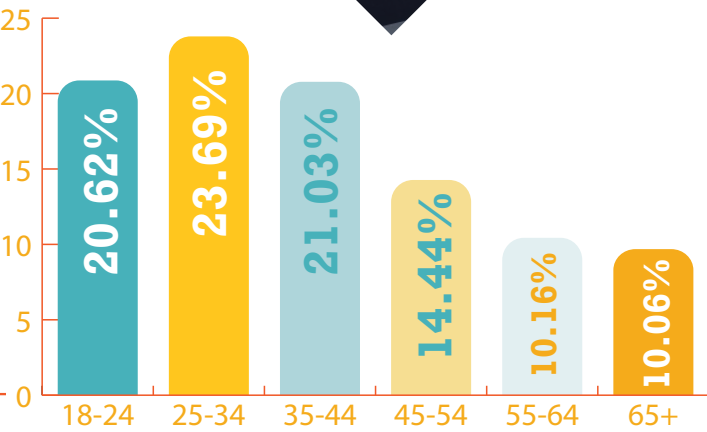
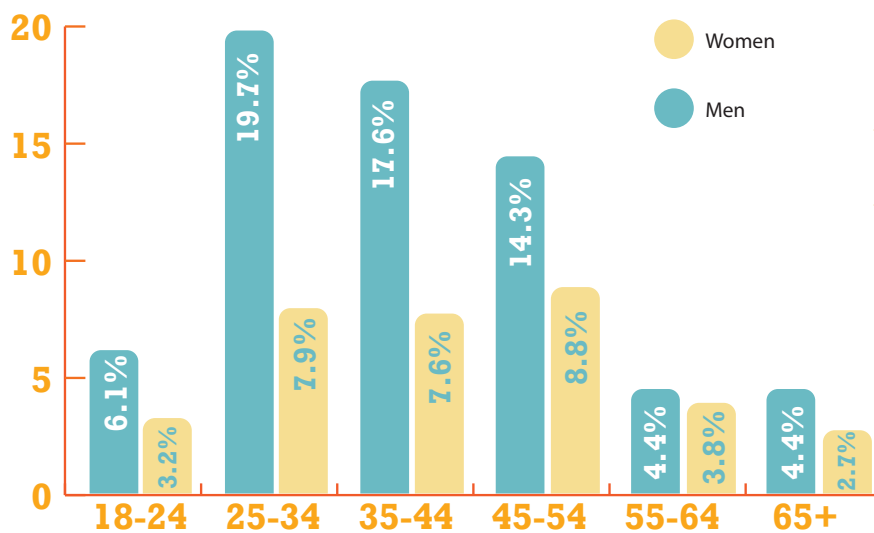
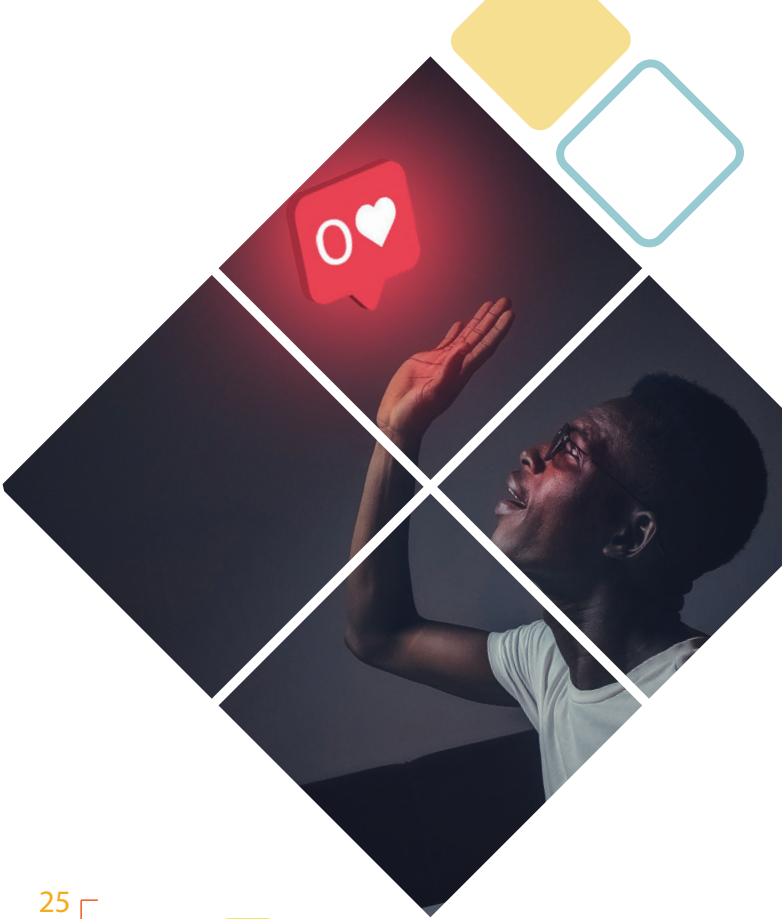


We produced a total of **194** posts, reached **14,283** Facebook accounts, and **6,468** Instagram accounts. This helped promote our events, such as the Access Comedy, and assumes that all this reach has caused a positive impact. For example, we have observed an **8.8% increase** in the number of people reporting that they heard about us through our website and social media platforms. Although this number might seem low, it is the most significant increase we've seen in recent years.

The strong engagement and interest from our followers has been impactful. It has increased attendance at our events, and also positioned us as experts in promoting fully accessible events. As

a result we have been able to create more barrier free environments. This in turn has allowed persons with hearing loss to benefit from more accessible Arts and Culture around Montreal. Accessibility is one of our top priorities and our platforms will assist us in developing and reaching the community to create this positive change.

Our ongoing efforts to improve communication with the local media has helped us establish a strong reputation in the community. It has evolved to the point where local media channels seek our expert opinion on important hearing loss and accessibility matters.



Social Media Demographics by age

Website Demographics by age

Our goal is to provide our members with the information and resources they need to manage and thrive while living with hearing loss. Another way we communicate is through our bi annual magazine. This is one of our proudest accomplishments, and it highlights our commitment to the hearing loss community. It has also been instrumental in helping us reach professionals who are crucial in referring people to our services. Last year, we were able to reach **31% of our members through professional referrals** stemming from our printed materials. This highlights the importance of our magazine not only around reaching individuals with hearing loss, but also connecting with professionals.

Moving forward into 2023, our goal is to increase our followers by 25%. We'll achieve this by standardizing the way information is presented to our followers, and making content engaging, accessible, and efficient. Our plan is to create an accessible digital space for people with disabilities. Leading by example we will demonstrate the power of accessibility for all. Communication is the key to creating a community where we can hear, be heard, and thrive.

Finance

By Connor Quinn



Revenue

Overall revenue dropped by 6% year over year, from **\$293,895 in 21/22** to **\$276,462 in 22/23**. It is important to remember that we had historically high revenue levels in 21/22 due to increased donation and grants during Covid, so this decrease is not a surprise.

The organization experienced a re-shifting in its grant revenue. Some grants retired, such as the Emploi Québec grant that brought in ~23K last year, and other grants experienced a hike, such as the Government of Québec's Minister of Health and Social Services annual grant that increased by ~15K. We also saw new revenue for a project funding from the McConnell Foundation-Innoweave grant (\$7,750), which was used to support the strategic planning process. Overall, grant revenue was stable, but down ~5K from last year.

Donations experienced a 19% drop from their historically high levels experienced during Covid, going from **\$59,699 in 21/22** to **\$48,246 in 22/23**. Each one of our donation categories decreased a little year over year: general donations down **\$2,665**, relocation donations down **\$1,033**, and Bonnycastle Scholarship donations down **\$169**. Also, due to a change in the organization's strategic direction, we eliminated the Prevention Fund donation category, which had brought in **\$7,586** last year. All this together added up to a decrease over last year of **\$11,453** in donations.

Minor decreases in membership fee related income and advertising revenue also contributed to the overall 6% decrease.

The provincial government's annual grant (**\$195,710**) remains the organization's primary revenue source and makes up **70% of our income**. This is up from last year when it only represented **61%** of our income.

Expenses

Expenses, overall, increased by **19%** over last year due to strategic investments.

Our amortization expense increased by **\$2,438** as we purchased an FM System and required IT equipment for the office.

Our fundraising expenses increased by **\$9,010** as covid restrictions ended and we were able to host a new public event, Access Comedy, which elevated our exposure, and set the stage for new accessibility related endeavors.

Our salaries increased **\$49,290** due to several reasons such as providing the Executive Director and Administrative Assistant with a market rate remuneration, taking on 5 Canada Summer Jobs students, and dealing with turnover, which forced us to pay for costly temporary part time personnel.

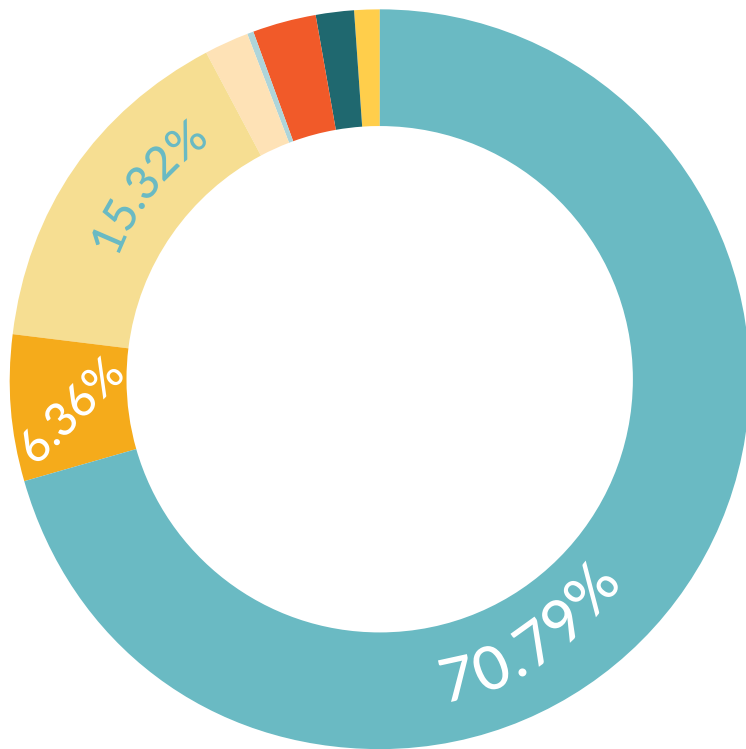
The organization, like many, also saw increases to post-Covid related expenses to things like insurance premiums, office supplies, printing costs, professional fees, travel expenses (gas), etc.

Profit/Deficit

The organization experienced a **\$-32,710 deficit** this year, which balanced out the **\$33,833 profit** from last year nicely. As a non-profit organization, Hear Québec took last year's surplus and invested in its people and capital assets (FM System) to help **evolve** the organization.

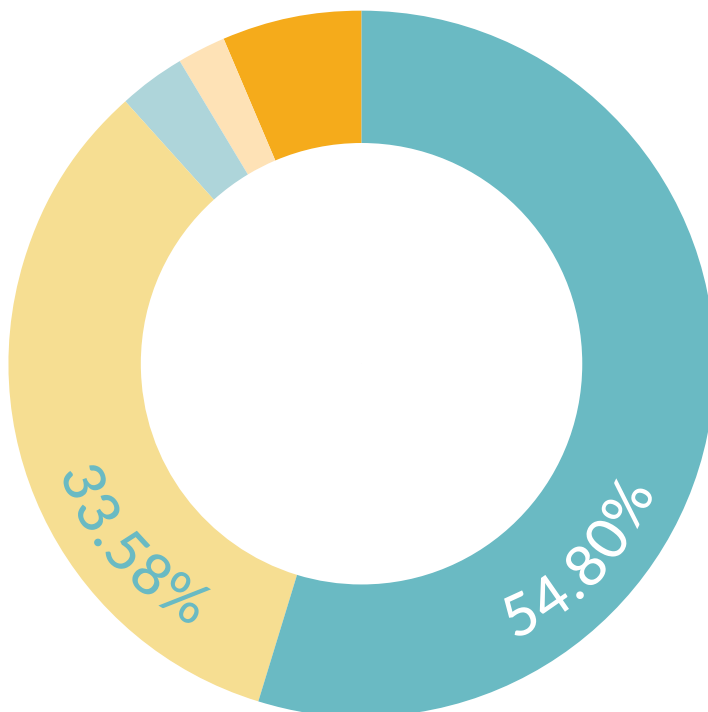
Balance Sheet

The balance sheet is healthy: lots of cash, low risk accounts receivables, and low levels of accounts payable. Of the cash on hand, **\$62,500 is restricted** and earmarked for a potential headquarters relocation, for accessibility and programs, for various infrastructure required at the office, and for the Bonnycastle Scholarship.



Revenue Category

- Minister of Health & Social Services
- Canada Summer Jobs
- Donations
- Relocation fund (Donations) 1.95%
- Bonnycastle Scholarship Fund (Donations) 0.18%
- McConnell Foundation 2.80%
- Miscellaneous 1.70%
- Memberships 0.89%



Expenses Category

- Salaries, consultants & fringe benefits
- Education - Rehabilitation Programs
- Fundraising 3.23%
- Professional fees 2.02%
- Operations (Office, Print, Insurance, etc.) 6.37%

Fundraising

Our fundraising incentives are ongoing throughout the year. We continue to **evolve** our fundraising efforts and diversify the ways in which donors can contribute. This year we were able to purchase a new digital FM system thanks to a generous legacy gift. This was the first legacy gift we have received, and it prompted us to **embrace** new avenues for gifting. We have implemented the infrastructure to accept securities, such as stocks, bonds, and mutual funds. In 2023 we will be learning more about legacy gifting, and we will be planning and implementing new communication and marketing strategies to attract these types of donations.

Our Campaigns this year

Our **End of Year Campaign** starts with GivingTuesday, included our calendar fundraiser, and ended with our digital “year end ask”. This year we raised over **five thousand dollars**, which was less compared to previous years. However, the benefit of this campaign was the **match donation** that we proposed. We promised to match every Giving Tuesday donation with a free consultation to a community partner to promote and create more accessible environments. Consequently, we worked with 6 new organizations and this was the launching board for our new **Include-Me Program**. This program fills an accessibility gap in the community and has the potential for a huge impact for years to come. **You, our donors, made this possible.**

Our **3rd annual Access Comedy** fundraising event was the biggest, most successful event to date! We raised over **15,000.00\$** and saw our largest **sponsorship commitment ever**. Our amazing and supportive sponsors really came through to make this happen. This was the first ever fully accessible and bilingual comedy show produced in Montreal.

The goal was to demonstrate to key stakeholders such as event planners, representatives of arts and culture, city officials, businesses and other decision makers **what a fully accessible event looks like**. This was an opportunity for them to learn about accessibility in a fun, interactive and non threatening environment, and it empowered them with the knowledge to apply accessibility measures at their own events.

Through this event we spread awareness and helped create a more accessible future for all. **And it worked!** We have been consulting with the City of Montreal, Just for Laughs, and we are thrilled that **OFFJL/ ZOOFEEST** has agreed to produce our **Access Comedy Show** for 2023 that will take place during the Just for Laughs festival.

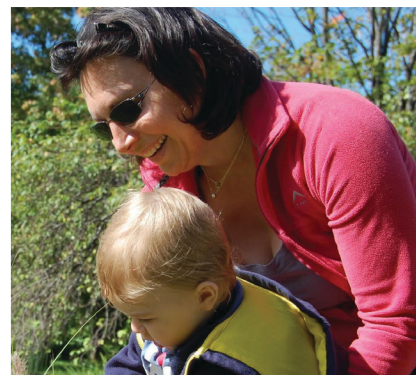
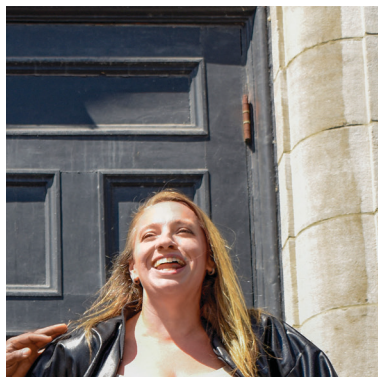
Grand Total Raised in fundraising and sponsorship for 22-23 was 48K





Through our bi-annual appeals, which occur in conjunction with our magazine, our donors raised over 10,000.00\$. Our partners help support our magazine when they pay for advertising. The Bonnycastle Scholarship and Bursary remains a favorite fund for our donors as they continue to show their amazing support, and in 2023 we will

be able to award our first scholarship. We are fortunate to receive funding from multiple sources such as our local MNA's, foundations, sponsors, and in kind donations from local businesses. There is an old saying that it takes a village and we are so very grateful for all of the ongoing support from everyone



Commitment, Engagement & Partnership

Strengthening our relationships with our community and developing new targeted partnerships is fundamental to fulfilling and achieving our mission. We collaborate with educational institutions, local round tables, and other organizations to help spread awareness about accessibility and our services, and we also offer our services and support to them. Many hearing health professionals support us by creating content, being guest speakers, advertising with us, sponsoring events and making donations during our campaigns. Our longest-standing partners are the Lethbridge-Layton-Mackay Rehabilitation Centre, without whom we would not have our office and program spaces. We celebrate more than 35 years of amazing partnership with them.

As we continue to grow and develop local partnerships with senior residences, city and municipal departments, we create even more opportunity, collaboration and consultation, therefore increasing our impact in the community further.

Funders

Canada Summer Jobs
Emploi Québec
Ministère de la santé et des services sociaux
Innoweave MCconnell foundation

Sponsors

Les Centres Masliah
Oreille Bionique
Audition Québec
The Hat Group
Micheal Bonnycastle
Centre for Deaf Research and Training Institute
Paradoxe
JGraphxs

Advertisers

Audiologie Centre-Ouest Inc.
Groupe Forget, Audioprothésistes
Les Centres Masliah
Oreille Bionique
Concordia University

The Honourable Marc Garneau - Member of Parliament
OPHQ (Office des personnes handicapées du Québec)
Manoir Westmount

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

Educational Institutional Partners

Montreal Oral School for the Deaf
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
John Abbot College: Access Centre

Tables and Community Collaborators

NDG Community Council
NDG Seniors Table
Quebec Community Groups Network
REQIS
Dephy
One Voice

In Kind Sponsors

Mr Puff
Tim Hortons
Rockland
Loblaws
Petino's
Creations Lilipop
Duke & Devine's
Souvlaki George
Ilana Massotherapeute
Klinik Bijoux
Cineclub Film Society
Pigeon Cafe
Cafe Kokkino
Cafe Mercanti
Cafe Oxford
AMC Forum
Dakota Schmit

Merci, Thank you!

ANNE BARKMAN | KEN BARRINGTON | CYNTHIA BARRINGTON-STONEHOUSE | EVA BASCH
 | DALE BONNYCASTLE | BRENNAN | NORA BURNIER | GINETTE BEAUPRE
 | SALVATORE CASTELLANO | YI CHEN | | ANDREE BOUCHARD | KELSEY
 | WENDY CLARKE | PHOEBE COMEAU | | CHRISTIAN CARON |
 ENA COUTURE | MARILYN GREEN CRESTOHL | CAROL CHOPRA | RONALD CHOQUETTE
 DAVIDE DE ROSE | ELEANOR DIAMOND | CLAIRE DINGLE | MARIE-ANNE DINH | BERNARD DONATO |
 CHRISTINA DUVANDER | FRANCESCO FAMULARO | DEBRA FISHER | JEAN-PIERRE GAGNE | STEPHANIE
 GARROW | DAVID GENCHER | CAROL GILBERT | KARIN GODIN | ALVIN GOLDMAN | SANDY GOLDSTEIN |
 NELFA GOLEZ-LASALLE | SUZANNE GUERIN | JOHN GUPTA GAEEL HANNAN | KATHLEEN HARDIMAN | EEF
 HARMSSEN | SYLVIA HELD | BARBARA HERMON | SHIRLEY HOLDBROOK | RON HOWARD | HOWARD ISRAEL
 | ERICA JAARSMA | FAROKH KAPADIA | CARMEN KING | KATHRYN KIRK | BETSY KREMMELE | RICHARD
 LAFLEUR | IRENE LAMBERT | KAREN LANGER | NICK LAPERLE | SUZANNE LAVINSKAS | PAUL LEBLANC |
 JACQUES LEBouc | ROSALYNE LEDDY | LOUISE LEDOUX-HANLON | MERLE LEWIS | LINDA RHÉAUME
 AUDIOPROTHÉSISTE INC. | NAOMI LITVACK | LOUISE MANTHA | IAN MARK | JANET MCCONNELL | DAVID
 MCDUFF | PATRICIA ANN MCGRAW O'CONNOR | BARBARA MCKEE | KRISTIN MCLEISH | CATHERINE
 MCMASTER | MAITE MEDALLA | CARLOTA MEEROVITCH | ANNE-NOELLE MEKIDECHE | SANDRA
 MILLER-SANCHEZ | ALLAN MOORE | MARIE MURPHY | DAVID NAHON | CAROL NORMAN | SHARI
 NUSSBAUM | SANDRA PAIKOWSKY | MATTHIEU PAQUETTE | THEA PAWLIKOWSKA | RUTH
 PELLETIER | ANNETTE PERRY | MARTHA PERUSSE | JOYCE PINTO | LEONA POLGER | PAUL
 POLIDORO | CINDY POTECHIN | CONNOR QUINN | KIT RACETTE | ROBERT RAFUSE
 | CATHERINE T RICHARD | KARIN ROJAS | ESTHER ROSENBERG | LAURA ROSS
 | MARIE-JOSÉE SAUCIER | JUDITH WENDY SCOTT | ROSLYN SELIG | OLGA
 SENKUS HORGE | SABRINA SICURO | DIANE STATES | INGRID STEFANCIC
 | ABBY STONEHOUSE | LARAINÉ TAYLOR | LINDA THERIAULT |
 JOSÉ-RENÉE TRUDEAU | STAVROULA TSETZOUOLIAS |
 HELEN TURCAJ-GLOUTNEY | LAYNE TURNER | SIMA
 VIJ | SHIRLEY VIRGO | JOAN WADE | HEIDY
 WAGER | MARGARET WALLACE | MARY
 WALSH | CAROL WATERMAN |
 DALE WEBBER | NYNKE
 WIJNALDA | DIANA
 WOOD

Your contribution has provided 74 activities and over 500 hours of support to people with hearing loss, while also creating a more accessible future for all

Ps. Please forgive us if omitted or misspelled your name.



HEAR QUÉBEC
| 7000 Sherbrooke St. West
Montréal, Québec, H4B 1R3 |
Office: (514) 488-5552 ext. 4500 |
Fax: (514) 489-3477
attn: Hear Québec |
Cell: (514) 797-2447 |
www.hearhear.org

