2019-2020 Annual Report



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Julia N. Dumanian President & Chief Executive Officer

and Corporate Secretary

A MESSAGE FROM OUR BOARD CHAIR

The year 2019–2020 marked a milestone for Canadian Hearing Services (CHS): eighty years of providing exceptional services, products and programs for our Deaf and hard of hearing clients and their family members. While this is an incredible achievement, the year also ushered in a time of unexpected change and uncertainty as we came to grips with challenges the COVID-19 pandemic would demand.

Through a visionary partnership between our Board and our Management team, I am proud to say the organization has risen to this challenge and, as a result, is providing services to many more Canadians than ever before. This level of achievement is the direct result of operational excellence; carefully considered and skillfully executed at both the governance and operational levels. We can say with tremendous pride the 2017–2020 Strategic Plan has been successfully completed and is a crucial springboard in moving CHS forward.

Building on our transformed foundation, the Board has validated a progressive new Strategic Plan (2020-2025), which brings us ever closer to our vision of a barrier-free society for Deaf and hard of hearing Canadians and our new tag line *Raising the Bar* sets the standard of service delivery and accountability that will guide us in everything we do.

I would like to thank our Board of Directors, an extraordinary group of volunteers who serve selflessly and tirelessly to provide the fiduciary oversight that supports Canadian Hearing Services in its vision, mission, values and strategic direction.



On behalf of the Board, we acknowledge the partnership and leadership of our CEO, Julia Dumanian, whose razor-sharp focus and business acumen brought us through extraordinary transformational change, ensuring a sustainable future.

With our Strategy in place and your continued support, we are well positioned for sustained success.

M negle

Mark Wafer



A MESSAGE FROM OUR PRESIDENT & CEO

At Canadian Hearing Services, we are well on our way to becoming the most comprehensive, innovative, full-service hearing health care provider in Canada. Every day we commit to provide professional services, products and programs. Every day we deliver on our promise to help our clients lead rich and full lives. With our transformation complete, 2019-2020 marked a year of innovation and growth.

On the following pages we showcase the results of the successful completion of our 2017-2020 Strategic Plan. You will see the impact our programs, services and products have made in the lives of Deaf and hard of hearing Canadians. We are proud of these achievements and are energized by the bold vision of our new 2020-2025 Strategic Plan: A barrier-free society for Deaf and hard of hearing Canadians. It was important for us to develop a fact-based strategy and, as such, we reached out to our many communities through interviews, focus groups and also conducted extensive qualitative and quantitative research to ensure this plan would further empower the lives of our clients.

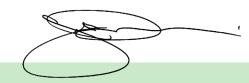
To better reflect who we are and what we do, we changed our name to Canadian Hearing Services. We also have a new look, which includes a modern and vibrant logo replete with movement and growth.

That we are on the right path is evident in everything we do. Our client satisfaction survey demonstrates we offer the right services, products and programs; our staff are caring, knowledgeable and professional and provide care with dignity and respect leading to a better quality of life for our clients by removing barriers.

Opportunities are central to removing barriers and I am very proud to announce the President's Scholarship Program has awarded a record-breaking 17 scholarships in only its fourth year! In fact, we are looking forward to celebrating our first group of graduates this year! This program guarantees funding up to four years and has helped students break through the financial barriers many Deaf and hard of hearing students experience. I encourage you to read their stories - please see the link at the bottom of page 14.

We have also helped over 900 Canadians in their search for meaningful employment and we have helped guide potential employers to ensure the right supports are in place to ensure successful employment.

Thank you to our Board of Directors, who freely and tirelessly give their time and talents in support of the work we do. Thank you to our funders, donors and partners for their steadfast support. We are humbled by your generosity and know that, working together, we will succeed in breaking down barriers for Deaf and hard of hearing Canadians.



Julia N. Dumanian



Our Impact: 2019-2020











For more than 80 years, Canadian Hearing Services has provided exceptional care and expertise to Deaf and hard of hearing Canadians. Our new mantra, Raising the Bar, is designed to both challenge the organization to continue to deliver the best services and products and to never settle. We are adopting new technologies, exploring innovative means of service delivery, researching the latest treatments, and expanding our programs — all in the name of providing the best quality care to our clients.

This constant dedication has resulted in a substantial impact on the lives of Deaf and hard of hearing Canadians. Here is a snapshot of our impact over the past year:



Served **7.902** counselling clients



Received **43.567** interpreting requests



Provided employment services to 918 people



Helped 187 professionals find employment



Delivered ASL classes to **3,010** students



Served **5,944** audiology clients



Provided **45,167** hearing aids and communication devices



RAISING THE BAR FOR DEAF AND HARD OF HEARING CANADIANS

To build for the future and ensure Canadian Hearing Services exists for another 80 years, the organization unveiled a new name and logo in January 2020. Formerly known as the Canadian Hearing Society, the rebrand aligns with the organization's renewed strategic focus to advance barrier-free communities for Deaf and hard of hearing Canadians.

The rebrand provides a platform to better engage with our diverse client groups by evolving and enhancing our suite of professional service and care offerings. Through this, we reaffirm our commitment to be the most comprehensive, full-service, and innovative hearing health care provider to all individuals and families across Canada.

"This rebrand represents a significant step in the evolution of our organization. We are redefining who we are and driving change to empower Deaf and hard of hearing Canadians," said Julia N. Dumanian, President and CEO, Canadian Hearing Services. "The new name and logo were developed after extensive quantitative and qualitative research and through a national collaborative process. We wanted to take bold steps to ensure our new brand aligns and supports our ambitious, national strategic goals."

The new brand includes a fresh, new colour palette reflecting the organizational transformation underway with different hues of green that embody vibrancy, empowerment and renewed growth. The icon conveys communication outward and inward and constant and continuous improvement.

Canadian Hearing Services has also adopted a new tagline, "Raising the BarTM." This defines our ongoing commitment to excellence by raising our professional standards, implementing best practices and driving quality in all that we do.



OUR PROMISE: EMPOWERING LIVES

Our promise is to help our clients lead rich and full lives. We deliver trusted and personalized services, allowing every individual to rise above their unique challenges and achieve independence. Through our friendly, caring and professional staff, we ensure that we consistently deliver exceptional client outcomes.

Our values are what guide every decision and action that we make as an organization. They are the foundation of our culture and they have been built through 80 years of high-quality service delivery. At the end of the day, we care. We care about empowering the lives of our clients, we care about every client interaction, we care about meaningful partnerships, and we care about driving innovation within the space of hearing health. This is who we are, and we believe it drives everything we do.

Values: Caring, Accountable, Respectful, Ethical (C.A.R.E)

CARING We provide a seamless client journey with empathy and compassion

ACCOUNTABLE We make decisions that our clients and their families can trust

RESPECTFUL We treat everyone with respect, supporting the diversity of our communities

ETHICAL We adhere to the highest standards of integrity and professional responsibility



Self-Expressive Benefit

Benefits that project a message about how a customer identifies with a brand and cause.

Who I am...
Determined to live life to the fullest

Emotional Benefit

Emotional response created and reinforced by interacting with the brand.

How I feel...

Respected, Informed, Empowered,
Supported, Confident

Functional Benefit

Benefits based on product attributes that provide functional utility.

What I get...

- Friendly, caring, professional staff that provide highly valuable advice and guidance.
- A "one-stop" shop for personalized services and products that are relevant to me.
- An exceptional experience that truly understands and responds to my individual needs.

 Access to an accredited organization that has been trusted by the community for over 80 years



BRAND AND **EXPAND**

The rebrand efforts also aligned with Canadian Hearing Services' development of its new 2020-2025 strategic plan, intended to further our bold vision of a barrier-free society for Deaf and hard of hearing Canadians. Through broad consultation with the many communities that we serve, as well as partners that help us deliver, we have developed a plan that will allow us to achieve this future state.

Fundamentally, we believe Canadian Hearing Services plays an integral role in delivering professional services and products that empower people who are Deaf and hard of hearing to overcome barriers to participation. Therefore, this sits at the core of our mission.

The plan's strategic focus is to better engage and serve our diverse groups by evolving and enhancing our professional services and care offerings to become the most comprehensive full-service, innovative hearing health care provider in Canada. We recognize that this represents a profound evolution of the organization today. In order to bring this to life, Canadian Hearing Services is committed to four overarching strategic priorities – personal excellence, exceptional client journey, innovative service provider and continuous learning organization.



<u> </u>					
VISION	A barrier-free society for Deaf and hard of hearing Canadians				
MISSION	To be the leading organization delivering professional services and products that empower Deaf and hard of hearing Canadians to overcome barriers to participation.				
VALUES: Caring, Accountable, Respectful, Ethical (C.A.R.E.) CHS PROMISE: Empowering Lives					
					PILLARS
GOALS	To have fully embraced a culture of quality, performance and accountability	To have accomplished unparalleled client service	To have demonstrated our industry leadership through relevant and impactful services	To be recognized as a thought leader through the creation, collection and dissemination of information and expertise	
OBJECTIVES	Commitment to Quality and Safety	Continuum of care service delivery model	Expand Core services	Professional Practice Investment	
	Commitment to Performance and Accountability				
	Commitment to Privacy	Effective Marketing of CHS CCS Service	Develop Strategic Partnerships	Establish a CHS Knowledge Enterprise	
ENABLERS Financial Resources · Workplace Strategies · Technology · Marketing					

STRATEGIC PILLARS AND GOALS

The elements of the strategic plan describe an ambitious roadmap for growth and impact. Though the five-year evolution is substantial, Canadian Hearing Services has committed to a series of tactical, action-oriented goals and objectives that will allow us to realistically move towards our desired future state, measure our success along the way, and communicate our impact more broadly than ever before.

We understand the importance of our services in empowering lives and removing barriers. This is not something that we take lightly. As such, we commit to listening to our clients, we commit to innovating our services around their needs, we commit to delivering at the highest levels of quality and safety, and we commit to being at the leading edge of hearing health care knowledge.

Together, we can achieve a barrier-free society for all Deaf and hard of hearing Canadians.

Performance Excellence

Canadian Hearing Services is committed to enhancing the quality of services and products delivered to all key clients. This means that we must understand what "quality" means to each of our client groups and consistently deliver upon this. Canadian Hearing Services will apply performance measures to ensure continuous alignment to key drivers of stakeholder impact and align this with an outcome-based mindset and culture.

Exceptional Client Journey

For over 80 years, Canadian Hearing Services has been an organization that puts people first. We listen to and serve individual needs. As a result of this, we commit to continuously listening to our customers and enhancing our service delivery, based on evolving needs. No matter what type of client you are or what part of our organization that you touch, we strive to deliver a consistent experience, based on a consistent set of values.

Innovative Service Provider

Canadian Hearing Services recognizes that the space of hearing health is constantly evolving, and we strive to stay ahead of the curve. We will expand our core service offerings and develop meaningful partnerships in order to effectively serve the needs of our clients and lead the industry. We recognize that innovation is meaningless unless it drives demonstrable, positive impact for our clients, and that is why we are committed to put this innovation into action.

Continuous Learning Organization

In order to be our best, we must make continuous efforts to not only enhance our own expertise, but to also move the industry forward as a whole. We strive to be recognized as a thought leader within the space of hearing health through the creation, collection, and dissemination of information and expertise. We will embrace an ethos of continuous learning that advances our mission and drives forward all areas of our organization.



RAISING THE BAR

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Raising the Bar for our Clients

PENNYBENNETT

Leading a full and healthy life thanks to her deafblind intervenor

Penny is a deafblind senior. She has no vision or natural hearing. She lives with her husband, Paul, in North Bay, Ontario. Penny is very active in her community – she serves on several committees and boards regionally, provincially, and nationally. She also enjoys shopping, going to museums, tubing, kayaking, sailing and swimming.

Staying active and committing to an exercise routine is important to Penny. To ensure she keeps up with her swimming routine and continues to lead a full and healthy life, Penny receives deafblind intervenor services from Canadian Hearing Services (CHS). Her CHS intervenor, Lara Neroutsos, helps her attend the open swim at the YMCA as well as shopping and participating in meetings.





CLICK HERE **ASL** Penny normally uses cochlear implants to hear. However, the external portions of her cochlear implants are not waterproof so Penny cannot wear them while swimming, leaving her unable to hear or see. She relies on her intervenor to ensure that she is safe while swimming. Lara safely guides her in the pool using a technique known as British Two-Handed Manual to communicate. Should the need arise, she also helps Penny communicate with other swimmers.

Intervenor services are essential for Penny – helping her lead a full and healthy life. "Without the valuable services of an intervenor, Penny would not be able to swim. This would limit the exercise she needs to maintain her health. This is only one example of the many ways in which intervenors help deafblind people. The value of intervenor services for the deafblind cannot be overstated," says Paul, Penny's husband.

ROSE'SSTORY

Barriers to communication are often a daily challenge for many individuals with hearing loss. These barriers can become increasingly problematic when faced with life challenges and unexpected events. That is the case for Rose*. She has severe hearing loss. Her husband was diagnosed with a terminal illness that impacted his ability to communicate and tend to his daily activities. Without the support of family and friends, Rose became her husband's primary caregiver – coordinating health care delivery, appointments and looking after his overall well-being.

"I face many communication barriers daily due to my severe hearing loss. As a primary caregiver to my spouse who has a terminal illness, my life can sometimes become very overwhelming. Canadian Hearing Services became my pathway to communication and provided the support I so desperately needed," says Rose.

I face many communication barriers on a daily basis due to my severe hearing loss.

A health care provider connected Rose with Canadian Hearing Services and Hearing Care Counsellor, Angela. She met with Rose to find out more about her communication barriers and identify her needs. Angela provided Rose with options that would reduce her communications barriers, while providing counselling and support to help her face her challenges with confidence.

As a first step, Angela helped Rose select communication devices and provided instruction on proper usage. Rose was also set up with counselling services to help with hearing loss and education on communication strategies. CHS also worked with Rose's other health care providers on how best to communicate with her and others with hearing loss.

"Hearing loss can impact so many areas of a person's life, and every individual's experience is different. Our role as Hearing Care Counsellors is to support our client and their families in finding the solutions that best meet their needs," says Angela.

"CHS understood my concerns, my personal well-being and provided me with the support I needed to help me take care of my husband. They also checked in on me frequently to see how I was coping. The help I received and continue to receive from CHS had been phenomenal. I can never thank the organization enough, especially my counsellor for her dedication and kindness," says Rose.

*Client requested her real name not be used.



RAISING THE BAR

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Annual Client Satisfaction Survey

To continue to deliver the highest quality care to our clients, Canadian Hearing Services often seeks input from its diverse community. Between November 12, 2019 to January 10, 2020, CHS conducted a Client Satisfaction Survey for Audiology, Speech Language Pathology, Hearing Care Counselling, General Support Services and Employment Services.

The survey was made available in English, American Sign Language, French, Langue des signes québécoise, simplified Chinese, Russian and Portuguese. Content was delivered via video format and administered across six regional offices.

The survey received 1,062 responses. Survey results reveal Canadian Hearing Services is meeting and/ or exceeding client expectations in many ways. Of the 16 rating measures, 13 of them scored at 80% or higher, and 7 of those at 90% or higher, demonstrating a high rate of client satisfaction.

These ratings are reflected in the comments received, with the majority of mentions related to having great service and staff.

Three of the most highly rated questions are as follows:

Question #	Question	Score
15	How satisfied are you with the knowledge and skill of the staff that served you?	93.7%
5	How satisfied are you that you have been treated with dignity and respect?	93.7%
6	How likely is it that you would recommend this service to a friend or family member, should they need this service?	92.1%

How Were Services Helpful?	# of Mentions	Sample Verbatim Comment
Quality/Excellent/Good	204	Impossible to improve on 5 star service!
Great staff (Caring, Knowledgeable, and/or Professional)*	169	Staff went above and beyond to make sure my mom was well served and understood everything that we talked about. My mother is struggling with Alzheimer's and the care and attention she received was phenomenal. Thank you and keep up the great work!
Coping better/ improved quality of life/ increased confidence/ independence	60	I no longer feel helpless and alone. I now feel I can live my life with my hearing problem without being afraid and hopeless. I now know where to go for help if and when needed. I now know what services and tools are out there to help me. I got my life back.

Our biggest increase over the 2018-19 survey was to the question, "How likely is it that you would recommend this service to a friend or family member, should they need this service?" which had an overall satisfaction of 92.1%, up 3.8% from last year's rating of 88.3%.

The input received through the survey will inform our action plan for 2020–2021 and help us continue to improve our suite of services.





CHS AWARDS RECORD NUMBER OF NATIONAL SCHOLARSHIPS

TO DEAF & HARD OF HEARING STUDENTS

On Sept. 11, 2019, Canadian Hearing Services awarded a record 17 scholarships guaranteed for up to four years to Deaf and hard of hearing post-secondary students.

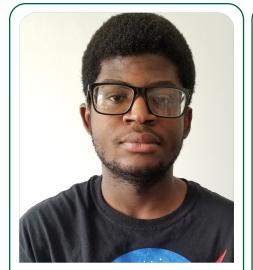
The names of the 2019 scholarship recipients were announced at the 4th Annual CHS President's Scholarship Golf Tournament at the Lebovic Golf Club in Aurora, Ont. All proceeds from the tournament are directed back to support the National Scholarship Program.

The CHS National Scholarship Program helps to break down financial barriers for students who are often excluded from the full academic experience because of added accessibility costs and makes it possible for these exceptional students to pursue their dream careers.

"Each CHS National Scholarship winner has demonstrated incredible resilience, drive and determination to transform the future for themselves, their families and all Canadians through the power of education," says Julia Dumanian, President and CEO of Canadian Hearing Services. "We are grateful to our supporters for helping us make these students' academic dreams come true."

A committee of Deaf, hard of hearing and hearing business leaders and academics reviewed applications from across Canada to determine this year's scholarship recipients. Winners are chosen based on key criteria, including community service, letters of reference and essays detailing how the scholarship will transform the future of Deaf and hard of hearing individuals. Students who are eligible will be guaranteed full-time scholarships of \$3,000 a year for up to four years.

For more information, visit www.chs.ca/scholarship-program



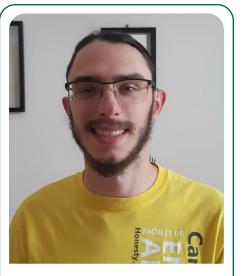
"This scholarship keeps me from borrowing money to cover my tutoring. It really does relieve the financial burden so I can focus on my studies. Thank you!"

- Adedotun Saheed Adeyemi



"Thank you for believing in us, for believing that we can accomplish great things, and that we can contribute to society in a positive way."

- Marie-Claire Gagnon



"With this scholarship, I'll be able to continue my education and find ways to help hard of hearing people like me."

- Josh Gomes



From left to right: Mark Wafer, Chair, CHS Board of Directors; Julia N. Dumanian, CHS President & CEO; Honourable Raymond Cho, Minster of Seniors and Accessibility in Ontario; and Elizabeth Keenan, Partner at Mathews Dinsdale and Clark.



SPECIAL THANKS

CHS gratefully acknowledges the support of our scholarship funders:

The Dr. Wolf Lebovic Charitable Foundation
The Canadian Foundation For Physically Disabled Persons
The Longo's Family Charitable Foundation
The John C. and Sally Horsfall Eaton Foundation
The Walker Wood Foundation

Beutel Goodman Charitable Foundation

We also wish to thank all our individual donors, Tournament Corporate Partners and participants.

Our Year in Review







CHS Windsor staff celebrating our new brand and colours









Clockwise from bottom right: CHS's interpreting team in Ottawa celebrates after Accessible Canada Act receives government support in May; Workforce Literacy students and their instructor during class in Toronto; participants in the 4th Annual CHS President's Scholarship Golf Tournament get ready to tee off; CHS staff at the Partners in Prevention Health and Safety Conference







WE THANK YOU FOR YOUR SUPPORT!

We could not have done it without you. Your generosity ensures Canadian Hearing Services can continue to provide the services, care, products and education that empower people who are Deaf and hard of hearing.



INDIVIDUAL

\$1,000 - \$9,999 Timothy Andradé Dr. Donna Bain Dr. Rex Banks Peter & Joan Beattie Christopher Beckett Angela Bouchard Terry Doran Julia Dumanian Gillian Gillison Wayne D. Gray Diane & David Gregoris Adrienne Hood Mrs. Ruth Longbottom Gary Malkowski Jim Muccilli David Pauli Wayne Shaw & Marilyn Pilkington Robert Sherrin Richard Tarrant Kathryn & William Troubridge Heather Tulk Mark Wafer Joyce Warren Mary Watson Elizabeth Wenisch Carol A. Williams

Troy Yung

16

\$500 - \$999

Darrin Ballard Paul Beeston Stephen Bowman

Derek Caron Kim Clement Susan Cowan

John & Marie Deakos

Aldo Defend Dino Drigo Joanne Falotico R. Farewell Glenn Fortin **Geoffrey Francis** Mary H. Garvie

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Audrey Kenny William Klein Joe Lawson Jeannine Letcher

Susan Mathews Dana McCarthy

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Richard Standish

Raj Thakur М. Тор Allison Towse Algis Vaisnoras Jack Verduyn Herta Voelmle **Hubert Vogt**

Gayle & Steve Wilson

Hongjin Zhu

CORPORATE DONATIONS

\$50.000+

Dr. Wolf Lebovic Charitable Foundation Joseph Lebovic Charitable Foundation

\$10.000 - \$49.999

Beutel Goodman Charitable Foundation **Broadcasting Accessibility Fund**

Enginess

Frederick and Douglas Dickson Memorial

Foundation

Longo's Family Charitable Foundation

The John C. and Sally Horsfall Eaton Foundation The Sertoma Foundation of Canada

\$1.000 - \$9.999

3D Network Technology

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CF&R Services Inc CRM Dynamics Ltd.

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Forest Hill Lions Club Gray, Whitley LLP

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K-W Sertoma Club Bingo Account

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Oticon Canada Phonak Canada

Pink Elephant Marketing Ltd.

POI Business Interiors

Salvatore Mannella Professional Corporation

The Benevity Community Impact Fund The McLean Foundation The Ralph M. Barford Foundation United Way of Greater Toronto

\$500 - \$999

20/20 Captioning

Automotive Recyclers of Canada

Canlight Management Inc.

Caruso Golden Age Club

CN Employees' and Pensioners' Community Fund

DLR Consulting

Havelock Lions Club

Imaged Advertising Creations

King City Lions Club

Munjal, White Consulting Corporation

Patterson Funeral Home

Radcliffe Design Associates Inc.

Royal Canadian Legion Branch 12

Royal Canadian Legion Branch 67

The Miriam & Harold Green Family Foundation

Torchia Communications

United Way of Thunder Bay

Wow Digital Inc.

\$250 - \$499

All Charities Campaign

Columbia Forest Products District A-3 Lions Club

Lakefield Village Lions Club

Leon's Furniture

Miron Wilson Funeral Home

Ontario Power Generation

PayPal Giving Fund Canada

Peterborough Lions Club

Royal Canadian Legion Branch 110

Royal Canadian Legion Branch 129

The Papillon

Toronto Symphony Orchestra

Via Rail Canada

BEQUESTS

The Estate of Edward E. Artelle

The Estate of Ruth Longbottom

The Estate of Erma Maxine Luther

The Estate of Gabriella Schmidt

The Estate of Dorothy Elinor Seppala



Growth and Stability

FINANCIAL STATEMENTS F2019-2020

lighlights of the Statement of Financial Position or the year ending March 31, 2020	2020	2019
Total Current Assets	3,200,280	4,503,792
Investments	6,865,175	7,042,215
Capital Assets	7,091,955	7,069,068
Total Assets	17,157,410	18,615,075
Total Assets Total Current Liabilities	17,157,410 4,223,381	18,615,075 5,585,024
	<u> </u>	<u> </u>
Total Current Liabilities	4,223,381	5,585,024

Excess (deficiency) of Revenues over expenses for the year	(220,682)	232,712
Income from investments accounted for using the equity method	117,878	_
Fair value change in investments	(412,362)	(63,518)
Excess of Revenues over expenses from operations	73,802	296,230
Total Expenses	27,352,191	37,945,807
Total Revenues	27,425,993	38,242,037
ghlights of the Statement of Operations r the year ending March 31, 2020	2020	2019

FINANCIAL DATA

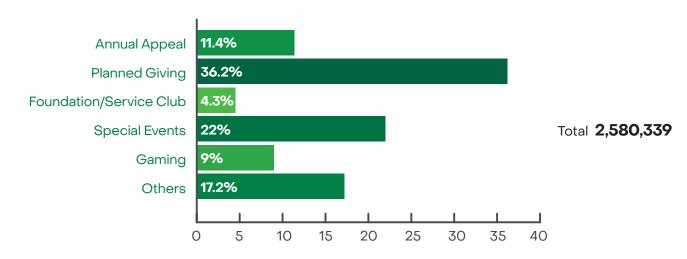
Canadian Hearing Services continues to evolve and improve its service model to ensure financial stability and sustainability. Our new Strategic Plan will drive our success as a national organization, with Primer status from Accreditation Canada, and ensure we are continuously focused on delivering value in the lives of the clients who depend on our programs and services.



Investment by Program



Fundraising Revenue





RAISING THE BAR

20 21







THANK YOU TO OUR PARTNERS!

A heartfelt thanks to our important partners across the many United Ways and LHINs, and the municipal, provincial and federal governments.

Immigration, Refugees and Citizenship Canada
Employment and Social Development Canada
Ontario Ministry of Labour, Training and Skills Development
Ontario Ministry of Children, Community and Social Services
Local Health Integration Networks
City of Toronto
United Way









RAISING THE BAR



Our Virtual Services Are OPEN

Counselling Services

✓ Interpreting Services

Audiology Services

Employment Services

Book Your Appointment With Us Today!









RAISING THE BAR

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