



HEARING SPEECH + DEAF CENTER

Empowering Communication in Greater Cincinnati

Annual Report 2020

A Message from the CEO and Board Chair

Dear Friends of Hearing Speech + Deaf Center,

2020 was a year of reflection and introspection for many people, including all of us at Hearing Speech + Deaf Center (HSDC). Although we faced many challenges, the standstill we experienced in 2020 was an opportunity to focus on and reinvest in our mission, undistracted by the hectic schedules of the world before the COVID-19 pandemic.

Our mission: To empower individuals and families with successful communication tools and opportunities through advocacy, excellence and inclusion.

As we think about living our mission the question is: what does this truly mean?

- It means improving communication for everyone on a fair and equitable basis.
- It means we fight for the rights of the individuals we serve so they can receive the same level of service and excellence regardless of their socio-economic status.
- It means that everyone, regardless of their race, ethnicity, national origin, age, gender identity, sex, sexual orientation, religion, veteran, or disability status, is treated with the utmost dignity and respect.

It means, too, that we must live our mission out-loud, every day. Living out loud can be defined as being genuine, open, trustworthy, living on purpose, loving others and yourself, living passionately for your values, no matter what. Letting others see your light shine, and not being afraid to be different or worry about others opinions of you. Living a life that you're excited about, with purpose, on your terms. Inspiring others to do the same. We must embody our mission in our everyday actions and choices. In doing so, we can continue to inspire ourselves by serving others.

Everyone who comes to work at Hearing Speech + Deaf Center must have a passion for helping others more than helping themselves. Because of this, the qualities that every HSDC team member has, at their core includes openness, love for others, genuineness, and trustworthiness. Every member of the HSDC team lives out loud their authentic desire to serve others.

As we navigated through the pandemic, our number one priority was to keep our patients, clients, and staff safe and to maintain effective communication. In doing so, we provided Deaf Advocacy and Community Employment Services via videophone. American Sign Language interpreting services were provided via Video Remote Interpreting rather than in person, when appropriate. In addition, Audiology, Speech-Language Pathology and Occupational Therapy services were provided via telehealth.



With these approaches, we were able to provide approximately 40% of our services. Therefore, we experienced a substantial reduction in revenue. In order to sustain our operations, we received funding under the Paycheck Protection Program as well as the Economic Injury Disaster Loan Program.

The funding from these two loan programs helped us to bridge the gap between the reduction in our services and revenue and the return to our normal service volume. With the assistance of these two programs, we were able to retain our staff at 100% of their normal pay.

In addition to continuing to provide services and retain our staff, we started an initiative to create and distribute window masks to increase access to communication for individuals who are deaf or hard of hearing. As various news organizations covered our initiative, we received requests from organizations and provided masks throughout the US. In addition, we partnered with Interact for Health to provide additional masks throughout greater Cincinnati.

We remain dedicated to our mission of empowering individuals and their families by providing opportunities and communication tools. Our goal remains to reach everyone in the Greater Cincinnati area who can benefit from our services. To all of you who have supported our mission and our goal for many years, and to those who have recently joined our journey, you have our utmost appreciation. Because of you, we move forward with renewed aspirations and commitment.



Very sincerely,

J.B. Boothe, OTR/L, MBA
Chief Executive Officer

John Sinclair
Chair, Board of Directors

About Hearing Speech + Deaf Center

Mission

To empower individuals and families with successful communication tools and opportunities through advocacy, excellence, and inclusion.

Vision

To be the community leader in providing access to all people to realize their full communication potential.

Values

- To promote self-reliance and self-sufficiency
- To provide client-centered and family-centered state-of-the-art services and products
- To provide equal access to our service for all members of the community
- To conduct ourselves with integrity, a high degree of professionalism, and business ethics
- To embrace diversity
- To support and respect an individual's choice of communication mode

Board of Directors

We acknowledge the contributions of our Board Members for their time and leadership in 2020.

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Wayne Scott, Treasurer

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Leadership

J.B. Boothe, OTR/L, MBA, Chief Executive Officer
Heather Lambert, Director of Finance and Human Resources
Nancy Mills, AuD, Director of Audiology and Clinical Services
Frances Robinson, NIC, Director of Community Services for the Deaf
Steve Wesselkamper, Director of Development and Marketing

Empowering Communication

Audiology -

Hearing loss affects about one in every ten people in Greater Cincinnati, and we have seen hearing loss make it difficult for people to communicate in their daily lives, both at home and at work. As a result, we pride ourselves in our unwavering focus on our patients' listening needs and lifestyles to support their unique journeys to reach their full potential.

Speech-Language and Occupational Therapy -

Our speech-language pathologists use evaluations and therapy strategies to improve speech and language disorders and maximize their patients' communication abilities. Our occupational therapists evaluate and treat deficits or delays in the areas of gross motor skills, fine motor skills, and sensory integration.

Community Services for the Deaf -

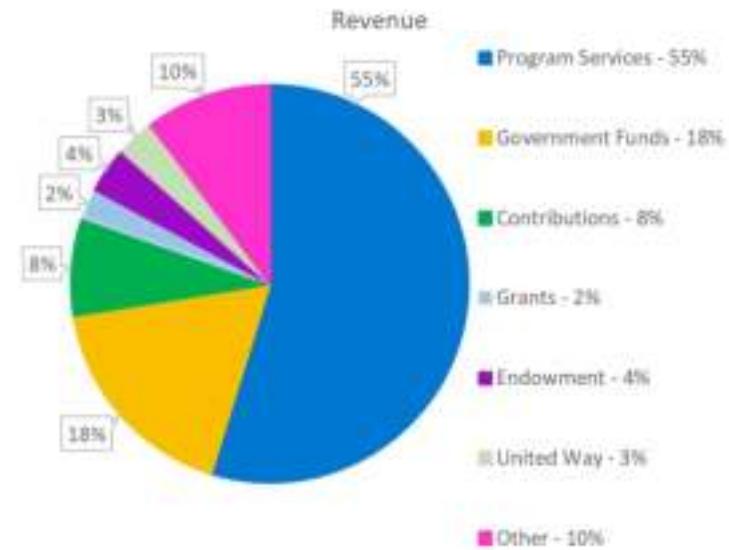
We offer American Sign Language interpreting and C-Print[®] captioning for individuals or businesses who have clients, patients, or students who are deaf. We also offer advocacy, monthly social events, and Community Employment Services to the deaf community.

2020 Financial Overview

Hearing Speech + Deaf Center increased financial stability and efficiency over the past four years. This progress comes from efficiencies gained through infrastructure development, expansion of services with effective and efficient delivery models, and expense management. Total administrative and fundraising expenses declined for the fourth straight year to just 16 percent of expenses for 2020.

Revenue

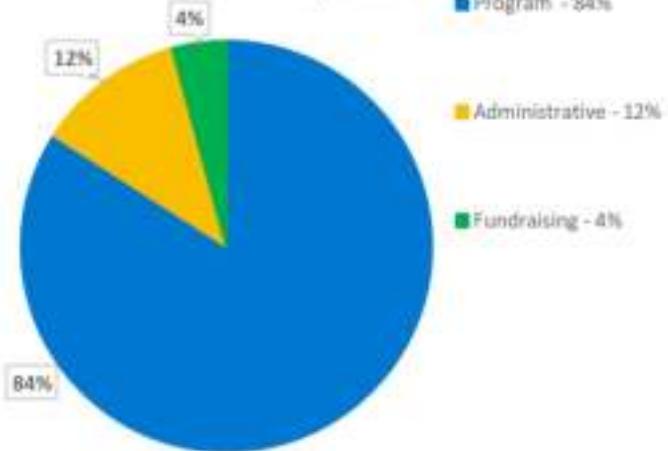
Program Services - 55%	\$1,383,985
Government Funds - 18%	446,093
Contributions - 8%	201,697
Grants - 2%	62,050
Endowment - 4%	95,030
United Way - 3%	78,600
Other - 10%	259,048
	<hr/> \$2,526,503



Expenses

Program - 84%	\$1,383,985
Administrative - 12%	446,093
Fundraising - 4%	201,697
	<hr/> \$2,526,503

Expenses



Grants

William P. Anderson Foundation
Bahmann Foundation
Erma A. Bantz Foundation
Charles H. Dater Foundation
Thomas J. Emery Memorial

Greater Cincinnati Foundation and
United Way of Greater Cincinnati
COVID-19 Regional Response Fund
Huenefeld Memorial Trust Fund
OneSource Center for Nonprofit
Excellence

John A. Schroth Family Charitable
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Sertoma, Inc
Robert and Christine Steinmann
Family Foundation

Clinical Services

In 2020, our clinicians confronted once-in-a-lifetime obstacles with the emergence of COVID-19. We removed barriers to communication with our unique window masks, our drive-up hearing aid services, and through telehealth appointments. As a result, our fantastic staff continued to provide our patients with top-notch clinical services.

Regular face masks are an obstacle to communication for anyone who reads lips to communicate. We sent almost 2,500 special window mask to the deaf and hard of hearing individuals in our community and across the country. Our window masks with a clear "window" at the mouth area went to eleven states, and Ohio Governor Mike DeWine and the First Lady responded with a special thank you for the window masks we sent them!

With COVID raging, our audiologists collected faulty hearing aids from patients who remained in their vehicles in the parking lot. After minor repairs and cleanings, our staff returned the equipment to the patient in the parking lot.

At Katie's House for Speech and Occupational Therapy, we staggered patient scheduling so waiting families didn't need to share common spaces, adopted special hours, and utilized telehealth therapy. Patients could continue with treatment.



Clockwise from top: (1) A staff member wearing a window mask. (2) A thank you note from a young occupational therapy patient in Katie's House. (3) A few of the 2,500 window masks we provided to remove communication obstacles.



Community Services for the Deaf

Our Community Services for the Deaf division partners with OOD (the State's Opportunities for Ohioans with Disabilities) to provide support and communication services to deaf, hard of hearing, and deafblind individuals, their families, and communities. In 2020, we supported the deaf community with employment services, advocacy for 175 clients, 10,400 hours of interpreting services, and other aid. We aided a client in his efforts to avoid homelessness in April 2020 as the pandemic closed many homeless shelters. For another, we collaborated with OneSource Center for Nonprofit Excellence to replace her waterlogged home furnishings after flooding and water damage made her home unlivable.

Advocacy Services

Hours spent related to...

59+	9+	44+	403+	4%	96%	10,400+
Community	Education	Legal	Life Skills	requests made less than 24 hours in advance	requests filled	hours
42+	5+	480+	5+			
Medical	Mental Health	Vocational	Youth Services			

Interpreting Services

2020 Donors

THANK YOU TO OUR 2020 DONORS

Thank you to our all of our donors in 2020! Through your support of our annual fund, special events, and your gift-in-kind donations, we have been able to provide services to the deaf and hard of hearing populations in our community. Each donor is very important to us, and we have made every effort to ensure the accuracy of all names listed. If a name was overlooked or printed incorrectly, please contact Steve Wesselkamper at 513-487-7716 or swesselkamper@hearingspeechdeaf.org so we can correct our records.

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2020 Virtual Gala

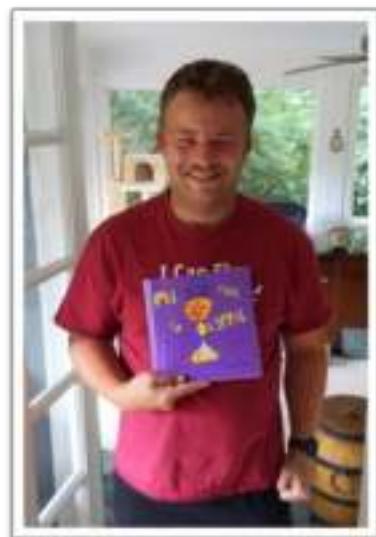
Each May since 2017, our **Laura and Richard Kretschmer Service Award Gala** has been an essential source of funds for aiding anyone with communication disorders or deafness and advancing communication equity. No surprise that the COVID-19 pandemic made 2020 challenging for us and every nonprofit across the country that relies on special events.

First, the in-person gala we planned for May 2020 was postponed until September before becoming an online event streamed on our website www.hearingspeechdeaf.org, Facebook, and YouTube.



We recognized **three long-time service volunteer champions** who worked with us for decades to remove obstacles to communication, and a **Rising Star super-achiever**:

- For more than thirty years, **Cincinnati Bell** and its leaders have been great partners of Hearing Speech + Deaf Center in removing obstacles to communication throughout the Greater Cincinnati community.
- **Kevin Murray** serves on our board and as Senior Vice President and Chief Information Officer of Cincinnati Bell.
- **Brian Keating** served on Hearing Speech + Deaf Center's board for 12 years, including two terms as board chair, and retired from Cincinnati Bell as Vice President of Human Resources and Administration.
- **David Tripathy** is the recipient of our Rising Star Award. David is a Kroger employee, a three-time medal winner in various swimming events at the Special Olympic, and a published author.



Top row: Drs. Richard and Laura Kretschmer;

Middle row: David Tripathy and his book, *My Road to Olympic Gold*;

Bottom row, left to right: Leigh Fox, Kevin Murray, and Brian Keating



HEARING SPEECH + DEAF CENTER

Empowering Communication in Greater Cincinnati

513.221.0527 Main phone

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Main Office

2825 Burnet Ave.

Suite 330

Cincinnati, Ohio 45219

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2021 YEAR END GIVING

As you plan your 2021 year-end giving, thank you for considering Hearing Speech + Deaf Center. You can make a difference in the lives of families with communication challenges in our community!

TO DONATE TO HEARING SPEECH + DEAF CENTER

1. Visit our website:
hearingspeechdeaf.org/donate
2. Call us at **513.487.7716**

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What will your legacy be? You can contact us about planned giving.

Your bequest will empower communication in Greater Cincinnati. Your gift will make a difference to our neighbors with communication disorders or deafness.