

# SONGS FOR SOUND

MULTI-YEAR REPORT  
2019-2021

**Our MISSION: REACH THE 90%**



**Only 10%** of people who could benefit from hearing loss solutions are seeking them.

**Our Mission: Reach the 90%**

SONGS FOR SOUND  
MULTI-YEAR REPORT 2019-21

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AWARENESS + OUTREACH + CARE TEAM + HARDAWAY'S HOPE

## 03 FOUNDER'S MESSAGE

*It's the WHY behind our mission. Make sure you stop and read founder, Jaime Vernon's, quick note about this report.*

## 08 OUR MISSION & RESULTS

*We are passionate about setting goals and helping as many people as possible. Our data, metrics and results are displayed on page 7.*

## 09 NEW! HEARING HEALTH PROFILE

*In 2018, after many months of development, Jaime Vernon partnered with our software sponsor, Otohub, to launch her vision to know people "beyond the hearing test." Learn more on page 8.*

## 11 EXCLUSIVE!

# METRO PUBLIC SCHOOLS PROJECT

## 12 JACE CHAPMAN HEARING FUND

*We get many requests from people who cannot afford hearing aids. This fund was inspired by one of our favorite, young supporters, Jace Chapman. Learn more on page 11.*

## 17 HEAR THE MUSIC GALA: APR 30!

*The most awaited event of the year! We are "back to us" inside the beautiful, Factory at Franklin, songwriters, special guests, silent auction, casino, cuisine & cocktails & more! Join us to celebrate the gift of hearing and help us give this gift to so many in need. Our biggest night of fundraising!*

330 FRANKLIN RD

135-A, #213

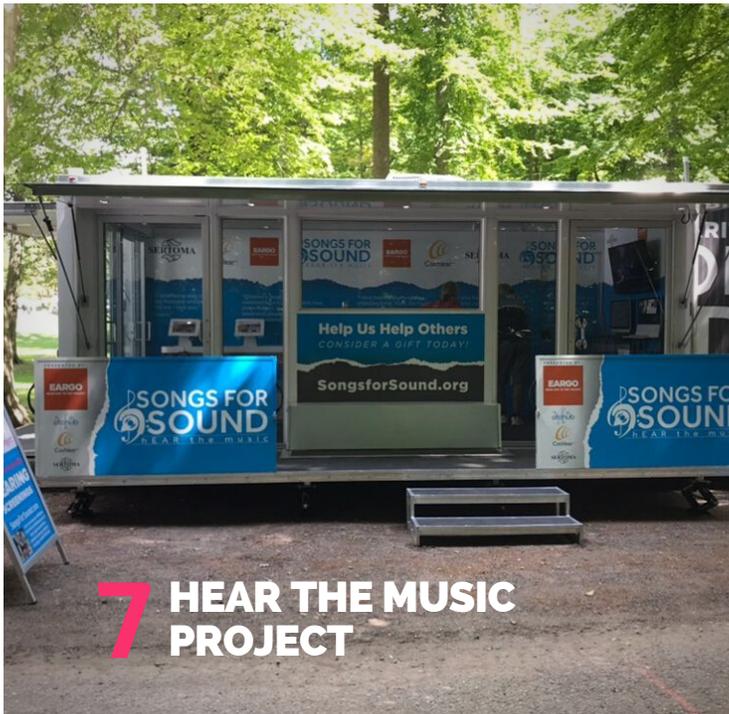
BRENTWOOD, TN 37027

615.739.1194

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WWW.SONGSFORSOUND.ORG



## 7 HEAR THE MUSIC PROJECT



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## NEW! CHAMPIONS CARE TEAM

Brandon leads up our new Champions Care Team. These advocates provide free support for our "champions" we serve with our free screening program. **Learn more** about how we're reaching the 90%.



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## HARDAWAY'S HOPE

The final pillar of our services is our "after-care" for people living with hearing loss and hearing loss technology. Hardaway's Hope & Hardaway's Hope House will serve as programs & support for our Champions for a lifetime.



# WELCOME

Thankful to have you a part of this mission.

I'd like to thank you for joining us on this mission. There were numerous gaps in Lexi's journey to hear. Each one of those gaps became passion points for what we do here at Songs for Sound each day. 14 years later, she is a living example of our mission: for everyone to live life to the fullest because they can hear and communicate with the world around them.

Our mission is focused on one of the most talked about statistics in hearing health: Only 10% of people who could benefit from hearing aids and cochlear implant technology, are actually benefiting from the solutions. Our mission focuses on outreach, awareness and lifetime support to find, screen, generate awareness to, nurture & move "the 90%" into hearing solutions.

Without you, this mission is impossible. The after-math of covid has left devastating effects on our charity and many others. Thank you for your support. YOU are Songs for Sound.

Anyway, I hope you enjoy this one.

**JAIME VERNON**  
CEO, Founder

## CONTACT US

### SONGS FOR SOUND

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*jvernon@songsforsound.com*

*songsforsound.org*

## OPERATIONS TEAM

### GINA BAILEY

Logistics & Operations  
Coordinator

### BRANDON MCCLINE

Care Team Manager &  
Tour Manager

### CONTRACTED AUDIOLOGIST

Miranda Weidle

### 2019-21 TOUR MANAGERS

Paul Shanley  
Kevin Broadus  
Jonathan Prince  
Jimmy Charles  
Brandon McCline



## RELATIONSHIPS

Our mission begins with trust and a relationship. In order for Americans to get the help they need, we must destigmatize hearing health. Our interactions with each individual encourages and informs. What we don't do is rush an individual into a quick decision. We do something better. We initiate a change in MINDSET. We create a trust, an awareness and an understanding of hearing health. They may take a bit longer to ultimately get help, but they do it from a place that is very informed, educated and stewarded. They do it from a place that is CHANGED. We encourage everyone to be a part of a movement & create a long-lasting commitment to our mission. Then, the brands we partner with can establish sustainable relationships built on trust.

(A U.S. Army Veteran, Dan Stuewe, and founder, Jaime Vernon, at our 1st Annual Hearoes Pull for Vets)



# OUR MISSION, OUR FUTURE

## AWARENESS

## ACCESS

## ACTION



*Outreach*

*Care Team*

*Hardaway's  
Hope*





# HEAR THE MUSIC PROJECT TOUR SPONSORS

250+ MILLION AWARENESS IMPRESSIONS



2019-2021

# Hear the Music Project



**7413** free hearing screenings given

**4888** referred to local audiology **66%**

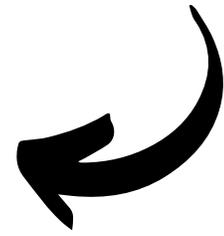
**629** veterans served

**81%** referred to VA Audiology or private Audiology



# FREE HEARING HEALTH EVENTS

# 240



- JAN 2019-MARCH 2020
- APRIL 2020-AUG 2021/OFF COVID
- OCT 2021-DEC 2021



1883 | 18 & UNDER  
**20%** FAILED, REFERRED

516 | 19-29 YEARS OF AGE  
**24%** FAILED, REFERRED

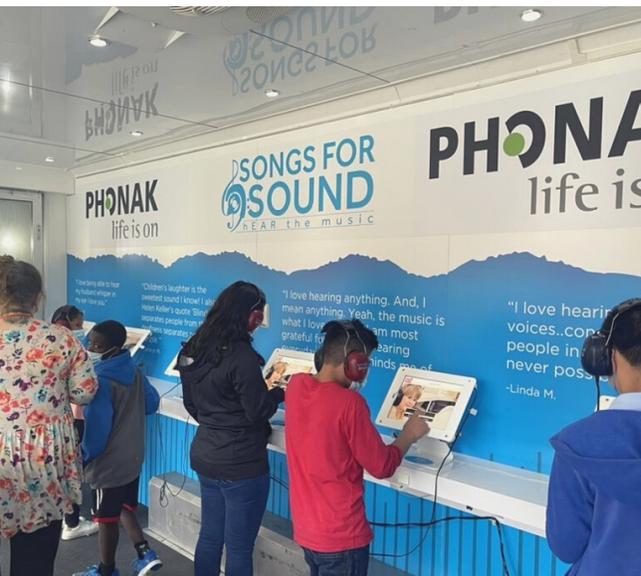
615 | 30-39 YEARS OF AGE  
**33%** FAILED, REFERRED

773 | 40-49 YEARS OF AGE  
**40%** FAILED, REFERRED

1153 | 50-59 YEARS OF AGE  
**58%** FAILED, REFERRED

1445 | 60-69 YEARS OF AGE  
**68%** FAILED, REFERRED

1028 | 70+ YEARS OF AGE  
**82%** FAILED, REFERRED



# HEARING HEALTH PROFILE

SPONSORED BY 

LAUNCHED 2018



## PERSONALIZED CARE

In 2018, founder, Jaime Vernon, considered a better way to learn more about people SFS serves. She saw an opportunity to support Audiologists when we refer our Champions by providing more information about the Champion as a whole individual, not just their hearing screening results. The response from our partner Audiologists has been astounding! We provide them with a complete profile in addition to testing results.

They're able to better tailor their conversations to create lifelong patients and build strong connections.

## HEARING HEALTH PROFILE & CARE TEAM

Upon receiving a free hearing screening, each Champion answers a series of questions. Our goal is we learn more about our Champions..."beyond the test".

- How do you rate your hearing 1-5?
- How do you rate your spouse's hearing?
- What environments are you most interested in to hear better? (TV, Social/Restaurants, etc)
- Do you believe in hearing technology?
- What value would you place on your hearing?



# CHAMPIONS CARE TEAM

LAUNCHED 2021

**OVER 2000 PEOPLE HAVE MOVED INTO OUR CARE TEAM  
AND WE ARE NURTURING THEM UNTIL THEY ARE READY  
TO TAKE ACTION AGAINST THEIR HEARING LOSS**

## **PERSONALIZED**

It's personalized care. And it's one of the reasons 95% of our Champions ask for follow up and support.

## **ADVOCATES**

Champion get paired with their own Care Team Advocate – a trained advocate and guide who can help answer questions and save money by finding our Champions the most affordable, highest quality clinic and care in their area.

## **HEARING HEALTH PROFILE**

On the initial hearing screening provided by Songs for Sound, Champions indicate certain preferences and information which help us create a personalized experience with every clinician. This information allows each Champion to get specialized care based on their needs.

## **CLINIC EVALUATION**

If our Champions need an Audiologist, the Champions Care Team will match them with a clinician based on needs, personality and location. We don't allow our Champions to rely on googling and guesswork – the Care Team is trained to create a personalized match.

# METRO PUBLIC SCHOOLS PROJECT

NOVEMBER 2021-JANUARY 2022

**SCREENED: 353 STUDENTS**

**SCHOOLS PARTICIPATED: 7 SCHOOLS**

**STUDENTS/PARENTS COUNSELED & REFERRED TO AN  
AUDIOLOGIST BY OUR CARE TEAM: 72, 20% STUDENTS  
REFERRED**

**COST PER MONTH FOR THIS MISSION: \$35,000**  
(22 EVENT DAY PER MONTH, TOUR MANAGER, CLINIC, INSURANCE,  
CARE TEAM, MATERIALS & MORE)



METRO  
NASHVILLE  
PUBLIC  
SCHOOLS



# JACE CHAPMAN HEARING FUND

THANKS TO... The James W. Pickle Charitable Foundation

FAVORS FAMILY

BACKFIELD IN MOTION

**GRANT: 12 PEOPLE TO BE GIVEN HEARING AIDS**

**HEARING MIRACLES GRANTED: 6 RECIPIENTS**

**HEARING MIRACLES TO BE GRANTED: 6 MORE**

"It's not about the hearing loss, it's about the hearing GAIN." So well put by my friend and colleague, Bill Dickinson, Tetra Hearing. We've helped an elementary school child improve her literacy and testing outcomes. We've helped a high-school student-athlete not only hear the sounds of his teacher's instructions, but hear his teammates & coaches on the football field. We've helped a grandmother hear her grandchildren's sweet giggles again. This program is substantially underfunded compared the large number of requests & need. Please consider donating to our Jace Chapman Hearing Fund to help more people live their best lives and "hear the music" again!



# HEAR THE MUSIC KIDS CAMP

## NUMBER OF FAMILIES WE'VE SERVED:

- 2017: 22
- 2018: 28
- 2019: 32
- 2020: COVID
- 2021: COVID
- 2022: 32

### CAMP GOAL:

TO CREATE AND FOSTER AN ENVIRONMENT FOR FAMILIES WITH CHILDREN WITH HEARING LOSS TECHNOLOGIES TO COME TOGETHER AND LEARN SUCCESS STRATEGIES, COPING SKILLS AND BE WITH LIKE-MINDED FAMILIES. THE CHILDREN ARE OFTEN MAINSTREAMED WITH NORMAL HEARING CHILDREN. THIS ALLOWS THEM TO BE WITH OTHER KIDS WHO GET THE CHALLENGES THEY FACE EACH DAY.



## COST FOR CAMP WEEKEND

2022: \$12,000



**PHONAK**  
life is on

# HEAROES PROGRAM

NUMBER OF VETERANS LIVING WITH HEARING LOSS/TINNITUS

2.7 MILLION VETS RECEIVE HEARING LOSS RELATED VA BENEFITS

3100+ Vets served

65% all age vets

85% seniors veterans

Referred to the VA

OUR PRIMARY GOAL IS TO HELP VETERANS GET HEARING HELP TO DECREASE THE FOLLOWING EFFECTS OF HEARING LOSS:

JOBLESSNESS

DEPRESSION

COGNITIVE DECLINE



# HARDAWAY'S HOPE & HOPE HOUSE

Our former board member, cochlear implant recipient, businessman, philanthropist & dear friend, John Hardaway, always said "it's for the kids".

However, John's vision was to help people of all ages not only hear again, but to live their best lives.

Hardaway's Hope programs and Hardaway's Hope House will be focused on the following:

- school/academic support for children with hearing loss
- training for teachers, faculty, employers about hearing loss
- social groups and get togethers for people with hearing loss technology
- many types of counseling for families with hearing loss in the family
- financial planning for living with hearing loss

**To learn more visit  
SongsForSound.org and to  
sign up to be on our Advisory  
Board.**



# MISSIONS: OPERATION JAMAICA

NUMBER OF JAMAICANS  
RECEIVING FREE HEARING  
SERVICES, HEARING AIDS:

**186**

OUR PRIMARY GOAL IS TO  
CREATE A SENSE OF  
URGENCY IN JAMAICA FOR  
THOUSANDS LIVING WITH  
HEARING LOSS AND  
DEAFNESS THROUGH:

OUTREACH  
AWARENESS  
ACCESS  
COMMUNITY

THERE'S ONE  
AUDIOLOGIST IN THE  
ENTIRE COUNTRY, WE'RE  
FOCUSED ON BUILDING A  
HEARING HEALTHCARE  
SYSTEM.



# HEAR THE MUSIC GALA

Save the Date!

April 30

The Factory

at Franklin

Hear the Music Gala



Keynote & Special Guest

Lexi Adams

Cochlear Implant Recipient  
Auburn University Student  
Hearing Loss Advocate  
Blogger



April 30th

6 pm - 10 pm

Cocktails, Dinner, Casino, DJ/Dancing  
Inspirational Stories

Songs for Sound Hear the Music Gala • April 30th

The Factory at Franklin

#HTMGala2022 [SongsForSound.org](https://SongsForSound.org)





# EXPENSES

## WE NEED YOUR HELP

2019

### \$31,759

FUNDRAISING

2019 990 REPORTING

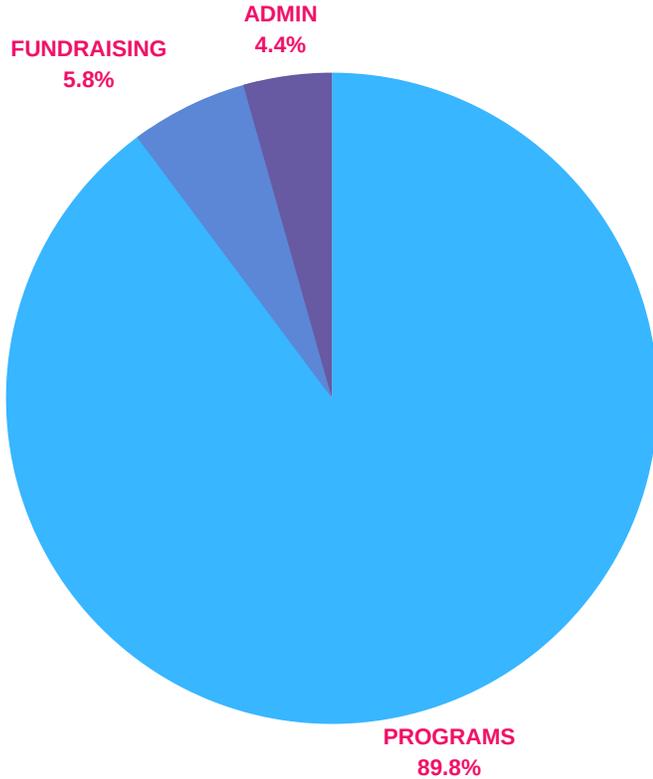
### \$490,584

PROGRAMS

2019

### \$23,949

ADMINISTRATION



2020

### \$21,068

FUNDRAISING

2020 990 REPORTING

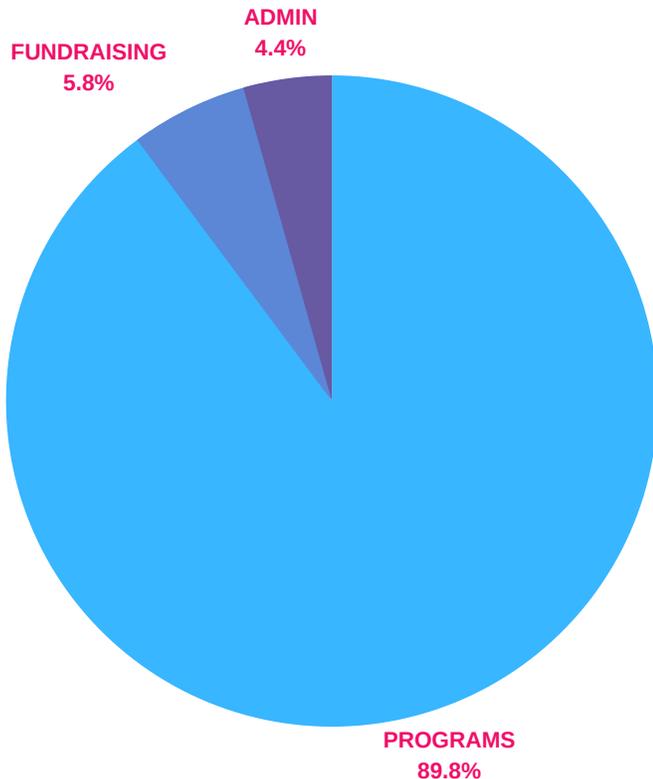
### \$292,936

PROGRAMS

2020

### \$15,141

ADMINISTRATION





# FUNDING

WE NEED YOUR HELP

2019-2021



BECAUSE OF YOU...

2019

2019

141

\$447,530

DONORS

DOLLARS

2020

2020

99

\$173,968

DONORS

DOLLARS

2021

2021

141

\$325,520

DONORS

DOLLARS

# PARTNERS

## DONATING SERVICES/PRODUCTS

2019-2021



BROWN-FORMAN



# MAJOR GIFT SUPPORTERS

2019-2021  
\$10,000 & UP

EARGO



PHONAK

AMPLIFON



STARKEY HEARCARE

COCHLEAR AMERICAS



BOEDECKER FOUNDATION

MEMORIAL FOUNDATION



JAMES WALTER PICKLE FOUNDATION



SIGNIA

BROWN-FORMAN

The James W. Pickle Charitable Foundation  
19

ATHENS DISTRIBUTING



LIPMAN BROTHERS

BROWN-FORMAN

BACKFIELD IN MOTION



2019-2021

# Annual Giving SUPPORTERS

## \$5000 & UP

WENDY HARDAWAY    JAMES HARDAWAY

BAWEL FAMILY        HARDAWAY FAMILY

BARON FAMILY        DAVIS FAMILY



BECAUSE OF YOU...

## \$2500 & UP

SCOTT DAVIS

ASE DIRECT

ROBERT & KASEY FAVORS

BRADLEY DAVIS

## \$1000 & UP

LANCE & CASEY PRICE/  
OAE GEAR

RODNEY & CHELSEA BASS/  
BASS FLOORING

CAREY ANN CYR

KALA BODDEN

FITHEARING

BYRDS AUTOMOTIVE

MICHAEL HINDS

ZERBST FAMILY

VRU SURATI

PARHAM FAMILY

REBECCA GROMES/  
EARS 4 U HEARING

COOTS FAMILY

# Annual Giving SUPPORTERS

## \$1000 & UP

**JASON MOTES**

**TODD GIESE**

**TETRA HEARING**

**GARY & TARA VERNON**

**YARON & CYNTHIA SCHWARTZ**

**TIM & CARISSA PEREIRA**

**REBECCA GROMES/  
EARS 4 U HEARING**

**APPRAISALS NASHVILLE**

**BRIAN FASLER**

**PAUL & MARYANN DEROSA**

**DAVID HENRY**

**BEST BRANDS**

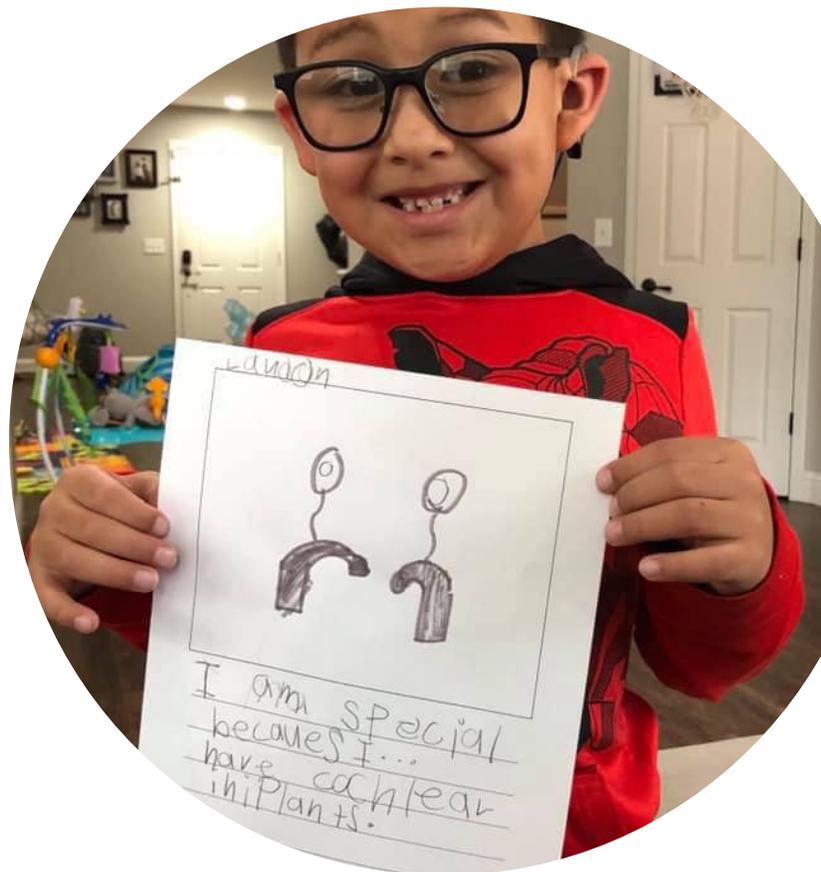
**REBECCA CONGER**

**MICHAEL TUDEN**

**STEVE & SANDY HOBBS**

**ADAM GRAY**

**BECAUSE OF YOU...**



# HOW TO GIVE

## 01 MAJOR GIFT

BECOME A SPONSOR. GIFTS OF **\$5,000 OR MORE** QUALIFY AS A SPONSOR AND CAN REAP GREAT REWARDS TO GROW YOUR BRAND AWARENESS AND TRUST AMONGST CONSUMERS.

- 1 PAYMENT
- QUARTERLY OR MONTHLY PAYMENTS
- VEHICLE BRANDING, IMPRESSIONS & MORE
- EMAIL [JVERNON@SONGSFORSOUND.COM](mailto:JVERNON@SONGSFORSOUND.COM)

## 02 EMPLOYEE GIVING

ADD US TO THE OPTIONS FOR YOUR EMPLOYEES TO MAKE MONTHLY OR ANNUAL GIFTS OF ANY SIZE. WE CAN ALSO BRING OUR CLINIC ON SITE FOR A HEARING HEALTH EVENT TO ENGAGE YOUR EMPLOYEES WHILE YOU PROVIDE THEM WITH A FREE HEARING SCREENING.

- GIFT OF ANY SIZE
- EMAIL [JVERNON@SONGSFORSOUND.COM](mailto:JVERNON@SONGSFORSOUND.COM)

## 03 ANNUAL GIVING

ANNUAL GIFTS ARE GIFTS OF \$1 - \$4999 THAT YOU GIVE ANNUALLY. Any amount really does make a big difference.

- QUARTERLY OR MONTHLY PAYMENTS
- VEHICLE BRANDING, IMPRESSIONS & MORE
- EMAIL [JVERNON@SONGSFORSOUND.COM](mailto:JVERNON@SONGSFORSOUND.COM)

