



Songs for Sound



Grant Proposal

From

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Disabling hearing loss in the USA costs around \$133 billion each year. This is around \$9,100 per person with an untreated disabling hearing loss. 60+ of seniors/vets and 20% of underserved children live with a disabling hearing loss. More than two out of three are not treated for their disabling hearing loss.



Songs for Sound Outreach

**IT'S A HEARING HEALTH REVOLUTION, A MISSION, A MOVEMENT.
JOIN US TO CHANGE THE WORLD.**

Songs for Sound is a 501c3 charity which uses a passionate and compelling story about hearing loss & music to create awareness, increase access and encourage action around hearing loss. SFS is an outreach charity and aims to serve 250,000 people by 2025 with free hearing tests and care team support as we move them into hearing loss solutions & living their best lives.

I. Outreach. Awareness, Access & Action.

- Hear the Music Project & Tour
- Hear the Music Project Kiosks
- Domestic & International Missions
- Digital Strategy/online screenings

II. Care Team. Awareness, Access & Action.

- Team of Advocates who walk our champions to and through a life of hearing

III. Hope House. Awareness, Access & Action.

- Hope House - virtual and in-person EVENTS & programs to support people living with hearing technology; academic, athletic, social, employer focused and all types of support; "House" campaign coming in 2022
- Hope Hangouts - events for people with cochlear implants and hearing aids by age group; Teen Hangouts to launch Summer 2022
- Hear the Music Kids Camp
- Hearing Loss Advocacy and Legislation

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**Songs
for
Sound**

About Us

Songs for Sound began when a little girl's deafness was missed repeatedly by healthcare professionals from birth. Upon a journey through no newborn hearing screening, a failed hearing test, reluctance by doctors, incorrect information provided and the Vernon family having very little awareness about hearing loss, eventually Lexi received life-changing cochlear implant technology.

Today, Lexi is a typical teenager who is a top student-athlete, uses clearly spoken language and lives in a mainstream world. But for over a year of her life, she never heard a lullaby.

Songs for Sound was birthed to help everyone all over the world have AWARENESS & ACCESS of/to hearing health, audiology & technology and be encouraged to take ACTION. Our approach is direct-to-champion (consumer) and we tailor personalized plans for each champion we help. To date, we've helped nearly 30,000 people hear. Our goal is 250,000 by 2025.



HIGH RISK POPULATIONS & OUTCOMES

SENIORS

- Over 300 Senior Programs served nationwide/community partner organizations
 1. 65% fail rates in the 55+ age group
 2. Del Webb 55+ sites served nationwide
 3. Senior Community Centers
 4. Over 200 YMCA Senior programs nationwide
 5. Over 10,000 Seniors served nationwide
 6. Free hearing screenings, free support to access care locally
 7. Donated hearing aids to those in need

UNDERSERVED CHILDREN

- Over 275 Children's charities & schools served nationwide
 1. 20% fail rates in the 5-18 age group
 2. Over 200 Boys and Girls Clubs served
 3. Over 10,000 children and teenagers served
 4. Launched our first ever Metro Schools Campaign in 2021-22 (Nashville)
 5. 60% of families with children who failed the screening reported to our Care Team that they didn't know how to access care locally.
 6. Administrators of school systems report that even though they are mandated to screen children, covid has restricted their ability to do so.
 7. Administrators also report that when they do screen children's hearing, it's not done well and they have no staff to contact families.
 8. Our approach is designed to not only provide state of the art screenings, but we take the labor off of the schools who are already spread thin. Our Care Team follows up and guides all family to ENSURE THE CHILD GETS FOLLOW UP. We support the family at ever phase. Diagnosis, awareness and understanding, insurance and affordability, clinic identification and appointment booking, follow up & decision making.

VETERANS

- Over 3000 Veterans served nationwide
- Major partnerships with American Legion HQ, the AL National Convention (35,000 vets) and the VFW HQ/VFW National Convention
- Screenings, awareness, mobile outreach, Care Team Counseling, VA counseling and support.

Charity Service Deliverables

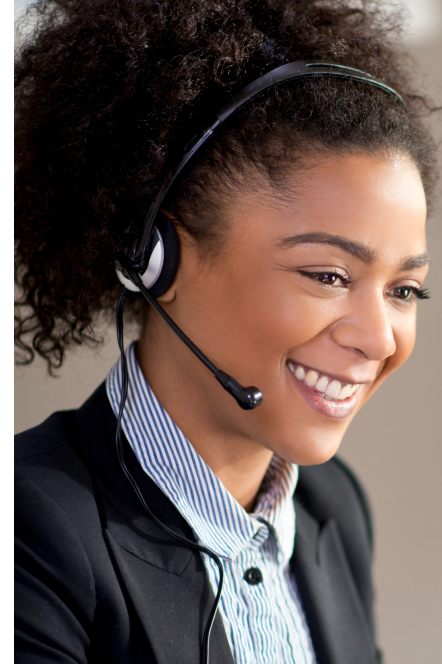
Tour, Events and (NEW) Care Team

22 Free Hearing Health Events Per Month

- **45-125 Screened/counseled per day**
- **60-80% have some level of hearing loss, 10% moved to Audiology appointment per day; remaining are counseled**
- Care Team support for every Champion
- Care Team acts as an Advocate for Champion/recipient on your behalf prepping them for next steps; meeting them where they are on their hearing journey
- Tour Manager/Concierge
- Mobile hearing clinic, truck
- Mobile hearing clinic with branding; internal/external wrap (moving billboard)
- (6) kiosk testing stations
- TVs & monitors for advertising; AWARENESS
- Additional set pieces for awareness and branding

SFS work with you to evaluate the following opportunities and identify the routing

- Pharmacies/Retail
- Retirement communities, mature neighborhoods/55+ (Del Webb, etc)
- Health Expos for aging audiences
- Health Expos for all age audiences
- Public venues/Large Community events/Sporting events
- Music Events
- Health Fairs (employer and others)
- YMCA locations
- Veterans Expos/Events
- Schools and other youth charities (if interested)



Care
Team





Goals & Targeted Outcomes – The "Experience"

The onsite experience will include education and advocacy. However, the difference is the Songs for Sound approach and our "ecosystem" - education/awareness, to testing & understanding, to care team & support, your service/devices, to both your organization & SFS for lifetime support:

- Welcome/waiting with introductory content
- Customized display wall (your brand's offerings)
- Software included/Screening testing stations
- Consult area (your clinicians and/or trained brand ambassadors); also opportunity for digital customer care solutions (appointment setting, etc.)
- Branded giveaways
- Additional opportunities (sound station, hearing aid simulation, etc.)
- Robust data output//real-time reporting

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Goals & Targeted Outcomes

– GOALS/OUTCOMES

Total Tour Event strategy - results:

22 Events per 30 days

- **Mobile hearing health Experience**
- **Care Team & Nurture Series**
- CAUSE-MARKETING STRATEGY; YOU'RE A PART OF SOMETHING BIGGER & CHANGING THE WORLD
- AUDIOLOGISTS/CLINICS APPRECIATE THE FOCUS ON CHAMPIONS & ADDED SUPPORT PRIOR TO APPOINTMENT; WE ALSO COUNSEL OUR AUDIOLOGISTS ON EACH PERSON MAKING THE APPOINTMENT MORE MEANINGFUL
- up to 3.1 MILLION AWARENESS IMPRESSIONS *per each month*
- up to 1.5 MILLION ENGAGED *per each month*
- 1000+ TESTED; HIGH RISK POPULATIONS *per each month*
- 600 with some level of hearing loss *per each month*
- 100+ CONVERTED (nurtured, identified, moved to Audiology)

**Assumptions local clinician support at each event; 45 people minimum tested per event day; total impressions dependent on choice of events/event size*

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Goals & Targeted POPULATIONS

SFS has built an approach that is tried and true:

WEEKENDS - large public events, expos, festivals, mass awareness, large number of screenings, large focus on hearing health awareness; still a focus on high-risk populations such as an aging expo or veterans organization when possible.

WEEKDAYS - smaller community events with local organizations, businesses, charities, and a focus on high-risk populations such as senior centers, veterans organizations or children's charities and schools.

- Local media outreach (PR)
- Broadcast media (PSA-style)
- Newspaper (ads, event listings, etc.)
- Community outreach (community centers, churches, etc.)
- Geo-targeted mobile advertising
- Facebook advertising
- Clinic is a moving billboard
- Opportunities for providers/clinicians to participate
- Volunteer opportunities

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Following up to get your **FREE** annual hearing review appointment set!
Delivered on Monday March 7, 2022 @ 6:26pm EST
Recipients: **Selection of 52 contacts (47)**



Songs for Sound Care Team Message - Your Hearing Appointment!
Delivered on Monday March 7, 2022 @ 1:31pm EST
Recipients: **Selection of 193 contacts (148)**

We can't wait to see you on Monday! - Songs for Sound
Subject: "We can't wait to see you on Monday! - Songs for Sound "
Delivered on Thursday January 13, 2022 @ 2:38pm EST
Recipients: **Del Webb Sunbridge (41)**

61.0%
Open Rate
[View Results](#)



Care Team Support

Our Care Team can support those served/screened on site at events enhances awareness of every individual (champion) we serve.

Our tour experiences have demonstrated that the concern and confusion that surround the navigation of today's hearing health ecosystem are almost as debilitating as hearing loss itself.

That's why we created our "Care Team," to offer phone, email and live chat assistance to patients and consumers who need support. Our team provides varied assistance, from general inquiry handling to active appointment setting and lead nurturing on behalf of product partners.

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SONGS FOR SOUND
A HEARING CARE PARTNER

PHONAK
life is on

MONDAY

10 AM - 4 PM

FREE HEARING SCREENINGS!

Del Webb Sunbridge



CHARITY, MISSION, PURPOSE
WWW. SONGSFORSOUND.COM

Songs for Sound Can't wait to see you!

Dear "[FIRST_NAME]",

Songs for Sound is excited to serve the Del Webb Sunbridge community this upcoming Monday the 17th! If you are receiving this email, it's because you've signed up on our link for a specific time slot. If you are unable to make that time slot for any reason NO WORRIES! Please stop by whenever it's most convenient for you!

Don't forget we will be there from 10:00AM - 4:00PM!
FREE Hearing Screenings, Awareness, and Education on your hearing health!

If you have any questions regarding your appointment or the event, please feel free to email me anytime at gbailey@songsforsound.com.

To learn more about Songs for Sound go to:
www.SongsForSound.com

Thank you and see you on Monday!

Gina Bailey
Logistics and Community Outreach Coordinator
gbailey@songsforsound.com

Songs for Sound
gbailey@songsforsound.com



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Songs for Sound Care Team

"We just finished our visit with the Audiologist. Thank you for all your hard work, support and coordination. The doctor did a wonderful job and already seemed to know everything. I know that is because of your Care Team's dedication to excellence! We are very hopeful now, something we haven't had in years. Thank you again for all you've done for us!"

**SUBMIT A CARE TEAM
REQUEST TODAY
TO
"HEAR THE MUSIC"
AGAIN!**

SongsForSound.org



[SONGSFORSOUND.ORG](https://SongsForSound.org)

 [@SONGSFORSOUND](https://twitter.com/SONGSFORSOUND)

Care Team: Proposed Solution

With support, our Care Team provides real support to parents/caregivers of students with hearing loss, adults confused about where to go/what to do about their hearing loss and nurturing conversations to encourage action. This team also troubleshoots existing issues with hearing technology, reviews insurance, contacts audiology clinics and books appointments.

***The best part of our process is the preparation prior to an appointment. We contact each clinic, send over a letter of support about each champion and ensure the audiologist has reviewed their results prior to the appointment.

Our unique "hearing health profile" is a set of questions "beyond the hearing test" which allows each audiologist/clinician to have better, more meaningful conversations with each champion at the appointment.

Budget: (1) Care Team Staffers –(30) hours per week; \$20/hour: \$31,200 Per Year or (2) Care Team Staffers – (20) hours per week; \$20,800 ea = \$41,600 TOTAL per year

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HOPE HOUSE

A HOME AND COMMUNITY FOR
HOPE
HELPING PEOPLE LIVING WITH HEARING
LOSS TECHNOLOGY THROUGH PROGRAMS,
EVENTS AND SUPPORT





Hardaway's Hope Programs

Once people, seniors, teens, adults, vets have all opted

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REACH US

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