

Annual Report
2003 – 2004



CHS, Helping Break Down Barriers



THE CANADIAN HEARING SOCIETY
LA SOCIÉTÉ CANADIENNE DE L'OUÏE



Consumer Profiles

Kyp Little



May 2003 marked CHS's first Good Vibrations Campaign, a fundraising campaign focused on selling handcrafted butterfly magnets during Hearing Awareness Month.

The butterfly was chosen because most butterflies are deaf and through metamorphosis become independent creatures of beauty, which, in many ways, captures the spirit and mission of CHS.

A large part of the campaign's success can be attributed to the many volunteers who contributed their time. Kyp Little, a 10-year-old from Kingston, was CHS's champion Good Vibrations volunteer.

Kyp has a hearing loss and discovered the Good Vibrations Campaign through his teacher-for-the-deaf who gave him the CHS website address. He found out he could volunteer to sell butterflies and wanted to sign up immediately.

Kyp sold butterflies everywhere he could: he went around his entire neighbourhood on his bike, stood outside the mall with his dad and walked through other neighbourhoods with his sisters. The end result of Kyp's dedicated volunteer work was a total of 300 butterflies sold helping CHS to *Break Down Barriers*.

THE CANADIAN HEARING SOCIETY LA SOCIÉTÉ CANADIENNE DE L'OUÏE



MISSION STATEMENT

The Canadian Hearing Society provides services that enhance the independence of deaf, deafened and hard of hearing people, and that encourage prevention of hearing loss.

Board of Directors for the year ending March 31, 2004

CHAIR	Bryan Searle		
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	Ramesh Jagoo	Trudy Jamieson	Don Lynch
	Jack Lyons	Lorin MacDonald	Adrienne Schmitt
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Management Staff as of March 31, 2004

Senior Managers

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Katherine Hum-Antonopoulos
Maribeth Meijer
Penny Parnes
Gary Malkowski
Fred Enzel
Susan Main
Lisa Smecca
Donald Prong

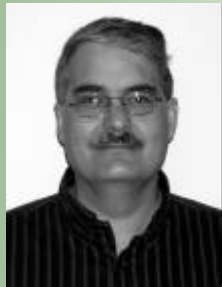
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Vice President, Access and Counselling
Vice President, Regional Operations
Vice President, Hearing Health Care & Central Regions
Vice President, Consumer, Government & Corporate Relations
Vice President, Finance and Chief Financial Officer
Director, Corporate Communications and Acting Director, Fundraising
Director, Human Resources
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Annual Report of the Chair and President & CEO



Bryan Searle,
Chair, Board of Directors



Kelly Duffin,
President & CEO

This past year has been one of many firsts at The Canadian Hearing Society: the first year with a new President and CEO; the first term of the Chair of the Board of Directors; the first year of a three-year Business Plan; the first time the World Congress of the World Federation of the Deaf was held in Canada; the first year of delivering mental health and wellness counselling services across the province. The list goes on.

These “firsts” afforded us the opportunity to take a fresh look at the environment we operate in, the financial challenges we face, the partners we work with, and the consumers we serve. The organizational changes and financial results of our efforts this past year are encouraging and set the stage for the renewed health and strength of the Society.

Together, the Board and management worked to generate new alternatives to the challenges that face CHS and indeed, face all organizations in the non-profit sector. Following an in-depth examination of both the internal and external factors that affect CHS, a Business Plan was adopted in September 2003 that will chart our course over the next three years. It is a new vision of excellence and accountability that will ensure that our program delivery models are effective and efficient and that our decision-making is transparent and above reproach.

The Business Plan identifies three distinct business areas within CHS: traditional services; fee for service and product sales; and fundraising. In the area of traditional services, we have embarked on a regional program survey to identify priorities, needs and gaps in service.

The results of this survey will help to ensure that we are meeting current consumer priorities and are well positioned to address future needs.

Some new initiatives have focused on quality service and outcome measurements. Others have helped to address the financial challenges that come with operating in this sector: specifically, that funding does not adequately cover the real cost of service. In fact, a recent study found that in real terms, government funding of our sector has eroded by 15% in the last decade.

While we must make a strong case for more funding in the mid to long term, we recognize that in the short term we have to develop further our own revenue-generating opportunities. This is the rationale behind the fee for service and product sales business area within CHS and we are fortunate that our revenue-generating programs – hearing aids and technical devices – are so closely aligned to our mission as an agency.

Program Highlights

Hearing Care Counselling (HCCP) expanded to 48 staff and added two new offices (Ottawa and Windsor). HCCP staff provided counselling to 5,370 people and served a total of 25,394 people through presentations, workshops and hearing screenings. We can now be very specific about that number because in 2003 our HCCP database became fully operational. This database will serve as a template for other databases that will soon enable us to give complete and accurate stats about our services

and allow measurements, outcomes and reports to be generated.

General Support Services (GSS), with 27 staff members across the province, served 5,500 people.

CONNECT, the new mental health and wellness counselling program, is now operational in all our regional offices and several area offices. In addition, service to remote locations is being offered via video-conference. Rolling out such an ambitious province-wide program has been one of CHS's most significant endeavours of the last two years. Early indications are that consumers are finding this service very helpful and beneficial and much credit must go to the Ontario Ministry of Health and Long-Term Care for funding what was previously a major gap in service for consumer groups.

Ontario Interpreter Services (OIS) has also moved ahead this year. This was the first full year of operation for our emergency after-hours service. It was also the first year of our internship program, developed in-house to provide much-needed training and development for recently graduated interpreters. All four of our first interns passed their OIS screening tests and have even filled some vacancies in our CHS offices around the province, focusing on community and health care interpreting. This unique CHS initiative, also funded by the Ministry of Health and Long-Term Care, is essential to expanding the currently too-small supply of qualified interpreters in Ontario and ensuring equal access for Deaf Ontarians to essential services. As the fiscal year drew to a close, the leader

of our internship program was preparing to present a paper on the program at an international interpreting conference – a strong indication of the esteem in which our curriculum is held. We are also looking forward to piloting interpreting via video conference with hospitals, to ensure equal access to health care even in remote and under-served regions.

The *Employment Services* program also expanded in several of our regions, including Belleville, Milton, Sault Ste. Marie, North Bay, York/Simcoe and Ottawa. With the support of Scotiabank and the Ministry of Citizenship, CHS produced a valuable resource entitled, "Breaking the Sound Barriers, Employing People who are Deaf, Deafened and Hard of Hearing". This comprehensive binder of information has proven to be a much-sought-after resource for both employers and employees.

In addition to these exciting accomplishments, our watchwords in all programs include consumer satisfaction, professionalism, and quality service. (For a list of our services, see page 4.)

Self-Sufficiency

Our well-established traditional services, which consumers have come to rely on, are largely supported by governments and agencies and are chronically underfunded. Our costs escalate every year and funding has not kept pace with inflation. The result is deficit funding for many of our programs, which requires us to generate our own revenues to offset those losses.

Our provincial fundraising efforts were more

successful than ever this year, generating a surplus of close to \$749,000 to fund our operations. The Good Vibrations Campaign, where we sell butterfly magnets, was launched in 2003 and has generated both revenue and public awareness for our cause.

The *Hearing Aid Program (HAP)* also performed very well this year. We now have a Provincial Program Manager as part of our team of audiologists and hearing aid dispensers, ensuring better coordination of our efforts and enhanced customer service.

The *Technical Devices Program (TDP)*, which sells devices that are key to providing access for deaf, deafened and hard of hearing consumers at home, at work and in public venues, is receiving more attention. We will soon be rolling out expanded programs to many of our offices.

HAP, Audiology and TDP combined contributed nearly \$735,000 in surpluses to fund our operations.

Having anticipated an operating deficit this year, we're particularly pleased to have ended the year with an operating surplus. However, in the upcoming fiscal year, as we invest in new opportunities to ensure a brighter and more self-sufficient future for CHS, we anticipate an operating deficit. This means your help and support are more necessary than ever. Thanks to all who have contributed in the past and we look forward to new and continued support in the future.

Other Efforts

In addition to fulfilling our primary mandate of delivering specialized services, CHS has participated in many advocacy, awareness and community outreach initiatives this past year, many of which have an impact well beyond Ontario borders:

- CHS was a major presence and participant in the World Congress of the World Federation of the Deaf in July 2003 in Montreal. This international event, held for the first time in Canada, was hosted by the Canadian Association of the Deaf and was a wonderful week of workshops, symposiums and a trade show that drew thousands of people from around the world.
- Bryan Searle, as Board Chair, has been involved with related agencies – the Ontario Association of the Deaf (OAD), the Ontario Chapter of the Canadian Hard of Hearing Association (CHHA), and VOICE for Hearing Impaired Children – in a “Four Presidents” roundtable, discussing and coordinating approaches to common issues.
- The Board has been working to revise and update our bylaws – a major effort that will serve us well.
- This past year, CHS released two key studies regarding deaf, deafened and hard of hearing post-secondary students: one addressing barriers and the other addressing taxation on accommodations for persons with disabilities. These studies make important recommendations on how to level the playing field and remove obstacles faced by deaf, deafened and hard of hearing post-secondary students across the country.

- CHS is an intervenor in two potentially landmark court cases: in the Supreme Court of Canada we are defending the existing requirement that restricts the argument of “undue financial hardship” as reason to discriminate against people with disabilities; in the Federal Court of Appeals in Toronto, we are disputing the tax currently imposed on disability supports used for access and accommodation by post-secondary students.
- We are actively consulting with governments. Senior staff has attended several discussions hosted by Dr. Marie Bountrogianni, the Minister of Citizenship and Immigration, about enhancing the Ontarians with Disabilities Act. We also spent much of the early winter meeting with MPPs across the province as well as with the Standing Committee on Finance and Economic Affairs and Policy Advisers from the Premier’s Office and the Minister of Health and Long-Term Care’s Office to express, on behalf of consumers, the necessity of continuing the Assistive Devices Program (ADP) subsidies for hearing aids.
- CHS’s powerful public profile campaign was recognized internationally when it received a Gold Quill Award from the International Association of Business Communicators.

Our Thanks

We at CHS are proud of our accomplishments in the past fiscal year, and of our healthy financial results.

None of this would be possible without our valued funders including United Ways across the province and the provincial and federal

governments. While we must always strive to improve on deficit funding, we remain very grateful for their ongoing support.

We are equally grateful to our donors, both individual and institutional, whose loyalty and generosity allow us to continue providing essential services and programs that help CHS break down barriers faced by deaf, deafened and hard of hearing people and their families.

Special mention must also be made of our dedicated and indispensable volunteers. Volunteers help us out across the province every single day. They help sell butterflies in the Good Vibrations Campaign; they sit on Community Development Boards and on our Provincial Board; they fulfill countless office duties; and they represent us in our communities.

Last but certainly not least, a huge and heartfelt “thank you” to CHS staff. CHS has a staffing complement of 480 employees, 33 per cent of whom are deaf, deafened or hard of hearing. Of its management team, 26 per cent are deaf, deafened or hard of hearing. CHS staff’s hard work and ongoing commitment to this agency and its consumers is truly inspiring.

It’s been a terrific year of “firsts” at CHS and first in our books is the team of people that make CHS the leader in its field.

Sincerely,

Bryan Searle and Kelly Duffin

Programs and Services

Access & Support

- Educational Support Services
- Ontario Interpreter Services (OIS)
- OIS After-Hours Emergency Interpreter Services

Assistive Devices

- Hearing Aid Program
- Technical Devices Program

Counselling

- CONNECT Counselling Services
- Employment Services
- General Support Services
- Hearing Care Counselling Program

Education

- Advocacy
- Corporate Communications
- Literacy & Basic Skills
- Sign Language Services

Health Care

- Audiology
- Hearing Help Classes
- Speech-Language Pathology
- Tinnitus & Hyperacusis Centre

Thomas Weeraratne



Thomas Weeraratne came to Canada in June of 2000 fleeing the war in Sri Lanka. He had worked in the family business as a baker and caterer and wanted to apply these skills in his new homeland. However, having been born deaf and having no knowledge of

American Sign Language (ASL) or English, Thomas needed support.

Thomas's cousin, already residing in Canada, put him in touch with CHS and its Literacy and Basic Skills Program. He was very nervous the first day of class and was overwhelmed by his classmates' knowledge of ASL. After a few months of hard work and encouragement from his instructors, Thomas felt much more secure. He learned ASL and in addition learned computer skills, English literacy, math skills and résumé and job skills.

After leaving the Literacy and Basic Skills Program, Thomas was hired to work in the kitchen and bakery of Le Marché Movenpick. His work ethic and positive attitude led his coworkers to nominate him for a certificate reflecting his hard work and positive personality.

In addition to working two jobs and running his own business, Thomas volunteers with CHS and other organizations that support deaf, deafened and hard of hearing people. He has also returned to CHS's Literacy and Basic Skills, and Speech-Language Pathology programs to improve his ASL and English in order to achieve his goal of becoming a Canadian citizen.

Thomas encourages other deaf people to, "Roll up their sleeves and get involved in things that interest them, to improve their skills and quality of life."

CHS, Helping Break Down Barriers

Wei Ke



Immigrating to Canada under the best of circumstances is fraught with challenges and hardships. Learning a new language and culture, so you can carry out everyday tasks like grocery shopping or asking for directions, is stressful. Imagine

having to do all this as a hard of hearing individual. Wei Ke did just that.

Wei immigrated to Canada from China in 1999. She felt she had the necessary education and years of work experience in the field of chemistry to get a good job. However, language barriers, cultural differences and hearing loss became huge obstacles between her and her career goals.

Wei was referred to CHS Toronto's Employment Services, Speech-Language Pathology and Audiology programs. These programs helped Wei develop professional communication skills and to understand the appropriate social and cultural use of language.

Wei credits CHS's Speech-Language Pathology program with giving her the confidence to explore career opportunities. She is currently working at BMO Financial Group as a Diversity Council Coordinator.

CHS, Helping Break Down Barriers

Financial Review

For the year ended March 31, 2004

CHS completed the year with an operating fund surplus (excess of revenues over expenditures) of \$28,603 compared to last year's deficit of \$899,218. The Designated Funds generated a surplus of \$806,685 for an overall surplus of \$835,288.

Overall revenues grew from last year by 6% with increases in most categories. Grants from the Ontario Ministry of Health and Long-Term Care increased to fund continued growth in several existing programs including CONNECT (mental health and wellness counselling), Ontario Interpreting Services, General Support Services and the Hearing Care Counselling Program.

However, funding from the Ministry of Community and Social Services and the Ministry of Training, Colleges and Universities, remained much the same as the year before while the costs of operating the programs they support have increased.

In addition, local and regional funding declined in the year, while funding from United Way remained the same as last year. Federal grants declined overall with increases in some Human Resources and Skills Development-funded employment services programs and a decrease in funding for our technology initiative programs.

Revenues from fee-for-service programs grew as a number of our programs evolved to generating revenues on that basis. Fundraising programs, both centrally and in our regional offices continued to grow over past years. And as the equity markets

recovered this year, so did the value of our invested pooled funds.

Operating expenses overall increased by 2% due to the increase in salary and benefit costs related to program expansion that occurred in many areas while at the same time, costs for new program equipment and for promotion and fundraising were down significantly.

The Society's working capital position declined slightly from last year due to an increase in the amount repayable to funders and an increase in the amount of funding received in the year which we have been allowed to defer into the next fiscal year.

At year end, funds were due to the Designated Fund from the Operating Fund in the amount of \$197,178.

The Designated Funds of the Society currently total \$3.6 million and are made up of bequests and donations, some specified for a particular use by the donor. The largest of these is the Trillium Foundation Stabilization Fund which now comprises \$1.64 million of the total.

CHS's Designated Funds completed the year with a surplus of \$806,685 consisting of bequests and donations, and an increase in the value of the investments in which they are held of \$711,176 representing a return of 23.2% for the year.

The Canadian Hearing Society

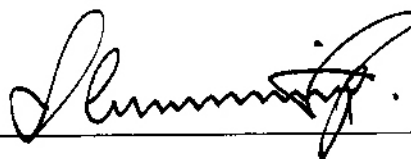
Balance Sheet

As at March 31, 2004

			2004	2003
	Operating fund \$	Designated funds \$	Total \$	Total \$
Assets				
Current assets				
Cash	673,011	-	673,011	433,715
Grants receivable	367,463	-	367,463	480,995
Accounts receivable	1,090,402	-	1,090,402	1,034,172
Inventory	464,434	-	464,434	402,797
Other assets	34,149	-	34,149	48,008
	2,629,459	-	2,629,459	2,399,687
Investments	-	3,411,599	3,411,599	2,700,428
Interfund loan (note 4)	(197,178)	197,178	-	-
Property, plant and equipment (notes 3 and 5)	4,244,916	-	4,244,916	4,007,726
	6,677,197	3,608,777	10,285,974	9,107,841
Liabilities				
Current liabilities				
Accounts payable and accrued liabilities	1,950,008	-	1,950,008	1,979,419
Amount repayable to funders (note 6)	886,635	-	886,635	670,368
Current portion of loan payable (note 7)	8,933	-	8,933	4,705
Deferred revenue (note 8)	426,870	-	426,870	302,898
	3,272,446	-	3,272,446	2,957,390
Loan payable (note 7)	30,533	-	30,533	2,744
	3,302,979	-	3,302,979	2,960,134
Fund Balances				
Operating fund				
Property, plant and equipment	4,244,916	-	4,244,916	4,007,726
General	(870,698)	-	(870,698)	(1,021,141)
Designated funds (note 9)	-	3,608,777	3,608,777	3,161,122
	3,374,218	3,608,777	6,982,995	6,147,707
	6,677,197	3,608,777	10,285,974	9,107,841

Approved by the Board of Directors

Director



Director

Financial Review

For the year ended March 31, 2004

These financial statements have been reproduced from the financial statements audited by PricewaterhouseCoopers LLP for the fiscal year ended March 31, 2004.

A complete set of financial statements is available upon request from The Canadian Hearing Society at:
Phone (416) 928-2504,
TTY (416) 928-2550 or
Fax (416) 928-2525, or
Website at www.chs.ca

The Canadian Hearing Society Statement of Operations for the Year Ended March 31, 2004

			2004	2003
Revenue	Operating Fund	Designated Funds	Total	Total
	\$	\$	\$	\$
Grants				
Province of Ontario	12,283,202	-	12,283,202	10,751,011
Federal and other	1,841,780	-	1,841,780	2,165,767
Sales of goods and services	7,913,862	-	7,913,862	7,435,984
United Way contributions	1,856,129	-	1,856,129	1,865,075
Fundraising and gaming activities	2,018,561	95,509	2,114,070	2,094,024
Income (loss) on investments	5,272	711,176	716,448	(401,536)
Gain on sale of building	-	-	-	45,281
	25,918,806	806,685	26,725,491	23,955,606
Expenses				
Salaries and benefits	15,985,600	-	15,985,600	13,921,143
Cost of Sales	3,703,664	-	3,703,664	3,899,888
Office and program costs	2,217,291	-	2,217,291	2,798,222
Promotion and gaming	847,679	-	847,679	1,349,731
Services costs	930,723	-	930,723	987,055
Occupancy	1,311,608	-	1,311,608	1,262,295
Professional development and travel	799,275	-	799,275	677,156
Amortization	74,070	-	74,070	49,640
Other	7,817	-	7,817	(4,755)
Bad debts (recoveries)	12,476	-	12,476	(4,805)
	25,890,203	-	25,890,203	24,935,570
Excess (deficiency) of revenue over expenses for the year	28,603	806,685	835,288	(979,964)

List of Donors Liste des donateurs

Many organizations and individuals have responded to our call to action and provided generous support of our mission. The Canadian Hearing Society gratefully acknowledges the following donors.

Beaucoup d'organismes et de particuliers ont répondu à notre appel à l'action et ont généreusement soutenu notre mission. La Société canadienne de l'ouïe tient à remercier les donateurs suivants.

Not all our donors appear in this Annual Report. We do, however, want to thank each and every donor for generously supporting The Canadian Hearing Society.

Nous ne pouvons publier le nom de tous nos donateurs dans ce rapport annuel. Toutefois nous remercions chacun d'entre eux pour son soutien généreux à la Société canadienne de l'ouïe.

Corporations and Employee Trusts Sociétés et fiducies d'employés

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Ontario Trillium Foundation (The)
Sertoma Foundation of Canada
Thunder Bay Foundation (The)

Service Clubs and other Groups Clubs philanthropiques

Brantford Minor Softball
Club Richelieu Hamilton
Elks, Nevada KW Region
Elks, Sarnia Lodge #503
Fairview Mennonite Home
Fort William First Nation
Historic Chapter of O.E.S.
Kiwanis Club of Casa Loma Charitable Foundation

Service Clubs and other Groups Clubs philanthropiques

Knights of Columbus, Brantford
K-W Sertoma Club
Lions Club, Freerton
Lions Club, Peterborough District A3
Lions Club, Sault Ste. Marie
Lions Club, Toronto Bathurst
Lions Club, Toronto (Central)
Quota Club of Barrie
Quota International Inc. - Ottawa
Rotary Club of Peterborough Kawartha
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Pearl Arthur Cameron
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Christie Thibert



ing and achieve her goal of working as an interpreter for CHS.

In March of 2003, Christie was selected for the first offering of the new OIS Interpreter Internship Program. The eight-month program includes six months of classroom learning, working with state-of-the-art video and computer technology, receiving one-to-one feedback from ASL trainers and senior interpreters and interpreting in the community with experienced interpreters. The final two months of the program involve work experience in one of the CHS regional offices.

After moving home to Windsor to complete the last two months of the program, Christie successfully passed the OIS skills screening. She was offered a staff interpreter position in the CHS Windsor office serving a region that is in desperate need of qualified interpreters.

Christie credits the OIS Interpreter Internship Program and the staff for her success passing the screening. "I am finally working for CHS; a goal which would not have become a reality for many years had I not been involved in the internship program."

The goal of the OIS Interpreter Internship Program is to expand the pool of qualified interpreters and resources across the province.

CHS, *Helping Break Down Barriers*

Bella El Guindy



Having gone through life as a hearing person, Bella El Guindy never even thought about what life would be like if she could not hear. This became a harsh reality for Bella on August 20, 2002 when she awoke to a ringing in her ears. She experienced vertigo, vomiting, weakness and excruciating pain in both ears.

Bella was rushed to hospital and diagnosed with an acute viral infection in her left ear. Over a period of several months she prayed that her hearing would return once the infection cleared up, but this was not the case.

Normally an outgoing person, Bella became depressed, withdrawn; she quarrelled with her family. Her sudden hearing loss took an emotional toll. Bella felt she was losing control of her life and she began to lose hope.

When she came across the CHS website and learned more about her new life as a deafened person, she began to feel not so alone, even encouraged. She reached out for support from CHS's CONNECT Counselling Services. The understanding and support she received inspired her to go on.

Bella credits CHS with giving her the strength and determination to move forward in coping with her hearing loss.

CHS, *Helping Break Down Barriers*

THE CANADIAN HEARING SOCIETY LA SOCIÉTÉ CANADIENNE DE L'OUÏE



Head Office: 271 Spadina Road, Toronto, Ontario M5R 2V3

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