



ANNUAL REPORT 2019

HLAA Chapter Walk4Hearing - Nashville, TN (Davidson Co.)



**INTERNATIONAL
MISSIONS**

**HEAR THE MUSIC
PROJECT UPDATES**

**HEAROES PROGRAM/
SOUND FOR SOLDIERS**

**HEAR THE MUSIC KIDS
CAMP UPDATES**

**HEAR THE MUSIC
GALA UPDATES**



RELATIONSHIPS

Our mission begins with trust and a relationship. In order for Americans to get help and for us to destigmatize hearing health, we have to build a lasting relationship. 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 and educated, 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.



HEAR THE MUSIC PROJECT

4th Annual



*****In 2019, the HTM Project wrapped up Jan-June and then we kicked off the 2nd half of the year with the Hearoes Project July-Dec.**

- Tours **coast to coast** offering **free hearing screenings**, free **hearing protection** and help navigating **next steps**
- For those in need, we offer services for free devices
- Weekday events are referred to as "Community Stops" which are high-risk demographics such as senior centers, Boys and Girls Clubs, local charities or even health conscience groups like YMCAs and Del Webb Senior Active Communities
- Weekends are large community, public events such as air shows and festivals.

WHAT, WHEN, WHERE, WHY?

73% of those we served have less than normal hearing

- The Hear the Music Project reaches between 6,000 - 7,000 people annually with free hearing screenings.
- Our awareness branding reaches 45 - 150 Million people each year.
- 60-70% of our events are for adults
- 30-40% are focused on children

HEAR THE MUSIC PROJECT

NUMBER OF AWARENESS IMPRESSIONS:

HOW MANY PEOPLE HAD AN INTERACTION WITH OUR MISSION

47, 930,218

TOTAL PEOPLE SCREENED

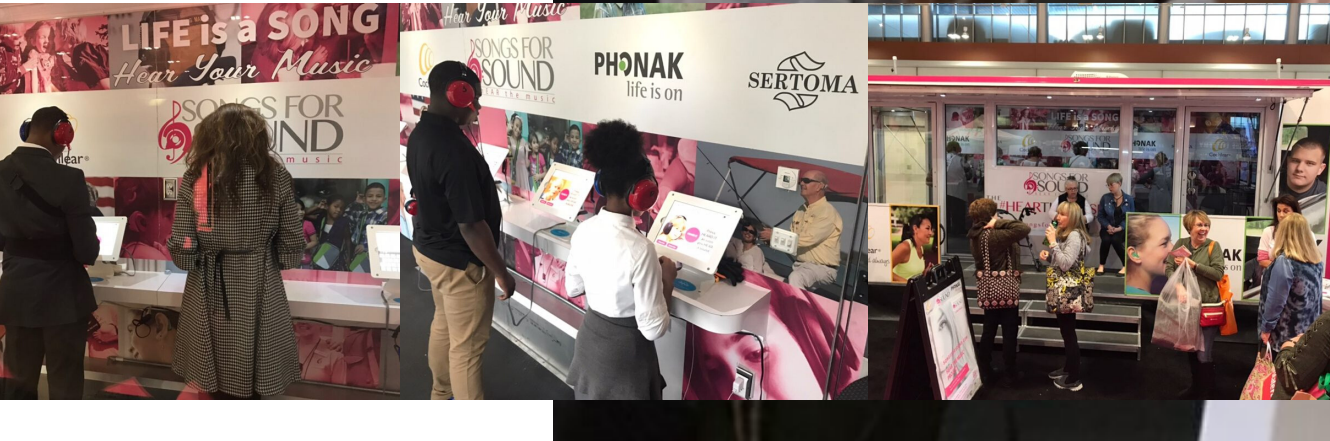
26,611 (since 2015)

6626 - 2019

TOTAL REFERRALS/THOSE WITH SOME DEGREE OF HEARING LOSS

4489

BECAUSE OF OUR TARGETED APPROACH AND INCREASED HEARING LOSS IN AMERICA, THIS NUMBER IS VERY REAL



5th Annual

HEAROES TOUR



more results

SCREENED &
RESULTS

196 2019 **FREE**
852 SINCE 2015 **HEARING**
HEALTH
EVENTS

2019



3250 | AIR SHOWS, FESTIVALS
71% FAILED, REFERRED

809 | YMCA BRANCHES
73% FAILED, REFERRED

898 | BOYS & GIRLS CLUBS
34% kids FAILED, REFERRED

274 | SCHOOLS
42% kids FAILED, REFERRED

290 | VETERANS
82% FAILED, REFERRED

840 | SENIOR CENTERS
84% FAILED, REFERRED

217 | CHARITIES, OTHER
41% FAILED, REFERRED

MIDDLE TENNESSEE FEB 2019-FEB 2020

2019

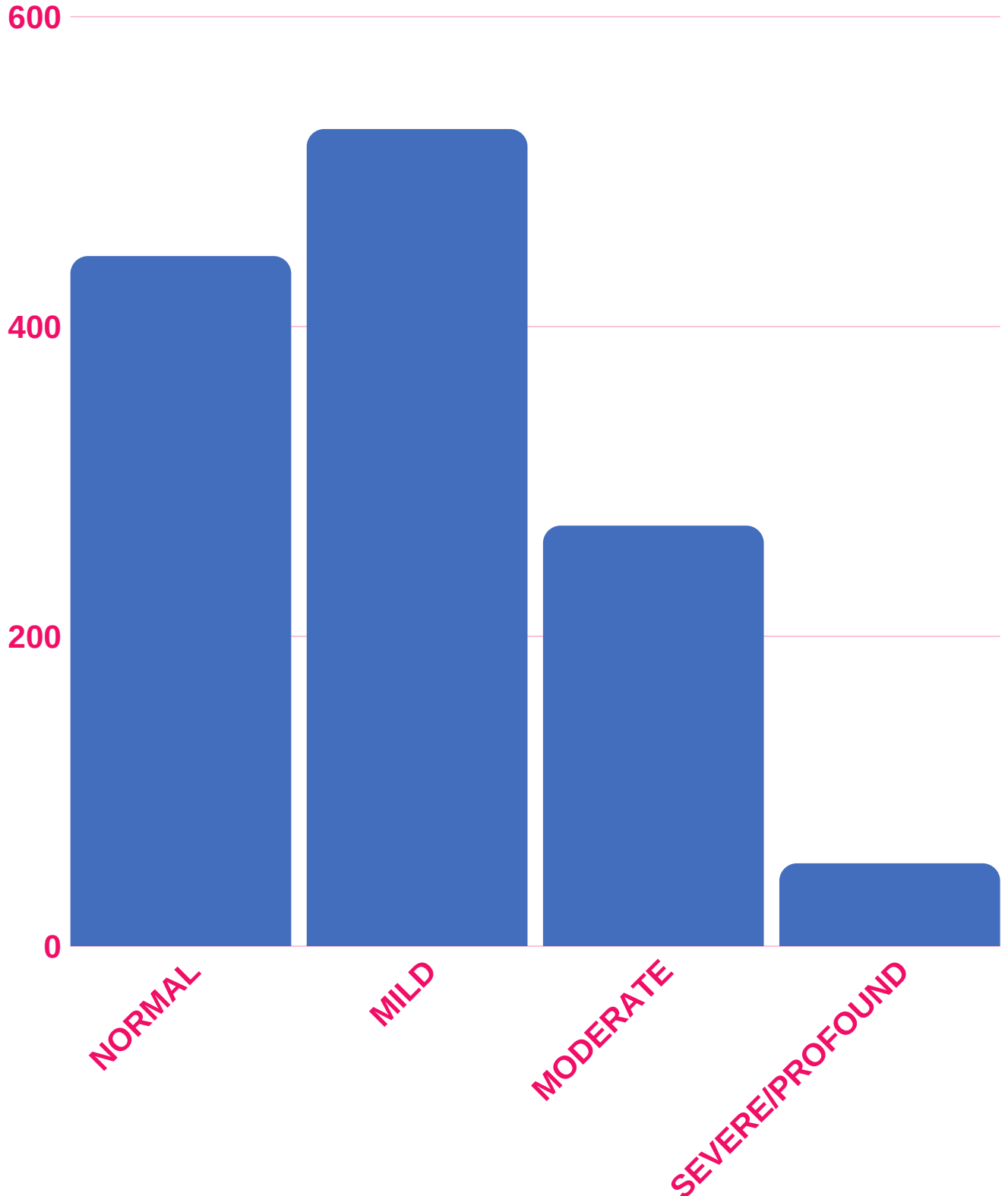
2019

1296

FREE HEARING SCREENINGS

851

HAD SOME OR MORE HEARING LOSS



more results across the USA

2019

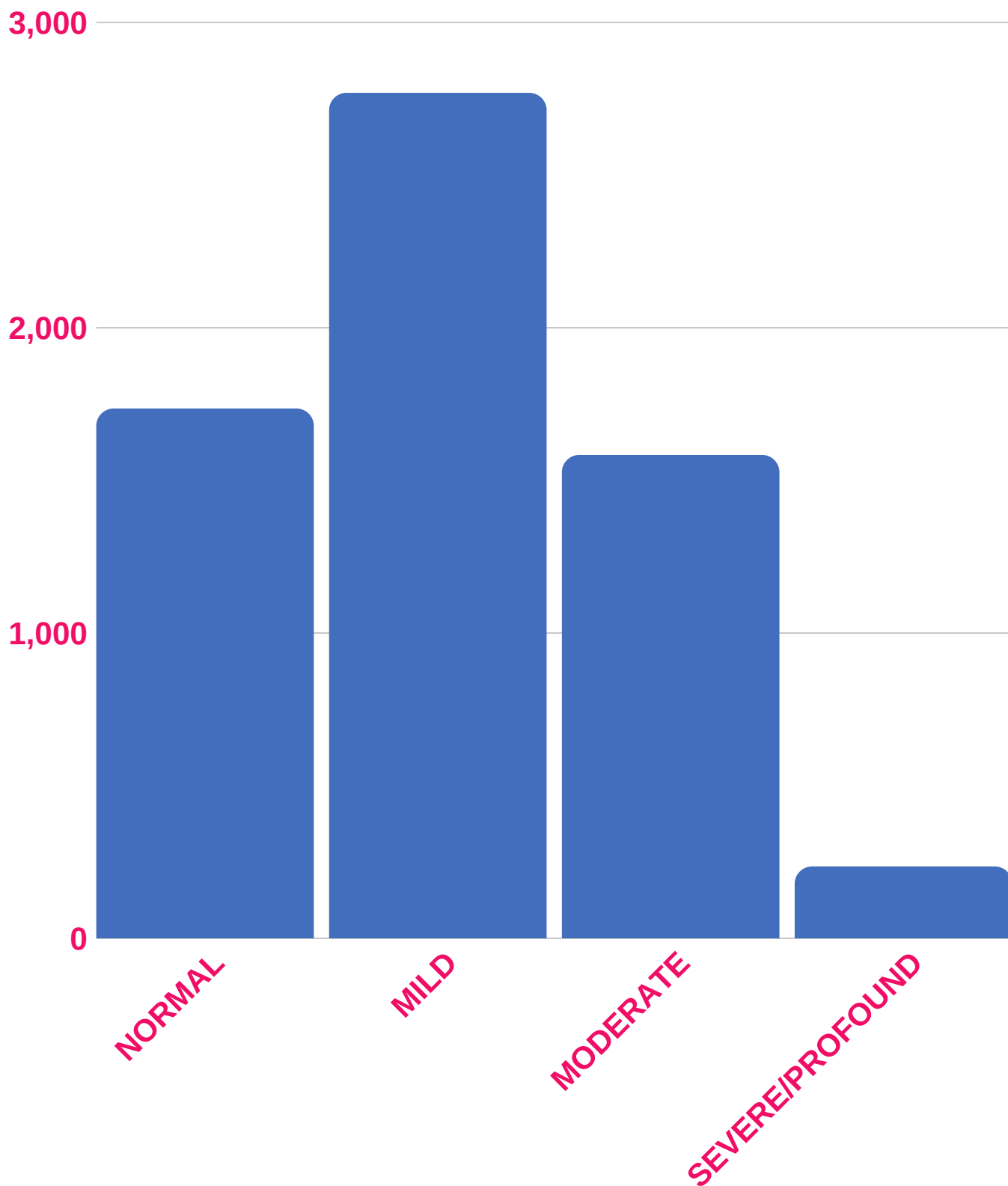
2019

6625

FREE HEARING SCREENINGS

4581

HAD SOME OR MORE HEARING LOSS



HEAR THE MUSIC KIDS CAMP

NUMBER OF FAMILIES WE'VE SERVED:

2017: 22

2018: 28

2019: 32, (10 MIDDLE TN \$3125 MIDDLE TN FAMILIES)

2020: 32, (9 MIDDLE TN \$3375 MIDDLE TN FAMILIES)

TOTAL PEOPLE SERVED - NO COST

456+ PEOPLE

CAMP MISSION:

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 PER CAMP WEEKEND

prior year/2019-

\$10,000

2020 - \$12,000

2021 - \$17,500

HEAROES PROGRAM

NUMBER OF VETERANS LIVING WITH HEARING LOSS/TINNITUS

2.7 MILLION VETS RECEIVE HEARING LOSS RELATED VA BENEFITS

TOTAL VETERANS SERVED TO DATE

2300+

PERCENT REFERRED TO VA OR PRIVATE AUDIOLOGIST

All age - 65%

65+ age - 85%

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

JOBLESSNESS

DEPRESSION

COGNITIVE DECLINE



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



HEAR THE MUSIC GALA

OUR GOAL IS TO INCREASE DONORS & DOLLARS WHILE ENGAGING OUR COMMUNITY WITH OUR MISSION TO SERVE THOSE WITH HEARING LOSS:

**VOLUNTEERISM
MONETARY SUPPORT
FUND OUR WORK**



IMPACT

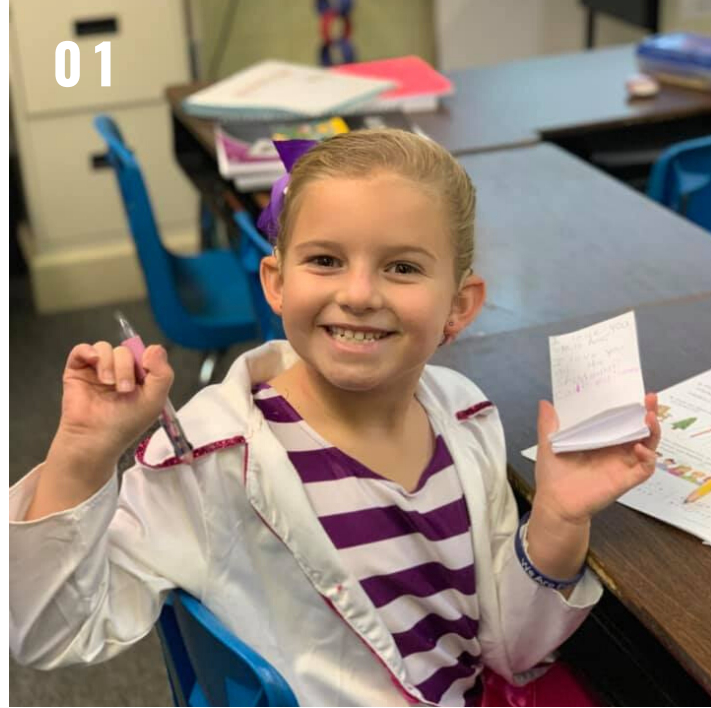
WHERE ARE THEY NOW

Hearing is so important to live a fulfilling life. Check out a sample of our impact and lives changed. These are just a few ...

01 JAYLEE

We received a call that Jaylee was denied by healthcare for a 2nd cochlear implant. She was only going to be able to hear out of one ear, one cochlear implant. We partnered with Alabama Children's Hospital and Cochlear Americas to give Jaylee TWO ears. She was already 3 years old and losing access to language and sound DAILY.

Now, Jaylee is in a mainstream school getting great grades, uses spoken language, enjoys dance and plays softball!



02 CINDI

Cindi first came to us a couple years ago. Cindi is a teacher for nearly 20 years in the Columbus Public School system teaching children with physical, emotional disabilities and/or with learning delays. She has significant unilateral hearing loss and felt herself slowly pulling away socially and even set three alarm clocks to get up for work. Songs for Sound partnered with Eargo to donate set of hearing aids which provided immediate improvement. She said she can even hear her amazing kids making plans to get one by on her from time to time and they're a little mad she can hear them now. (not really, but they have fun with her!)

03 KEN

We met Army Veteran, Ken, at the first American Legion conference in 2016. We gave him his very first hearing test and referred him to the VA. We helped him by providing resources, checklists and sitting down to create a plan for being able to hear again. Now, Ken enjoys hearing all the sounds with his brand new set of hearing aids from the VA. He didn't pay ANYTHING as all of his services were covered, something he didn't know until he met Songs for Sound's team.



LIST OF ALL PROGRAMS SERVED U.S. IN 2019

FL Largest Winter Home Show
Bob Sierra Family YMCA
Shriners Hospital for Children - Tampa
Wilbert Davis Belmont Heights Boys & Girls Club
Barksdale Senior Center
Northwest Hillsborough YMCA
FL RV Supershow
Fort Myers RV Show
Clam - Jam Seafood & Music Festival
Tidewater by Del Webb
Fort Myers YMCA
Bayfront Health's 11th Annual Pantyhose Free Zone Women's Expo
Bonita Springs YMCA
Ponte Vedra By Del Webb
Jacksonville RV Show
Boynton Beach Community High School (Adult & Community Education)
10th Annual Palm Beach Marine Flea Market
Cochlear Celebration
Del Webb Tradition
West Palm Beach RV Show
Ocala RV Show
G7 Entertainment Marketing
Southern Women's Show
Thomasville Boys & Girls Club
IWS Health Education Workshop Series
Joseph B. Whitehead Boys & Girls Club
Ed Isakson/Alpharetta Family YMCA
Northwest Georgia Women's Expo
Island Family YMCA
Fannie Battle Day Home for Children
Backfield in Motion
Tennessee Health Fair
Fifty Forward Bordeaux
Preston Taylor Boys & Girls Club
10th Annual Southern Lawn, Garden & Home Show
Northwest Family YMCA
Margaret Maddox Family YMCA
Senior Center at Ashland City
Easter Extravaganza
Clarksville 50+ Activity Center
Clarksville YMCA
Marathon Village
Hear the Music Gala 2019
Trousdale County Senior Center Annual Health Fair
Franklin Boys & Girls Club
Senior Fair @ McKendree Village
Dickson Old Timers Day
Maplewood Academy
TN Strawberry Festival
Bellevue Family YMCA
Donelson- Hermitage Family YMCA
Boys & Girls Club of Murfreesboro
St. Clair Street Senior Center
Uffelman Estates
Bellevue Community Picnic
Music for Seniors
North Rutherford YMCA

LIST OF ALL PROGRAMS SERVED U.S. IN 2019

Robertson County YMCA	School Employees Retirement Systems of Ohio
Fort Fest	Milo Grogran Clubhouse
Christ Church YMCA	Reynoldsburg Senior Activity Center
Nashville Rescue Mission - Women's	Ohio State Game - Fan Fest
Tiny Living Festival	Martin Janis Senior Center
LaVergne Senior Center	Eldon & Elise Ward Family YMCA
Knowles Fifty Forward	Westerville Senior Center
The Lodge at Natchez Trace	Liberty Christian Academy
Goodlettsville Senior Adult Program	Grove City YMCA - Health Fair
Nashville Walk4Hearing - HLAA	Downtown Raleigh Home Show
Berkshire Property - Family Camp	Wake Forest Boys & Girls Club
Nashville Hot Air Balloon Festival & Polo Match	Northwest Cary YMCA
Toledo Air Show	Carolina Preserve By Del Webb
National Baby Food Festival	Zebulon Boys & Girls Club
David D. Hunting Branch YMCA	Washington Elementary School Boys & Girls Club
Paul L. Phillips Boys & Girls Club	Taylor Family YMCA
Visser Family YMCA	Raleigh Boys Club ; Raleigh Girls Club ; Raleigh Teen Center
Seidmen Boys & Girls Club	Downtown Durham YMCA
Food Truck Fridays at Riverside Park	Loris Bog-Off Festival
Senior Neighbors	Pepper Geddings Recreation Center
Thunder over Michigan Airshow	Claire Chapin Epps YMCA
West Side YMCA	35th Annual Jack O Lantern Jubilee
St. Johns Mint Festival	Marshall Family YMCA
Parkwood YMCA	Augusta South YMCA
Danish Festival	Family YMCA of North Jefferson
American legion 101st National Convention	Steiner Branch YMCA
Cleveland Airshow	Atlanta Christmas Gift Show
Fall Home & Garden Show	Ultimate Women's Expo Atlanta
Hilltop YMCA	
Easton Town Center	

LIST OF ALL PROGRAMS SERVED U.S. IN 2019

East Lake Family YMCA

Carl E. Sanders Family YMCA at Buckhead

**Carl E. Sanders Family YMCA at Buckhead-
afterschool enrichment
program**

Girls of Excellence 5K run/walk & Health Fair

North River YMCA

Cleveland Family YMCA

One Generation away

South Haven Christian School

Nashville Women's Rescue Mission

Gallatin Senior Center

Eargo Office - Wellness Fair

Gilda's Club

Sycamore Terrace

Cleveland Park Boys & Girls Club

Preston Taylor Ministeries

**Gilda's Club / Provision Proton Center/ TN
Oncology**

Maryland Farms YMCA

Fifty Forward Madison Station

LIST OF MIDDLE TN PROGRAMS SERVED IN 2019

Andrew Jackson Boys & Girls Club	TN Strawberry Festival	Cleveland Family YMCA
Cochlear Celebration Conference - Gaylord Convention Center	Bellevue Family YMCA	One Generation away
G7 Entertainment Marketing	Donelson- Hermitage Family YMCA	South Haven Christian School
Southern Women's Show	Boys & Girls Club of Murfreesboro	Nashville Women's Rescue Mission
Fannie Battle Day Home for Children	St. Clair Street Senior Center	Gallatin Senior Center
Backfield in Motion	Uffelman Estates	Eargo Office - Wellness Fair
Tennessee Health Fair	Bellevue Community Picnic	Gilda's Club
Fifty Forward Bordeaux	Music for Seniors	Sycamore Terrace
Preston Taylor Boys & Girls Club	North Rutherford YMCA	Cleveland Park Boys & Girls Club
10th Annual Southern Lawn, Garden & Home Show	Robertson County YMCA	Preston Taylor Ministeries
Northwest Family YMCA	Fort Fest	Gilda's Club / Provision Proton Center/ TN Oncology
Margaret Maddox Family YMCA	Christ Church YMCA	Maryland Farms YMCA
Senior Center at Ashland City	Nashville Rescue Mission - Women's	Fifty Forward Madison Station
Easter Extravaganza	Tiny Living Festival	
Clarksville 50+ Activity Center	Backfield in Motion	
Clarksville YMCA	LaVergne Senior Center	
Marathon Village	Knowles Fifty Forward	
Hear the Music Gala 2019	The Lodge at Natchez Trace	
Trousdale County Senior Center Annual Health Fair	Goodlettsville Senior Adult Program	
Franklin Boys & Girls Club	Nashville Walk4Hearing - HLAA	
Senior Fair @ McKendree Village	Berkshire Property - Family Camp	
Dickson Old Timers Day	Nashville Hot Air Balloon Festival	
Maplewood Academy	North River YMCA	

RESOURCES



CONTACT: Jaime Vernon, jvernon@songsforsound.com, 615.739.1194

Sertoma Millenium Maxwell-House Luncheon
 Sertoma Press Event \$50,000 Sponsorship Presentation (Giant Check)
 Tuesday, July 31, 2018
 11:30-12:30 pm

RELEASE

No Music, No Music City

Sertoma's Nashville-chapter Donates a \$50,000 Grant to Music City's Premier Hearing Charity, Songs for Sound, and the #HEARtheMUSIC Project



NASHVILLE, TN. (July 30, 2018) – Imagine living in Nashville incapable of hearing the music. Sertoma's mission is on point: Service To Mankind. Sertomans across the country are unified with a single purpose: serve communities and improve the lives of those who need help; specifically, improve the quality of life for those at risk or impacted by hearing loss through education and support.

Songs for Sound's mission is to provide AWARENESS of hearing loss solutions, ACCESS to hearing loss screening and devices and encourage ACTION for those suffering from hearing loss and deafness. Songs for Sound aims to provide everyone with an opportunity to live a mainstream life full of sound and language, and of course, MUSIC.



61% OF PEOPLE REFER TO AUDIOLOGY/ENT AND ARE GETTING THE HELP THEY DESERVE

Mild-to-Moderate Hearing Loss

SONGS for SOUND
 Hearing Test Results & Referral Letter
 Mild-to-Moderate
 REFERRED to an AUDIOLOGIST



Your test results reveal a possible MILD-to-MODERATE HEARING LOSS. We are REFERRING you to our partner AUDIOLOGIST & ENT for a full hearing work up. We encourage you to make an appointment with our partner audiologist right away and continue with annual hearing exams.

CHECKLIST TO HELP ME HEAR LIFE CLEARLY AGAIN:

- Either visit our preferred clinic in the email we sent you OR use a CLINIC FINDER to find an AUDIOLOGIST at cochlear.com
- Call your HEALTH INSURANCE PROVIDER to see which Audiologist is covered & ask if you need a referral from your primary physician.
- Schedule a full hearing evaluation right away with an Audiologist recommended on the clinic finder.
- If they recommend hearing aids please take action right away by contacting Eargo about their nearly invisible, very affordable, easy to use hearing aids.
- Always make an appointment when your hearing changes or worsens.
- Visit songsforsound.com for information on hearing loss; "like" our Facebook page to join others who have taken these steps too! [Facebook.com/songsforsoundpage](https://www.facebook.com/songsforsoundpage)

PLEASE CONSIDER A GIFT OF \$10 to help us give underserved children, Seniors, Veterans or help a child in Jamaica receive a FREE HEARING TEST and hearing aids!
 Visit songsforsound.com for more information!

The following companies have shown a commitment to this charitable mission. We believe in their products and services based on personal experiences, feedback and data which indicate they have the most reputable products in their lines of business.

(hearing aids)
 Ear Americas (cochlear implants and other implantable technologies)

SONGS FOR SOUND
HEAROES ROAD REPORT

AWARENESS. ACCESS. ACTION.

2019-20 REPORT
 OCTOBER 2019



SONGSFORSOUND.ORG
 GBAILEY@SONGSFORSOUND.COM



EXPENSES

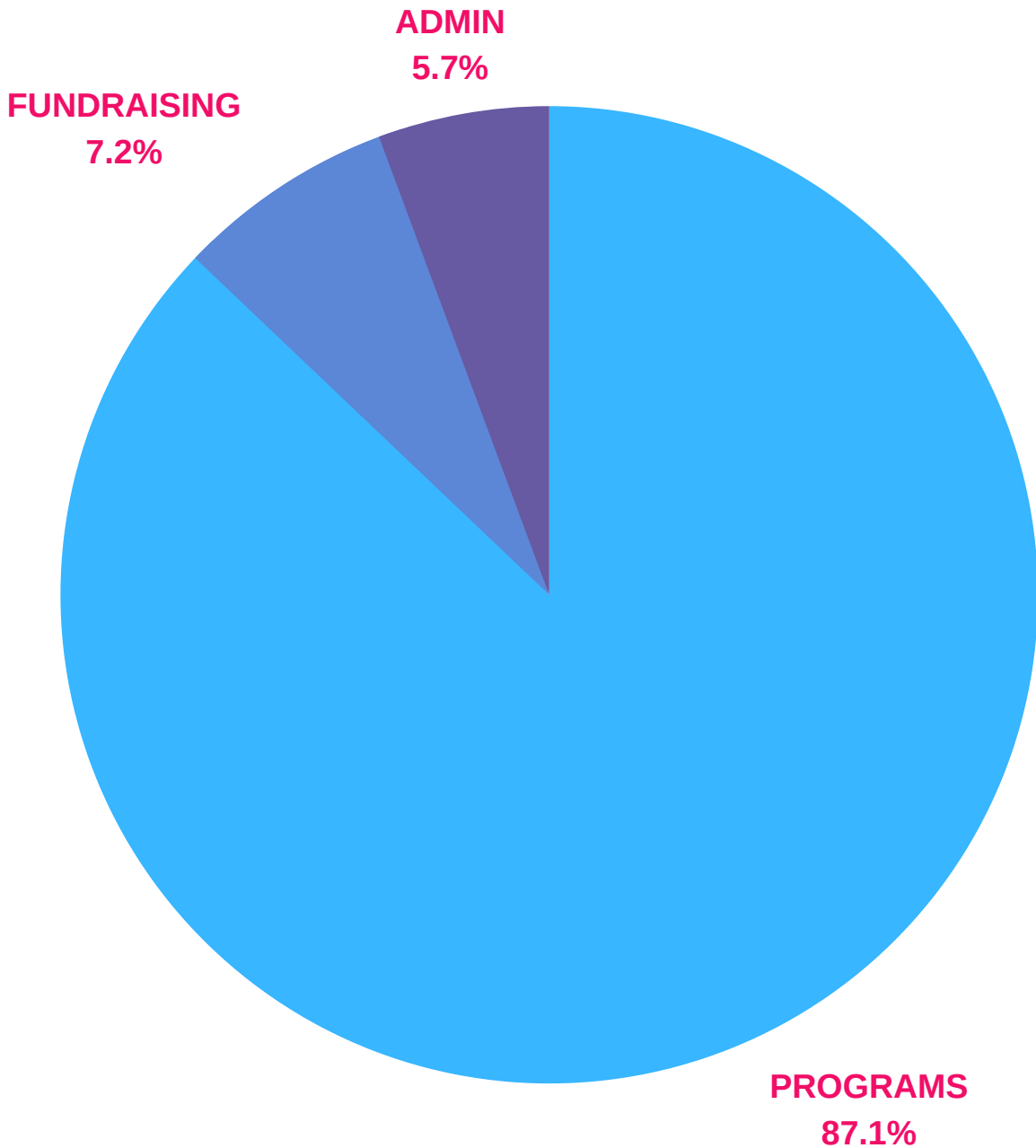
WE NEED YOUR HELP

2018

\$36,607
FUNDRAISING

\$440,776
PROGRAMS

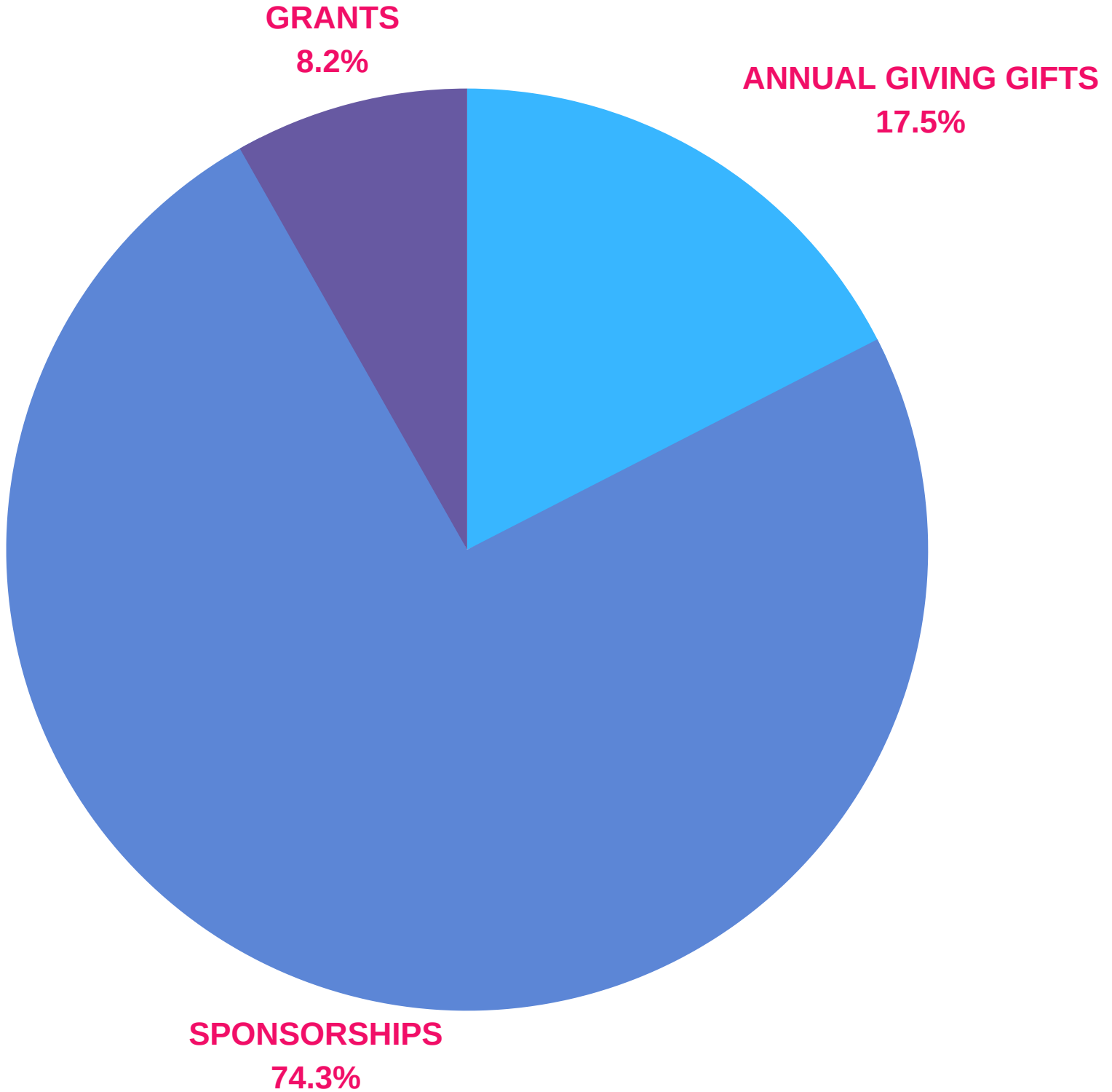
\$28,654
ADMINISTRATION





FUNDING

WE NEED YOUR HELP



Ways To Give



Monthly Gift

RECURRING GIFT OF ANY
AMOUNT



Our Events

JOIN US AT AN EVENT AND
LEARN MORE, TREAT YOUR
EMPLOYEES/FRIENDS & ENJOY
WHILE GIVING



Corporate Giving

CONTACT JAIME VERNON
TO SEE HOW YOUR COMPANY
CAN GIVE & CHOOSE THE
PROGRAM THEY LOVE THE
MOST!

Thank you

