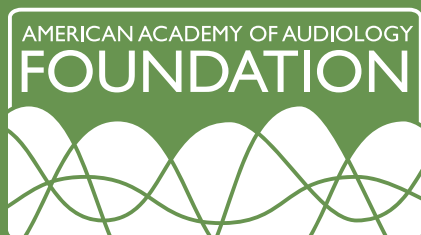


ANNUAL REPORT 2008/09



Our mission: To raise funds and support for programs of excellence in research, education, and public awareness in audiology and the hearing sciences

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NOVEMBER 1, 2009

Dear Colleagues,

Thanks to the support of many members and friends of the Academy and the hearing health-care industry, the American Academy of Audiology Foundation closed the books on another successful year in June. On behalf of Brad Stach, PhD, former chair of the Foundation, and both current and past members of the Board of Trustees, I am pleased to present a summary of our fundraising and funding efforts in our 2008-09 *Annual Report*.



The successes of the past year can be measured by an increase in philanthropic giving. However, just as importantly, the Foundation's achievements can also be measured by an increase in the programmatic support we provided for worthy projects in audiology research, education, and public awareness. This year, our expenditures included over \$183,000 of programmatic funding, an increase of 39 percent over the

previous year.

The fact that the Foundation was able to increase programmatic support in these challenging economic times is a remarkable credit to our many donors. Many members of the Academy give generously year after year. Our partners in industry continue to support us in a generous and meaningful way. The Foundation board is grateful for this continued commitment to the hearing-impaired community.

As the new Foundation chair, part of my responsibility is to work with the board to ensure the wise use of financial resources and to raise new funds. But the Foundation is about more than dollars and cents, more than "donations in, grants out." We are *your* professional philanthropic organization, so I encourage you to get involved. *Register* for the new online Marion Downs Lecture in Pediatric Audiology, *bid* on an item in the Auction 4 Audiology, *encourage* a colleague to apply for the Member Assistance Program, or *support* one of your students as he or she applies for an Academy Research Conference scholarship. (And, yes, make a tax-deductible contribution, too! If every member of the Academy made a gift of just \$50 to the Foundation this year, we could triple our programmatic expenditures.) You are a member of our team...and we want your involvement as we work to accomplish great things for audiology and the hearing sciences.

Thank you for being part of the Foundation success story. To our supporters old and new, our accomplishments have been and will continue to be possible because of your generous gifts. Thank you for your past *and* future support!

Dianne Meyer, PhD

Chair, Board of Trustees

American Academy of Audiology Foundation

On the Cover: 2009 Summer Research Fellowship Award winner Kristin Musser performs otoscopy on a subject prior to recording her speech-evoked auditory brain-stem response.

To give or not to give, that is the question.

Or is it?

According to a 2008 Gallup poll, 84 percent of Americans had donated money to a charitable cause or organization in the last 12 months.

While the choice to give may be easy, we know the decision on where to give can be difficult. Gifts both large and small help the American Academy of Audiology Foundation reach our vision of healthy hearing, a future without hearing loss, and the highest quality hearing health care for all. Here are some concrete ways your donation can make a very real impact:

EDUCATE 10 fifth-grade classrooms about hearing conservation with Turn It to the Left® educational materials: **\$50**

ENCOURAGE future audiologists with a local science fair award for middle and high school students: **\$100**

SEND an audiologist experiencing financial hardship to AudiologyNOW!® with a travel stipend: **\$250**

EXPOSE a graduate student to cutting-edge research with a travel stipend to a hearing science conference: **\$500**

**Yes, we've had work done!
A fresh new logo and Web site
in development are part of
our Foundation facelift. Look
for continuing
improvements
in 2010!**



Kathleen Devlin Culver (right), AAAF director of development, joins Deanna Meinke, president of the National Hearing Conservation Association (NHCA), and James Lankford, (second from left) president of the NHCA Foundation, to congratulate Cory Portnuff as he is recognized for his research on noise-induced hearing loss (NIHL). The AAAF partnered with the NHCA Foundation to fund a scholarship and travel award for the first time this year.

AAAF's
Hear After
SOCIETY

MYTH: It's a legal headache and time-consuming process to make an estate gift.

FACT: The truth is that making a legacy gift is a lot easier than you think. In fact, approximately 75 percent of all planned gifts are simple bequests.

Contact the Foundation office for more information on how to support healthy hearing initiatives for many years to come with your legacy gift.

Breakdown of Fundraising and Other Revenue

INDIVIDUAL GIVING TO ANNUAL FUND

Unrestricted	\$44,300
Restricted	\$14,600

CORPORATE AND INDUSTRY GIFTS

Unrestricted	\$10,500
Restricted	\$185,000

OTHER

Special Events	\$19,700
Gifts in Kind	\$21,400

TOTAL FUNDRAISING REVENUE

\$295,500

INTEREST/OTHER EARNINGS

\$(31,200)

TOTAL REVENUE

\$264,300

Change in net assets of \$5,400 will be earmarked for future programmatic initiatives.

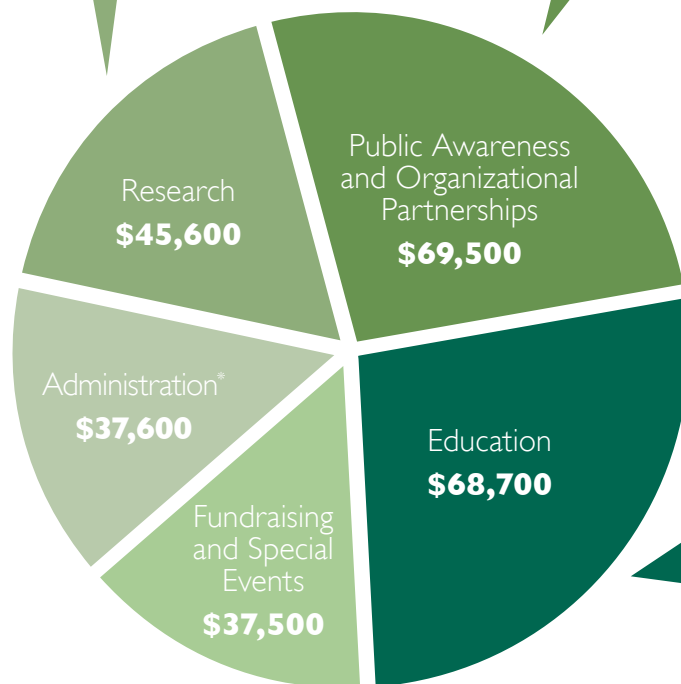
Your Foundation Dollars at Work!

Research

- » Jerger Award for Excellence in Student Research
- » NIHL Research Award
- » Pediatric Research Award
- » Research Grants in Hearing and Balance
- » Student Research Forum Awards

Public Awareness and Organizational Partnerships

- » American Board of Audiology (ABA) Pediatric Audiology Specialty Certification Initiative
- » American Commission for Audiology Education (ACAE)
- » Association for Research in Otolaryngology (ARO)
- » Children's Hospital of Philadelphia
- » National Audiology Awareness Month
- » National Education Association (NEA) Turn It to the Left® Outreach
- » National Hearing Conservation Association (NHCA)
- » National Protect Your Hearing Month
- » Texas Academy of Audiology (TAA) Science Fair Awards



Education

- » Gold Standards Summit: Transforming Clinical Education in Audiology
- » Hearing Assistance Technologies DVD
- » Marion Downs Lecture in Pediatric Audiology
- » Member Assistance Program

TOTAL EXPENSES

\$258,900

*In efforts to be good stewards of philanthropic gifts of Academy members and Foundation friends, most board members pay for their own travel expenses for our November on-site meeting.

Public Awareness and Organizational Partnerships

Thanks to generous giving by Academy members and hearing industry partners, the Foundation supported over \$69,000 in programs that increased awareness about hearing health care. Some of these initiatives were funded in collaboration with other organizations committed to healthy hearing, such as the American Board of Audiology (ABA), Accreditation Commission for Audiology Education (ACAE), Association for Research in Otolaryngology (ARO), and National Hearing Conservation Association (NHCA).

In fall 2008, as part of the Turn It to the Left® (TITTL) public awareness campaign, the Foundation joined the Academy on a teacher outreach program focused on noise-induced hearing loss. The Foundation received over 1,000 requests for TITTL CDs and other educational materials after promotional ads were run in educational publications during National Protect Your Hearing Month and National Audiology Awareness Month. Almost 2,000 educators accessed the resources online.

To help foster the next generation of audiologists, the Foundation has been working with the Academy to increase awareness among middle and

high school students about audiology as an exciting career option. It kicked off this new initiative by partnering with the Texas Academy of Audiology to recognize Texas students who conducted audiology research for their science fair projects. The Foundation will expand this initiative in 2010 by inviting state academies nationwide to apply for grants to fund science fair prizes in the hearing sciences.

Education

In 2009, the Foundation provided over \$68,000 in funding for educational programs in audiology, including production of the Hearing Assistance Technologies (HAT) DVD. This training DVD is a follow-up to the *HAT Clinical Practice Guidelines for Children and Youth from Birth to 21 Years* developed by the Academy's HAT Task Force. The DVD played continuously at the Foundation booth at AudiologyNOW!® 2009, and over 1,200 complimentary copies were distributed at the convention and the Academy's online store.

Started in 2005, the Member Assistance Program (MAP) offers audiologists experiencing financial hardships the chance to attend AudiologyNOW! with complimentary convention registration and travel stipends.

The annual Marion Downs Lecture in Pediatric Audiology at AudiologyNOW! 2009 featured Dr. Richard Miyamoto's presentation "Cochlear Implants in Infants and Children." In 2010, this program will expand to include on-demand viewing of the lecture through eAudiology and free international access to the lecture through the Academy's continuing education program for one year following the live Webcast.

Educational expenditures in 2009 also included partial funding of the Academy's Gold Standards Summit: Transforming Clinical Education in Audiology.

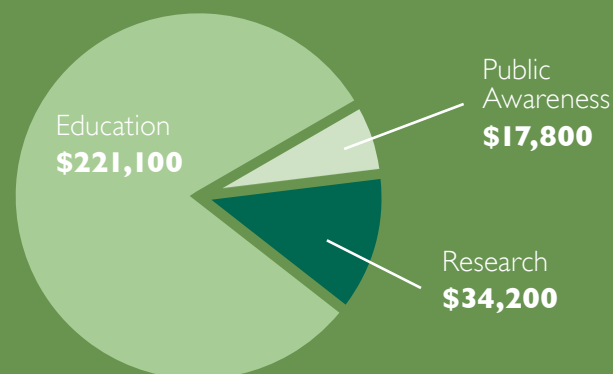
Research

The Foundation funded over \$45,000 in research awards in 2009. The Academy's Research Grants in Hearing and Balance includes annual funding of the New Investigator Research

Grant, Student Investigator Research Grant, and Student Summer Research Fellowship. (In 2010, the program will include a new Vestibular Research Grant for a Student Investigator or Summer Fellowship). The Foundation also honors students presenting posters or research findings at AudiologyNOW! by granting the James Jerger Awards for Excellence in Student Research and the Student Research Forum Awards each spring.

Support of cutting-edge research is an annual funding priority, and the Foundation has provided grants and awards to many students and other early career audiologists as they work to advance the science of audiology. In addition, the Foundation partners with the Academy to recognize our "next generation" researchers at the Honors and Awards Banquet at AudiologyNOW! each year.

RESTRICTED FUNDS—\$273,100 (AS OF JUNE 30, 2009)



Funds in reserve for expenses in future fiscal periods.

Note: Dollar amount estimations based on June 30, 2009 (unaudited) financial statements.

2009 Annual Fund

Individual Donors (Gifts made from July 1, 2008, through June 30, 2009)

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2009 New Investigator Research Grant winner Lauren Calandruccio, PhD, attaches a micro-phone to her subject, so she can digitally record her oral responses to a speech recognition in noise listening task.

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**In Honor of Sandra
 Gordon-Salant**
 Gilbert Herer
 Laura Wawroski

**In Honor of Hear Florida
 Audiology Group**
 Adam Locker

In Honor of Robert Keith
 Gilbert Herer



2009 New Investigator Research Grant winner Andrea Warner-Czyz, PhD, studies how much information six-month-old babies need to discriminate between two syllables using a visual habituation procedure.

**In Honor of Military
 Audiologists**
 Richard Danielson

**In Honor of Briseida
 Northrup**
 Carolyn Musket

In Honor of Ross Roeser
 Gilbert Herer

In Honor of Brad Stach
 Delmar/Cengage
 Learning, Inc.

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 Anderson**
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**In Memory of Michael
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***These AAAF Visionaries have made special multiyear pledges to the Foundation. We thank them for their commitment and vision.**

Although every effort is made to ensure all our donors are listed, there is an occasional oversight. If you believe that your name has been omitted from the above list of contributors to the AAAF, please call the Foundation office so that we can correct our records.

THANK YOU!

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Marion Downs Lecture in Pediatric Audiology



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The AAAF thanks Amy Miedema,
Suzi van der Sterre, and Joyanna Wilson for
their work on the 2008-09 Annual Report.

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