



CANADIAN[™]
**HEARING
SERVICES**
RAISING THE BAR

2020–2021 ANNUAL REPORT

**PIVOTING IN A PANDEMIC:
A REPORT TO OUR COMMUNITY**

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A MESSAGE FROM OUR BOARD CHAIR

Mark Wafer



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As Canadian Hearing Services marked its 80th anniversary in 2020, it continued to move from a position of strength to a position of excellence. Like many organizations around the world, we were directly impacted by the global pandemic but also deeply inspired to take quick action and seize opportunities to ensure Deaf and hard of hearing Canadians were well supported during this unprecedented time.

Canadian Hearing Services did not just reimagine its service delivery, it fast-tracked its ambitious strategic 2020-2025 plan in just a few months. Our incredibly professional team helped to accelerate the development of a suite of virtual services and programs to better serve our diverse communities while ensuring the safety of both our staff and clients.

Canadian Hearing Services plays an integral role in delivering professional programs, services and products that empower the Deaf and hard of hearing to overcome barriers to participation. To better engage and serve our diverse groups, we will continue to evolve, enhance and innovate our services and care offerings to become the most comprehensive full-service, innovative hearing health care provider in Canada.

Guided by our strategic priorities – branding and expanding nationally – this Annual Report highlights the programs and initiatives that showcase the areas in which we made significant progress during a national health and economic crisis.

On behalf of the Board, we want to extend great thanks and congratulations to Canadian Hearing Services' President & CEO, Julia Dumanian, for her focused and impactful leadership during a time of significant change. Importantly, I would like to most sincerely commend our outstanding volunteer Board of Directors who remain committed and dedicated to the best practices of governance and to the mission and vision of this significant and important organization.

We are pleased to report Canadian Hearing Services is in a strong position to ensure financial sustainability. The future of this organization is bright as it continues important work to create a barrier-free society for Deaf and hard of hearing Canadians.

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JULIA N. DUMANIAN

A MESSAGE FROM OUR PRESIDENT & CEO

Julia N. Dumanian



2020 has been a year like no other and I am incredibly proud of how Canadian Hearing Services swiftly responded to a global pandemic. Guided by our vision of a barrier-free society for Deaf and hard of hearing Canadians, our organization demonstrated the ability to continually adapt in order to serve our important communities safely and efficiently.

Canadian Hearing Services' business model has continuously proven its strength, even in the face of uncertainty. As we celebrated 80 years of serving our diverse communities, we also quickly pivoted to a virtual service delivery model that accelerated our 2020-2025 strategic mandate for the future, all while branding and expanding nationally.

Fuelled by the global health crisis, Canadian Hearing Services reached a major new milestone, delivering nearly 250,000 virtual client visits since the beginning of the pandemic and welcoming close to 20,000 new clients. As the country's leading provider of services and products for people who are Deaf and hard of hearing, we play a critical role – eliminating barriers to communication, helping our economies grow and our communities thrive.

2020 may have brought challenges, but it also showcased Canadian Hearing Services' ability to execute. By moving most of our home care and in-person services to virtual platforms, we were able to significantly expand the number of clients we serve, increase our interactions with people, and support thousands of new health and social service clients. This demonstrates our ongoing commitment to empower individuals and advance hearing health as the largest and only Accredited organization of its kind in North America.

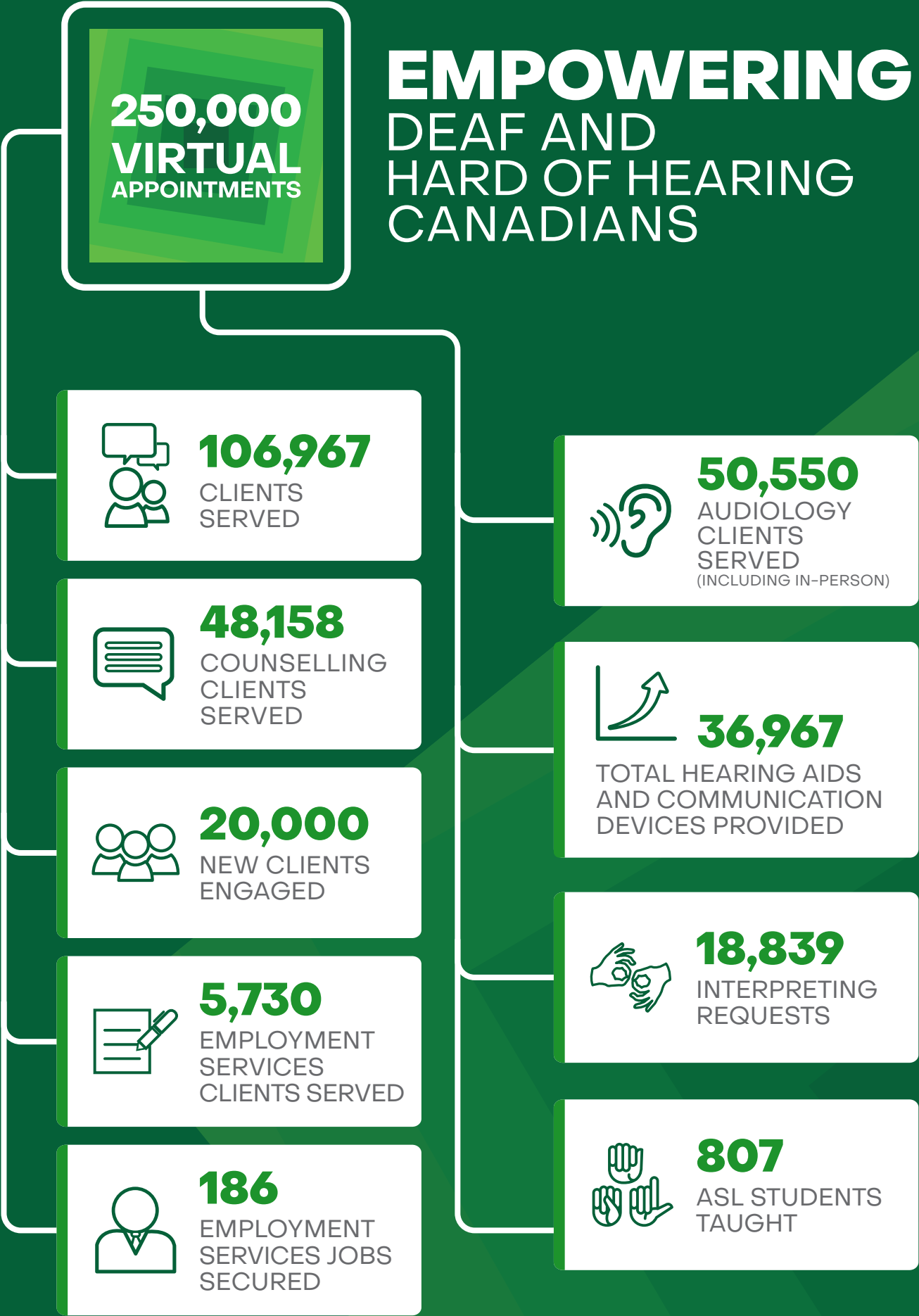
Canadian Hearing Services continues to work tirelessly to build a world where all can thrive. As millions of people struggled with layoffs due to the pandemic, we helped secure 186 jobs for Deaf and hard of hearing Canadians impacted by the economic downturn. We also worked closely with potential employers to ensure the right supports were in place for staff with accessibility challenges.

Our organization also implemented measures to provide the safest and most effective client experience in line with public health mandates around pandemic management. From installing protective barriers at reception desks, to screening staff every morning before reporting to work, safety is and will continue to be of utmost importance to Canadian Hearing Services.

At the heart of what we do is our mantra, "Raising the Bar." It challenges us to deliver the best-in-class professional services and products and to set the industry standard for quality client care. Together, our dedicated and talented staff continually proved their commitment and professionalism during a time of significant change.

Thanks to our Board of Directors, funders, donors and partners for their tireless support in the work we do. We enter 2021 with deep client relationships, a strong and growing brand, and a strategically well-positioned business ready for new opportunities.

EMPOWERING DEAF AND HARD OF HEARING CANADIANS





OUR RESPONSE TO THE GLOBAL PANDEMIC THROUGH VIRTUAL SERVICE DELIVERY

In early 2020, Canadian Hearing Services finalized its 2020-2025 Strategic Plan and began work on building a new business model that would allow the organization to have a greater outreach at a time when Deaf and hard of hearing Canadians needed it the most.

However, no sooner had the Strategic Plan been deployed when the world was suddenly forced to address a health care crisis that would consume all focus: COVID-19. As organizations across the globe were faced with a new reality – one that would change how businesses operate, interact and provide support to their clients – Canadian Hearing Services rose to the challenge.

Our goal was clear from the outset – to continue delivering the services and care that Deaf and hard of hearing Canadians deserve, despite the global pandemic.

In March 2020, upon the advice of Public Health Ontario, Canadian Hearing Services closed its offices temporarily. At the same time, to ensure the most vulnerable members of the community could still be supported, we activated emergency support services around the clock, as needed. Once that was firmly in place, attention immediately shifted to creating a delivery vehicle that would support deployment of our many other services to continue supporting our diverse communities.

Within two weeks of closing our physical offices, Canadian Hearing Services had developed and implemented a virtual service delivery model. Over the next two weeks, many of our counselling services, including Connect Mental Health Counselling, General Support Services and Hearing Care Counselling for Ages 55+ as well as Employment Services, made the shift to virtual. Over time, our new

virtual model also grew its scope to include counselling and wellness checks, as well new educational webinars and workshops for both clients and service providers.

Canadian Hearing Services did not just survive during the peak of the pandemic, it thrived!

That was just Phase 1 of our new virtual business model.

Our Interpretation and Translation Services continued to ensure accessible communication was always available. From our video remote interpreting services and captioning services, to essential in-person emergency interpreting services, Canadian Hearing Services continued to be a national leader in breaking down barriers to communication.

By the end of March 2021, just one year after launching our virtual business model, Canadian Hearing Services had provided nearly 250,000 virtual client visits. In addition, nearly 20,000 new clients had begun using our virtual services, a phenomenal achievement and validation of our community outreach strategy. Not only was the organization providing a greater number of visits than had ever been expected, but our client satisfaction rate also remained high – over 93%, with 97% of clients also reporting they would continue using our services virtually post-pandemic.

The work being done on the virtual service delivery side is just one part of our new business model. As the Canadian Hearing Services’ team embraced change and innovation, it also remained committed to “Raising the Bar” by holding true to our vision of a barrier-free society for Deaf and hard of hearing Canadians.

Canadian Hearing Services continues to work closely with government bodies and the private sector to ensure they have the right tools to deliver true barrier-free communications. Whether it is deploying American Sign Language via our virtual remote interpreting or helping companies transform their service delivery platforms to ensure Deaf and hard of hearing Canadians are included – we are creating an industry gold standard of accessibility for our communities, both within Ontario and across Canada.

Head to [CHS.ca/service-for-you](https://chsc.ca/service-for-you) to learn how we can help you!

Canadian Hearing Services expands the use of Video Remote Interpreting (CHS-VRI).



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DEAFBLIND ESSENTIAL WORKER RETURNS TO WORK THANKS TO CANADIAN HEARING SERVICES

Deafblind intervenors at Canadian Hearing Services act as the eyes and ears of people who live with a combination of hearing loss AND vision loss that makes it extremely challenging for them to engage in their external community. Our experienced intervenor team provides the visual and auditory cues and information necessary to enable our clients to interact successfully with other people and their environment.

The closure of our physical offices in March 2020 due to the COVID-19 pandemic meant our staff had to transition to work from home. But when it comes to Deafblind Services, face-to-face interaction is critical in order to support the provision of clear communication. Working from home for intervenors is not an option.

The importance of the work of our Deafblind intervenors soon became evident. One of our Deafblind clients, Craig, was affected by the pandemic when the manufacturing company for which he works was forced to shut down as a result of government directives. Shortly after, however, Canadian Hearing Services received a call from his employer informing that Craig's position was deemed essential and that he would need to return to work but with new enhanced health and safety measures in place.

With the assistance of our Deafblind Services, Craig was able to return to work safely. Transportation to and from work was provided since many of the bus routes available were suspended due to the pandemic. Craig was also able to access and understand the new COVID-19 health and safety policies and procedures in his preferred language, American Sign Language. His intervenor attended all of his training sessions to facilitate communication, interpret handouts, and ensure all updated safety measures were clear and understood.

"Without the support of Canadian Hearing Services, I would not have been able to return to work as quickly and as safely as I did," Craig says.

Canadian Hearing Services has been providing Deafblind Services for 25 years – the first to provide it in a community setting. This vital service provides supports to individuals with combined vision and hearing loss, helping them maintain their independence in all aspects of life, including medical and legal appointments, employment and educational pursuits, and other personal business.

For Craig, this support was critical to getting him back to work and ensuring his continued livelihood.

Deafblind Services are available free of charge in North Bay, Sault Ste. Marie, Sudbury, Thunder Bay and Timmins.

To request our Deafblind services, please email Deafblindservices@chs.ca or you can reach us toll free at **1-866-518-0000** or by TTY toll free at **1-877-215-9530**.

Deafblind Services client Craig (left) and CHS Deafblind Intervenor Nicki outside Craig's workplace.



Keeping you safe and employed

Millions of people have lived through COVID-19 mandated lockdowns this past year. Many made the abrupt shift to working from home while many others lost their jobs. For those with deafness or hearing loss, retaining or gaining employment became even more challenging due to the uncertainties that arose with so much job upheaval.

To ensure this vulnerable population wasn't left behind with respect to accessing new job opportunities that began arising due to the new work reality, Canadian Hearing Services took swift action early in the pandemic and began providing Employment Services virtually for its clients.

The Employment Services program at Canadian Hearing Services offers free supports to Deaf and hard of hearing individuals, ages 16 and over, to find a job and succeed by working with employees and employers to put the right supports in place.

Over the past year via its new delivery model, Canadian Hearing Services helped to secure 186 jobs and served 5,730 clients. This was a phenomenal success for all!

Taking advantage of this new virtual service delivery led Canadian Hearing Services to expand its reach to serve clients in Peterborough, the Kawarthas, and the Muskoka region. There are plans to expand even further over the next year. The organization also became a resource and a partner in service delivery for all employment service agencies in the Muskoka-Kawarthas region as part of the Fleming College Service System Manager.

To continue empowering our diverse communities during the pandemic, Canadian Hearing Services also saw an opportunity to consolidate relationships with employers in Ontario and create a dedicated team that could handle provincial intakes. Additionally, a second team was created

and charged with connecting with employers to develop positions in the workforce.

Partnerships with the private sector have allowed Canadian Hearing Services to support Deaf and hard of hearing job seekers, all with the purpose of creating more equitable and accessible workforces.

Canadian Hearing Services has the knowledge base and expertise to support the unique needs of Deaf and hard of hearing job seekers. This includes working with a wide range of hearing loss in the workplace, fluency in American Sign Language (ASL), technology applications, workplace communication, and safety strategies for Deaf and hard of hearing employees. It also works to address the needs of people with literacy challenges and Deaf immigrants whose first language is not English, French, ASL or its French equivalent la Langue des Signes Québécoise.

To continue "Raising the Bar" and creating a new gold standard of service, Canadian Hearing Services has developed an interprofessional collaboration approach across the organization. This has allowed a more holistic approach to how our Employment Services and Literacy program can work together to help more clients become employment ready.

"I was very lucky to receive help with my hearing loss when I was working. The information and products I received were of great help to me at work so I could work effectively and, at home, feel safe and secure. The staff were so helpful, knowledgeable and caring and they have helped me navigate my life with a hearing loss."

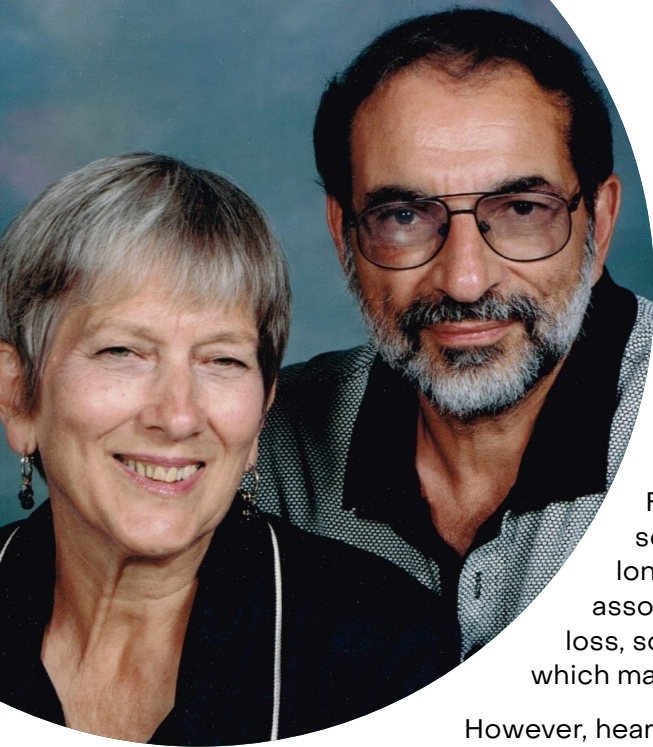
- Employment Services client

WORKPLACE ASSESSMENTS

Employers have reached out to Canadian Hearing Services throughout the COVID-19 pandemic to request workplace assessments (WPAs) for their Deaf and hard of hearing staff. Our WPA program has grown exponentially over the past year and has been recognized as a valuable program by many employers.

"I was conducting a remote interview with a hard of hearing client for a WPA report. The client worked as a financial advisor and was having difficulty transitioning to working from home during the pandemic. As she was describing the obstacles she was encountering, she got very emotional. We had to pause the interview a few times while she regained her composure to continue. She seemed surprised by some of my questions and commented a couple of times that, 'Nobody has asked me that before.' I offered some suggestions for accommodations that she could implement immediately, and we concluded the interview with the understanding that the WPA report would include more thorough suggestions and put her challenges into a context that her employers could understand. The next day I received a follow-up email from her thanking me for my patience and understanding, adding, 'All this time I've been struggling, you're the first person I've talked to who really gets it.' It felt like a great win. I'd made a meaningful and helpful connection, and she felt validated and optimistic about finding new ways to do her job."

- Employment Consultant, Canadian Hearing Services



HELPING PEOPLE STAY CONNECTED DURING COVID-19

For many people, public health guidelines and directives around social distancing and self-isolation, and the resulting sense of loneliness arising from such, are issues that have become increasingly associated with the COVID-19 pandemic. But for people with hearing loss, social isolation and loneliness have been longstanding concerns for which many others are only now becoming aware.

However, hearing loss does not need to have a negative impact on health, social connections or mental well-being. Through Canadian Hearing Services' Hearing Care Counselling program for persons aged 55+, individuals with hearing loss can receive counselling and support to help them improve communication with family, friends, and service providers; stay involved in social activities; and remain safe and independent at home.

This counselling service was never more important than during the COVID-19 pandemic. Hearing Care Counselling services were able to be provided in a virtual environment that was safe and accessible, allowing Canadian Hearing Services to support more individuals across Ontario.

Phyllis Salem is just one client who received virtual services over the past year. She requested counselling services to help her cope with her hearing loss, and the added challenges she was facing as a result of the COVID-19 restrictions.

"I tried to get assistance through other organizations in the past but was unsuccessful, which left me feeling defeated, stressed, and thinking that hearing loss was something I just had to live with," said Phyllis.

Thanks to our **Hearing Care Counselling** program, Phyllis was able to express her challenges around hearing loss, including what aspects of her hearing loss were causing her stress and anxiety, and her desire to continue to lead a fulfilling life.

Throughout the pandemic, Phyllis worked with one of our Hearing Care Counsellors to help find ways to manage stress, respond to challenging listening situations and to practice new communication strategies until she felt confident about communicating with others.

"Phyllis' hearing loss was greatly impacting our lives and bringing many activities to a halt. The help we received from Canadian Hearing Services has made Phyllis more content, less overwhelmed and anxious. Together we remain active and social, enjoying life to the fullest," says Phyllis' husband, Frank.

Phyllis is just one of 24,000 Hearing Care Counselling clients Canadian Hearing Services has helped to serve and support virtually over the past year.

If you are experiencing hearing loss, our counsellors are here for you. Contact the Hearing Care Counselling program at Canadian Hearing Services to help you improve communication, stay involved in social activities, and remain safe and independent.

Visit CHS.ca/counselling to book an appointment or call **1-866-518-0000**.

YOUR HEARING HEALTHCARE MATTERS

A few years ago, while Ruth was having a conversation with her husband Eric, something became clear. He misunderstood most of what she described. She realized that he had some form of hearing loss and it was time for hearing aids. After much procrastination, he finally got them, but he did not wear them often.

At the same time, Ruth had her hearing tested. The results revealed her hearing was not bad but also not great. Over the next four years, her hearing continued to deteriorate.

Then the COVID-19 pandemic hit. Suddenly everyone was wearing masks and Ruth could not read lips anymore. She found herself saying, "Pardon? Pardon? Pardon?"

Ruth's story is not unique and has become more common over the past year.

Hearing health is a very important part of our overall well-being and allows us to stay connected with others.

While "staying connected" during the COVID-19 pandemic was challenging for many Canadians, for those with hearing loss, the impacts of public health guidelines, such as social distancing, self isolation and mask wearing, created added barriers to communication.

The first challenge that masks present is that they muffle sound, making it more difficult to understand speech, particularly in the high frequencies. Masks also take away our ability to speech read and see facial expressions – which project intent and tone during communication. In addition, masks can be uncomfortable for people who wear hearing aids or cochlear implants and increase susceptibility of losing devices while removing their mask.

For Deaf people, masks affect aspects of American Sign Language grammar and context that are communicated by the face.

Physical distancing can also create challenges for communication. Speech can sound quieter because sound levels go down with distance. As well, focusing your attention on speech can be harder at a distance with other background sounds in the environment that may dull or overwhelm the spoken word.

The Director of Hearing Health, Quality and Knowledge Enterprise at Canadian Hearing Services, Dr. Rex Banks says, "If you have hearing aids or a cochlear implant, wear them during communication, as not having them on will only make things more difficult. Many of us tend to fidget with our masks or take them off several times a day, which causes a risk for accidentally losing your hearing device in the process."

Over the past year, Canadian Hearing Services has supported more than 50,000 audiology clients, both in-person and virtually. The organization even opened three new audiology clinics to increase its reach in communities across Ontario.

Everyone has their own unique journey when it comes to their hearing health, including Ruth Miller. She experienced some of the common signs of hearing loss, and after some hesitation she contacted Canadian Hearing Services to book a hearing test. She says she is very glad she did!





ACCESSIBLE COMMUNICATIONS DURING A GLOBAL PANDEMIC

Barrier-free communications have always been of utmost importance to Canadian Hearing Services. Our goal is in-line with the Government of Ontario, which aims to create a barrier-free Ontario by 2025.

The importance of accessible communication was never more important than over the past year. As the COVID-19 pandemic prompted millions of people to switch to work-from-home situations this past year, businesses had to adopt and adapt to new ways to communicate with both their employees and their external stakeholders.

Early on, Canadian Hearing Services ensured its emergency sign language interpreting services and Deafblind intervening services to our Deaf, hard of hearing and Deafblind clients were always readily available. We understood our diverse communities would need us around the clock, virtually or in-person, at hospitals and mental health clinics as well as employment interviews, childbirths, funerals and other critical moments.

Canadian Hearing Services also encouraged and supported its partners, in government and in the public and private sectors, to deploy American Sign Language (ASL) and la Langue des Signes Québécoise (LSQ) in all communications. In fact, many of our interpreters became fixtures at news conferences, helping to disseminate important information on television for Deaf people in Ontario and across Canada.

Accessible communications is multi-faceted, and technology has certainly allowed us to deliver a suite of virtual services to more Canadians through the use of our CHS-Video

Remote Interpretation (VRI). This service is a convenient, secure, cost-effective and reliable way to communicate virtually through a sign language interpreter via video.

CHS-VRI is offered anywhere in Canada where access to a Canadian-based sign language interpreter is needed. We have already seen positive results in several customer service environments such as transportation, banking and in government offices where Deaf clients report high satisfaction with service delivery.

In many ways, the COVID-19 pandemic has revealed opportunities across various sectors to create a barrier-free society where there is equity in communications for all. Canadian Hearing Services is proud to be “Raising the Bar” by creating a gold standard for accessible communications across Canada.

“The first time our organization used CHS-VRI, we were so pleased with how easy, effective and convenient it was – and so was our client! When the client first arrived at our office, a representative assessed their needs, and based on communication needs, we offered VRI service and provided them with an information sheet about VRI. The client reviewed the information, agreed to using VRI and we were connected with an interpreter shortly after. The client expressed how at ease he felt being able to communicate with our staff, asked a lot of questions, and was extremely thankful to our organization for providing accessible communication.”

– Business Client, Canadian Hearing Services

DEAFBLIND SERVICES

AT CANADIAN HEARING SERVICES

When people hear the word Deafblind, they may tend to think more about a person's disability instead of their abilities. But at Canadian Hearing Services, our Deafblind intervenors are frequently exposed to the amazing abilities of their clients.

Take Andre St. Pere. He has been a client of our Deafblind Services program for more than 10 years, but he has been a woodworker for decades longer. Andre makes beautiful pieces of furniture and accessories out of wood, including bookshelves, cabinets, jewelry boxes, urns, and cutting boards.

His Deafblind Support Worker provides Andre with assistance by serving as his eyes and ears as he shops for products or when he connects with potential buyers by phone or in person. His support worker also helps with clarifying verbal or written information and helping Andre find the items he needs to purchase. When needed, his support worker will also drive Andre to and from medical and personal business appointments.

"If not for intervention, my quality of life and business would be non-existent," Andre says. "With the Deafblind Services, there are no more limits and I have access to all venues."

Canadian Hearing Services' intervenors adapt to the communication preferences of clients, including American Sign Language, English, braille or two-hand manual. The organization also offers service in French and la Langue des Signes Québécoise.

Canadian Hearing Services has been providing Deafblind Services for over a quarter of a century. In addition to providing Deafblind Services in North Bay, Sudbury, and Timmins, in March 2021, the organization announced the expansion of its service to Thunder Bay and Sault Ste. Marie. This continued growth represents a commitment to ensuring service to Deafblind clients across the province.

Did you know? Most Deafblind clients are neither fully deaf nor fully blind. "Deafblindness" represents a wide spectrum of combined hearing and vision loss and, as a result, a wide range of abilities and communication needs for each individual client. Canada's senior population represents the largest growing segment of the population with acquired Deafblindness through a combination of age-related vision and hearing loss.



PANDEMIC LOCKDOWN:

Self-Care and Mental Health

The impact of social gathering restrictions and lockdowns due to the COVID-19 pandemic have remained in place far longer than anyone anticipated. Complying with these new rules has helped to keep us safe from the virus. At the same time, it has also created stress that, for many, has been increasingly difficult with which to cope.

The Connect Mental Health Counselling Services at Canadian Hearing Services has felt the impact of this pandemic through a 34% increase in client visits from over the course of 2020, with the vast majority being delivered virtually.

This vital service provides professional counselling to Deaf and hard of hearing individuals, age 16 and over, who are living with mental health issues or other serious challenges. The service is free, confidential, and can be provided in an accessible environment using American Sign Language, la Langue des Signes Québécoise, real-time captioning, and amplification devices, as required.

The data gathered over 2020 by Canadian Hearing Services revealed a troubling trend for clients experiencing a mental health crisis because of the stresses associated with the COVID-19 pandemic. This included increased risk for self-harm and suicide, substance abuse and addictions, and signs of serious mental illness.

Responding to the upward trend in the severity of challenges some of our clients faced during this period, Canadian Hearing Services worked diligently to ensure our Deaf and hard of hearing community had access to the counselling services they needed at a time when it was crucial to their well-being.

Providing the Connect Mental Health Counselling Service virtually allowed our dedicated team of professionals to support more clients. The quick pivot from in-person to virtual appointments in March 2020 led to an increase in client appointments and referrals, with many people indicating a decrease in anxiety by having their counselling sessions from the safety of their home.

Our virtual connectivity also allowed Canadian Hearing Services to increase its reach to underserved populations including our Indigenous communities, French-speaking people as well as more women seeking support.

Canadian Hearing Services is committed to continue delivering an exceptional client journey by innovating and enhancing our service delivery model and adapting to the ever-evolving needs of our counselling clients.

“Many of my clients faced economic uncertainties during the pandemic, which had a significant impact on the stability of their mental health. One client unexpectedly lost their job and began experiencing depressive symptoms and a low self esteem. Using cognitive behavioural approaches, and an emphasis on engaging in positive coping behaviours, this client was able to improve their mood and maintain a connection to their support system while they sought out new employment.”

**- Connect Counsellor,
Canadian Hearing Services**

SETTING THE **GOLD STANDARD** FOR DEAF AND HARD OF HEARING CANADIANS

Canadian Hearing Services understands that to fulfill its vision of creating a barrier-free society for Deaf and hard of hearing Canadians it cannot just follow the status quo. Instead, it needs to continue to innovate in order to set an industry standard that empowers all Deaf and hard of hearing Canadians.

At a time of unprecedented uncertainty around the world due to the COVID-19 pandemic, Canadian Hearing Services remained focused and determined. Over the past year, Canadian Hearing Services has embodied its tagline, “Raising the Bar.”

Guided by its 2020–2025 Strategic Priorities – personal excellence, exceptional client journey, innovative service provider and continuous learning organization – Canadian Hearing Services remains committed to being the leading organization delivering professional services and products that empower Deaf and hard of hearing Canadians to overcome barriers to participation.

Its accomplishments have been driven by a strong commitment to the raising of professional standards, implementing best practices, and driving quality in every aspect of its business.

The global pandemic put plans in action faster than had been anticipated and challenged Canadian Hearing Services to find innovative ways to continue to serve its clients, not only driving the organization to survive in the short-term but fuelling the tactics for deployment of its new five-year strategy.

Canadian Hearing Services’ virtual services business model has surpassed expectations. Quality of care was never sacrificed, and its dedicated staff performed diligently to effect seamless transition from in-person to virtual visits, ensuring no one was left behind.

In addition to serving Deaf and hard of hearing clients, Canadian Hearing Services also worked diligently to champion accessibility in the workplace, providing accessibility, employment and education services to various businesses across Canada and across many sectors, such as healthcare, education and government. Services such as Video Remote Interpreting, which allows Deaf and hard of hearing individuals to communicate virtually, has provided the opportunity to expand its reach nationally and has allowed organizations across Canada to champion accessibility.

With the well-being of our clients at the centre of all we do, and our continued focus on enhancing the client journey, in September 2020, Canadian Hearing Services unveiled a newly designed, fully accessible website, aligned with the organization’s renewed strategic focus. The goal of our new website is to simplify the user journey and to provide equal access and equal opportunity to people with diverse abilities.

As we move forward on our journey to empower Deaf and hard of hearing Canadians, we will remain committed to continuously listening to our customers, enhancing our service delivery based on evolving needs and setting the gold standard for hearing accessibility in everything we do.



CELEBRATING **80 YEARS!**

On March 11, 2020, we marked a milestone at Canadian Hearing Services: celebrating 80 years of providing services, products and education to empower the Deaf and hard of hearing.

We have come a long way since 1940 when the National Society of the Deaf and the Hard of Hearing was born to further the cause of Deaf and hard of hearing people.

Innovation has been in our DNA from the very beginning.

It was in 1976 when we pioneered the first TTY network across Ontario. Today, our reach is national as Canadian Hearing Services continues to innovate by now offering video remote technology via our CHS-Video Remote Interpreting platform, which connects users with interpreters from the comfort of their home in a safe and efficient way.

In 2020, we took another step forward with our corporate rebranding to reflect the organization’s continued growth and evolution, always with our clients being front of mind.

As part of the rebrand, The Canadian Hearing Society became Canadian Hearing Services, better reflecting our role as a multi-faceted service provider. With the concurrent adoption of our motto, “Raising the Bar”, we also reaffirmed our commitment to achieving the highest standards in hearing health care and setting a benchmark for the industry.

Over the past year, the COVID-19 global pandemic has provided Canadian Hearing Services with the opportunity to shift gears to continue to support our clients during this unprecedented time. As an organization we were able to remain resilient, adapt, innovate and find opportunities for growth.

In March 2021, a year into the global pandemic, Canadian Hearing Services reached an incredible milestone – 250,000 virtual client visits provided! Our virtual business model continues to thrive, enhancing our reach nationally.

We continue to move forward with our aggressive growth plan. And we remain committed to listening to our clients, innovating around their needs and delivering services and products that empower Deaf and hard of hearing Canadians to overcome barriers to participation.

A heartfelt thank you to our clients and families, staff, Board, community partners and donors for their support and contributions in making Canadian Hearing Services what it is today.

**We look forward to continuing to support
our diverse communities for the next 80 years!**



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RECORD NUMBER OF NATIONAL SCHOLARSHIPS AWARDED TO DEAF AND HARD OF HEARING STUDENTS

For many Canadians, the COVID-19 pandemic has forced us to evaluate our priorities, both personal and professional, to ensure that those that are most important are sustained. For Canadian Hearing Services, a key priority has been in continuing to support Deaf and hard of hearing students financially through its National Scholarship Program during a time of tremendous academic upheaval.

To that end, Canadian Hearing Services is proud to report that in September 2020, it awarded a record 21 scholarships to Deaf and hard of hearing post-secondary students – surpassing the record of 17 from the previous year.

“We are incredibly proud to continue to offer these life-changing scholarships. The resilience of these students is evident through their decision to continue pursuing a post-secondary education that will provide them with the foundation to build successful careers while also allowing all Canadians to benefit from their participation in society,” said Julia N. Dumanian, President & CEO of Canadian Hearing Services. “As always, we are indebted to our funders for their generous support every year.”

The National Scholarship Program breaks down financial barriers for Deaf and hard of hearing students who are often excluded from the full academic experience, due to added accessibility costs, and makes it possible for these students to pursue their dream careers.

The winners are chosen by an independent committee composed of Deaf, hard of hearing and hearing

business leaders and academics. To be considered, applicants must meet various criteria such as community service hours earned, letters of reference and an essay detailing how the scholarship will help transform their future. Students who are eligible will be guaranteed scholarships of \$3,000 a year for full-time academic studies, for up to four years.

“Each year, I am amazed by the passion and talent exhibited by our scholarship winners – and this year was no exception,” says Committee Chair, Diane Gregoris. “I am thrilled that we could offer a record number of scholarships this year and I look forward to hearing about the students’ academic successes in the coming months.”

Canadian Hearing Services gratefully acknowledges the support of its scholarship funders:








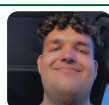
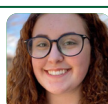

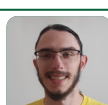
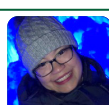



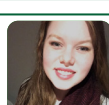
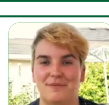
- The Dr. Wolf Lebovic Charitable Foundation
- The Canadian Foundation For Physically Disabled Persons
- The Longo’s Family Charitable Foundation
- The John C. and Sally Horsfall Eaton Foundation
- The Walker Wood Foundation
- Beutel Goodman Charitable Foundation

Canadian Hearing Services would also like to thank all our individual donors, as well as our President’s Scholarship Golf Tournament Corporate Partners and participants.

THANK YOU from the recipients of our National Scholarship Program

Each year, student winners share their thoughts on the impact of the National Scholarship Program from Canadian Hearing Services. This year’s 21 scholarship recipients have filmed a ‘thank you’ video, outlining the impact the scholarship has had – and will continue to have – on their lives.

Click pictures to play videos

 <div>Adedotun Saheed Adeyemi</div>	 <div>Alessandra Lacovone</div>
 <div>Brittney Trimming</div>	 <div>Claire Vandesande</div>
 <div>Corinna Den Dekker</div>	 <div>Emma Kyte</div>
 <div>Enrique Quintanilla Riviere</div>	 <div>Erick Sturm</div>
 <div>Esme Newling</div>	 <div>Jooah Bae</div>
 <div>Joshua Gomes</div>	 <div>Justine Nguyen</div>
 <div>Laurel Bown</div>	 <div>Marco Chiaramonte</div>
 <div>Marie Claire Gagnon</div>	 <div>Sarah Savoie</div>
 <div>Zachary Sturm</div>	



CLICK
HERE
ASL

We are pleased to announce that the 5th Annual President’s Scholarship Golf Tournament will be held on Thursday, September 30, 2021 at the spectacular Lebovic Golf Club, an 18-hole championship golf course on 150 acres of rolling hills on the Oak Ridges Moraine in Aurora.

Every year, Canadian Hearing Services hosts the President’s Scholarship Golf Tournament, a charity event that raises funds to support our National Scholarship Program. All proceeds help to break down financial barriers for Deaf and hard of hearing students looking to pursue their post-secondary education, and to provide a new generation with the opportunity to be employed and empowered.

In 2020, we were unable to host our golf tournament due to public health regulations in place to control the spread of the COVID-19 virus. Despite not having this marquee fundraising event, Canadian Hearing Services was still able to provide scholarship support to 21 students, a record number!

To learn more, **CLICK HERE.**

DONOR LIST

THANK YOU FOR YOUR SUPPORT!

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

INDIVIDUALS

\$1,000 - \$9,999

Timothy Andradé
Dr. Donna Bain
Dr. Rex Banks
Peter & Joan Beattie
Christopher Beckett
Roseline Boire
Julia Dumanian
Dawne Gordon
Wayne D. Gray
Diane & David Gregoris
Adrienne Hood
Carl McMillan
Joyce McMurray
James Partridge
Adam Peer
Robert Sherrin
Daniel Shrubsole
Nan Shuttleworth
Richard Tarrant
Kathryn & William Troubridge
Carol A. Williams
Wayne Shaw & Marilyn Pilkington

\$500 - \$999

Connie Barnwell
Paul Beeston
Mikhael Bornstein
Stephen Bowman
Ian Britton
Mr. & Mrs. M. G. Corbett
Dino Drigo
Glenn Fortin
Geoffrey Francis
John R. Goode
Earl Iler
Jeannine Letcher
Susan Mathews
Marjorie E. McGoey
Julia McIntyre
June McLean

Stephan & Millie Mirsky
Ross Neville
Kranthi Kumar Reddy
Betty Rogers
Owen & Leslie Saffrey
Tyrrell Schmidt
Michelle Séguin
Janet Shetler
Marinus Sterr
Riccardo Teoli
Joyce Warren
Gary Weddel
Dr. Jack I. Williams
Audrey A. Willson
F. Lee Workman

\$250 - \$499

Ken Allison
Olivia Assim
Lyn Atkins
Jennifer Atkinson
Anne Baxter
Margaret Beallor
Michael Bell
Dr. Christine Brown
Julie Burdon
Douglas Cargo
Paul M. Casey
John Cassidy
Barbara Casson
Huong Chau
Wong Chau Choo
Susan Cowan
Iain Crighton
Terry Doran
Adam Doran
Kenton Dulling
Alison Durkin
Robert Goodings
Dr. Danelle Hames
Maurice & Cindy Hanley
Ernest Harris

Mark & Sue Havitz
Sharon Herman
Melanie Hoepfner
Marian J. Holmes
Rachel James
Lesley Jarvis
Jim Kenward
Sherry King
James King
Annie Lam
Paul Loo
Robin & Phyllis Lowe
Sandra & Gary MacKay
David & Maureen MacKay
Richard Margison
Janet McCabe
Douglas McCowan
Brian McIntyre
Brian McKenzie
Judy McLarty
Patricia McMillan
Brian Meirovich
Thelma Orzeck
George Patton
Catherine E. Ralston
Cecille Ratney
Jacqueline T. Raulin
Douglas Reid
Jeffrey Rose
Vytas Rudaitis
Nicole Smith
Steven and Rodeen Stein
Allan Stewart
Diane E. Stratford
David R. Thomas
Godelieve Maria Verhaeghe
Hubert Vogt
Gayle & Steve Wilson
Mark Zaretsky
Hongjin Zhu

CORPORATIONS

\$50,000+

John M. & Bernice Parrott Foundation

\$10,000 - \$49,999

Enginess
Q.i. Value Systems, Inc
Walker Wood Foundation

\$1,000 - \$9,999

Frederick and Douglas Dickson Memorial Foundation
K-W Sertoma Club Bingo Account
Leith Wheeler Investment Counsel Ltd.
Longo's Family Charitable Foundation
My Tribute Gift Foundation
POI Business Interiors
Scotiabank Group
The Benevity Community Impact Fund
The John C. and Sally Horsfall Eaton Foundation
The Sertoma Foundation of Canada
Your Neighbourhood C. U. Ltd
Youth and Philanthropy Initiative Canada

\$500 - \$999

All Charities Campaign
Babin Bessner Spry LLP
Beatrice Enid Patterson Foundation Fund
Lions Clubs International District A-15
Peterborough Lions Club
Two Men And A Truck KCW
United Way of Greater Toronto

\$250 - \$499

Canada Helps
CN Employees' and Pensioners' Community Fund
Excelavue Inc
London Hydro - Ecco Fund
Modlogiq
Royal Canadian Legion Branch 67
United Way Centraide North East Ontario
United Way East Ontario
United Way of Halton & Hamilton
United Way of Thunder Bay



ESTATES

The Estate of Edward E. Artelle
The Estate of Anne E. Croombs
The Estate of Marcel Decock
The Estate of Mary Jean Kennedy
The Estate of Herbert J. Kring
The Estate of Marian J. Linton
The Estate of Alain Sirois
The Estate of Dorothy St. Michael

CANADIAN HEARING SERVICES LAUNCHES NEW ACCESSIBLE WEBSITE

In September 2020, Canadian Hearing Services was proud to unveil its newly designed website.

The new **CHS.ca** website provides a platform to better engage with our client groups, by evolving and enhancing how we communicate with our diverse community. The new website showcases our suite of professional service and care offerings, and positions us as the most comprehensive, full-service, innovative, hearing health care provider to individuals and families across Canada.

The newly designed website is part of the organization's major rebrand efforts, which began in January 2020. It aligns with the organization's renewed strategic focus to advance barrier-free communities for Deaf and hard of hearing Canadians. Most importantly, the fresh look, newly created navigation and e-store are designed to make the overall user experience as seamless and intuitive as possible.

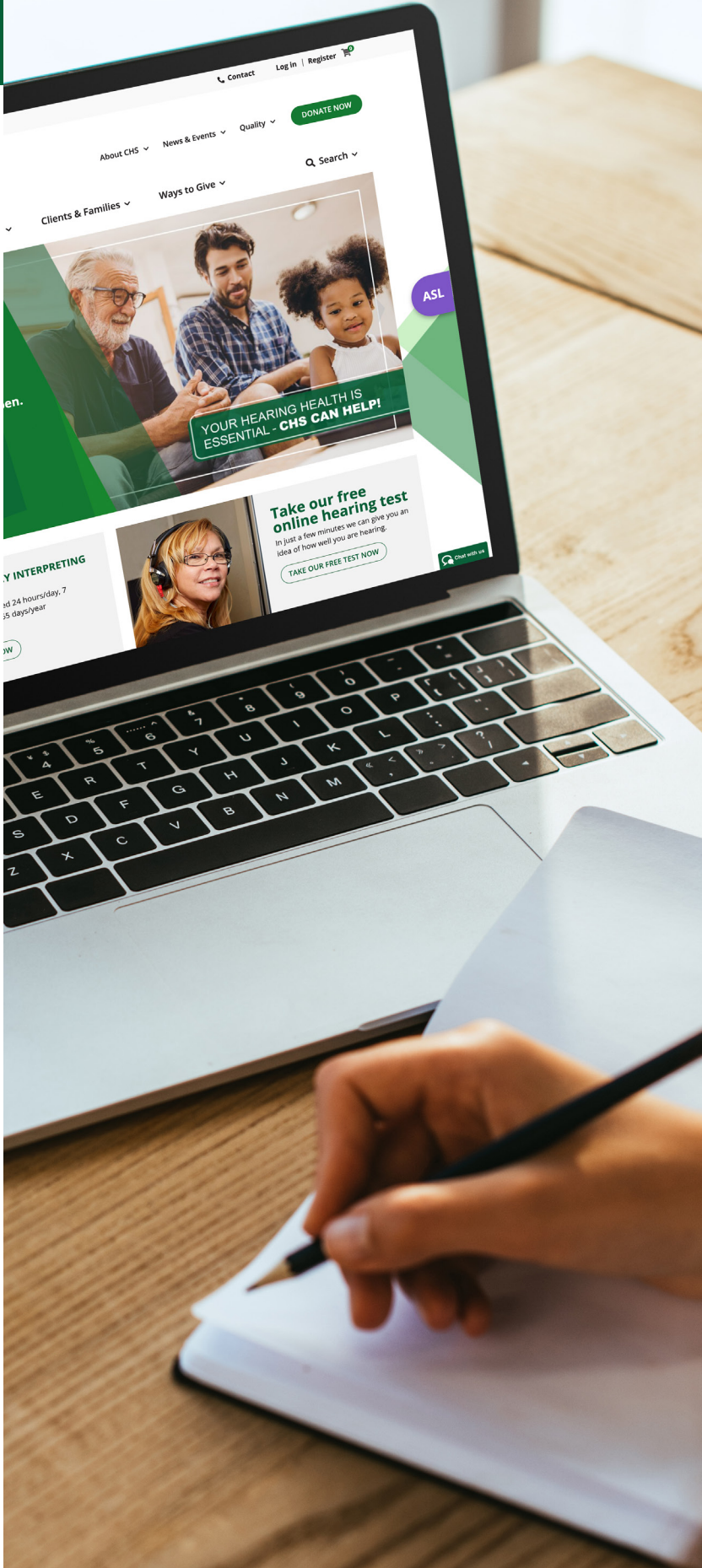
Committed to removing barriers to communication, the information on the CHS.ca website is now also available in American Sign Language and its French equivalent, la Langue des Signes Québécoise.

The design for the new website has been guided by the *Accessibility for Ontarians with Disabilities Act*, which requires Ontario businesses and non-profits to review any accessibility areas they need to address to be compliant with requirements by June 30, 2021.

Canadian Hearing Services also wanted to ensure a more convenient way for you to reach us. Our new chat feature allows our clients to connect with a member of our team quickly, online, and in real-time.

Canadian Hearing Services will continue to make website updates with relevant and important content for Deaf and hard of hearing Canadians, including articles, blogs, newsletters and company announcements.

We hope you enjoy our new digital home!



VIRTUALLY CONNECTED

When the lockdowns mandated by all levels of government in Canada as a result of the COVID-19 pandemic began in March 2020, Canadian Hearing Services innovatively pivoted to a virtual service delivery model, ensuring a seamless transition from in-person care to virtual visits. Our goal was to ensure that no clients, or any persons with deafness or hearing loss, were left unsupported.

Here are just two examples of how our virtual services have impacted people's lives:

Virtual Employment Services



Robyn Gaisford, an essential worker providing in-home care to physically and mentally challenged adults, reached out to Canadian Hearing Services because she was worried about the communication challenges she faced and her ability to continue to provide care to her clients during the COVID-19 pandemic. With virtual assistance from our Employment Services team, Robyn received the support and tools she needed to allow her to continue to perform effectively in her job and to stay connected with others.

[CLICK HERE](#)
to read her full story

Virtual Language Instruction for Newcomers to Canada (LINC)



Through the LINC program at Canadian Hearing Services, Ramandeep, a Deaf newcomer to Canada, had the opportunity to improve her reading and writing skills and to become proficient in American Sign Language (ASL). The COVID-19 pandemic did not slow Ramandeep down! She continued learning by attending virtual classes and stayed connected by writing messages to her friends in India and communicating in ASL with her new classmates and friends.

[CLICK HERE](#)
to read her full story

Canadian Hearing Services is proud of its staff who are consistently "Raising the Bar" by ensuring our clients, their families and caregivers are well supported during this unprecedented time.

FINANCIAL STATEMENTS 2020/21

HIGHLIGHTS OF THE STATEMENT OF FINANCIAL POSITION FOR THE YEAR ENDING MARCH 31, 2021

	2021	2020
Total Current Assets	6,242,960	3,200,280
Investments	8,443,107	6,865,175
Capital Assets	6,530,429	7,091,955
TOTAL ASSETS	21,216,496	17,157,410
Total Current Liabilities	5,708,443	4,223,381
Deferred Capital Contributions	1,784,160	1,605,143
TOTAL LIABILITIES	7,492,603	5,828,524
NET ASSETS	13,723,893	11,328,886

HIGHLIGHTS OF THE STATEMENT OF OPERATIONS FOR THE YEAR ENDING MARCH 31, 2021

	2021	2020
TOTAL REVENUES	26,079,963	27,425,993
TOTAL EXPENSES	24,588,892	27,352,191
Excess of Revenues over expenses from operations	1,491,071	73,802
Fair value change in investments	817,134	(412,362)
Income from investments accounted for using the equity method	86,802	117,878
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES FOR THE YEAR	2,395,007	(220,682)

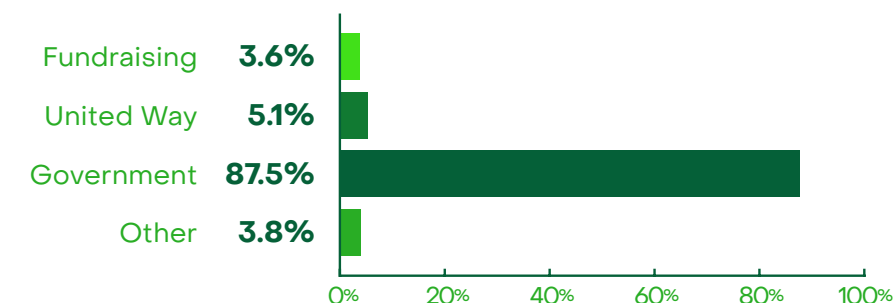
FINANCIAL DATA 2020/21



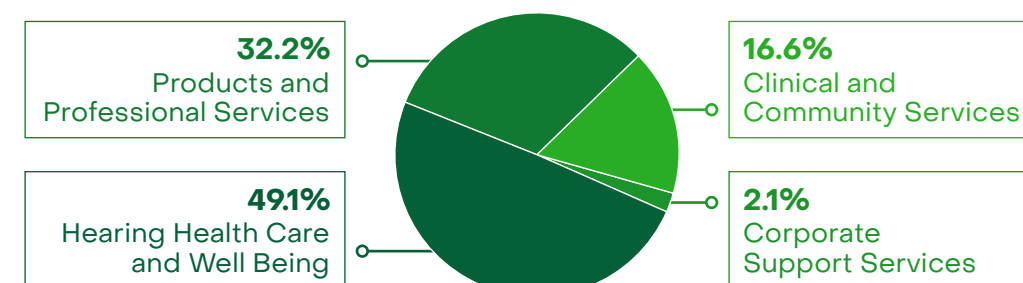
Canadian Hearing Services' financial position remained strong in fiscal year 2021 despite uncertainty due to the global pandemic. This was achieved through prudent management of its asset portfolio and expenses; strong redirection of business plans and resources; and the generosity of our community, partners, and government.

Michelle Séguin, Chair, Finance and Audit Committee

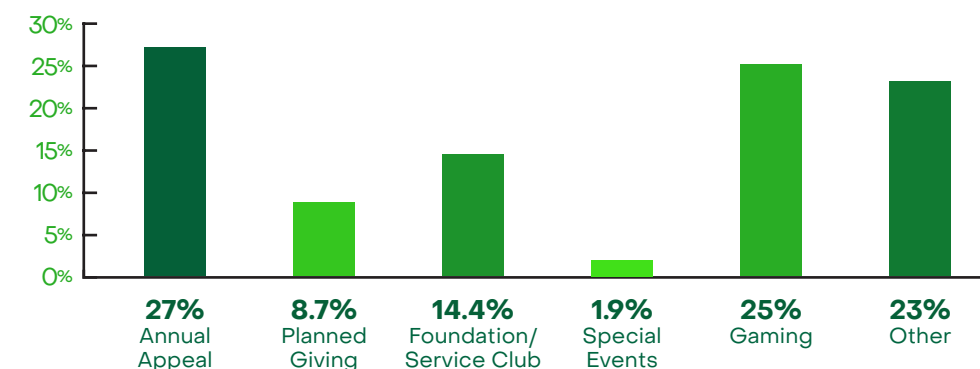
REVENUE BREAKDOWN



INVESTMENT BY PROGRAM BREAKDOWN



FUNDRAISING REVENUE BREAKDOWN





THANK YOU TO OUR PARTNERS!

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

Employment and Social Development Canada

Immigration, Refugees and Citizenship Canada

Ontario Ministry of Children, Community and Social Services

Ontario Ministry of Education

Ontario Ministry of Health

Ontario Ministry of Labour, Training and Skills Development

Ontario Ministry for Seniors and Accessibility

Local Health Integration Networks

City of Toronto

United Ways

Canada

Ontario

Toronto



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**PEEL, TORONTO
& YORK REGION**

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CONNECTED



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- ✓ Education Programs
- ✓ Counselling Services
- ✓ Interpreting and Translation Services
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RAISING THE BAR

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