



2025 Data Report

What is H&V Headquarters' reach?

What is the reach of our Chapters/Programs locally?

Hands & Voices Headquarters' Data

The following information includes data from the HQ level only for Calendar Year 2025.
This section does not include individual Chapter or Program data.

Snapshot of the 2025 H&V website traffic.

Total users

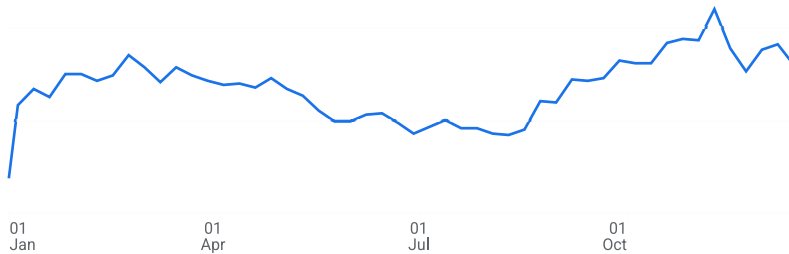
128,510

New users

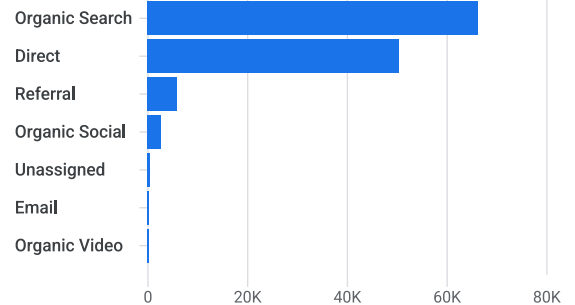
125,859

Returning users

19,446



New users by

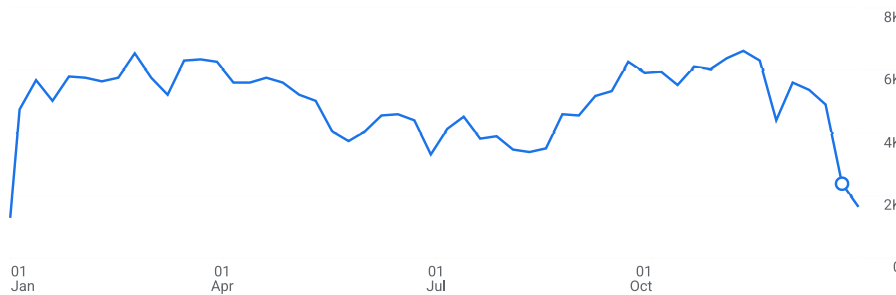


Views

262K

Event count

897K



Event count by Event name

EVENT NAME	EVENT COUNT
page_view	262K
session_start	179K
user_engagement	170K
scroll	130K
first_visit	126K
click	15K
file_download	13K

Top 10 Pages

	↓ Views	Active users	Views per active user	Event count
Total	262,104 100% of total	128,267 100% of total	2.04 Avg 0%	1m 14s Avg 0%
				896,931 100% of total
1 Hands & Voices	97,201 (37.08%)	42,581 (33.2%)	2.28	39s
2 Hands & Voices :: Communication Considerations	33,557 (12.8%)	21,898 (17.07%)	1.53	2m 16s
3 H&V Family, Language & Learning - FL3	14,814 (5.65%)	6,569 (5.12%)	2.26	37s
4 Marlee Matlin: What My Parents Understood	4,841 (1.85%)	4,482 (3.49%)	1.08	1m 53s
5 Hands & Voices - ASTra	4,031 (1.54%)	2,151 (1.68%)	1.87	41s
6 Hands & Voices :: Research Opportunities	3,320 (1.27%)	1,654 (1.29%)	2.01	1m 14s
7 Applying for Disability Benefits For a Child	2,929 (1.12%)	2,664 (2.08%)	1.10	56s
8 The Parenting Side: Raising Derrick Coleman	2,694 (1.03%)	2,403 (1.87%)	1.12	1m 23s
9 H&V GBYS	2,517 (0.96%)	1,718 (1.34%)	1.47	40s
10 'Sound and Fury' Update: A Family Comes Together Again	2,406 (0.92%)	2,773 (2.16%)	0.87	1m 25s

Followers of H&V HQ Facebook Pages 2025

- ✓ 398,548 - Page Reach: The # of people who saw any content from your Page or about your Page, including posts, stories, ads, social information from people who interact with your Page and more.
- ✓ 13,153 - Page & Profile Visits – The # of times your page was visited.
- ✓ 878 – New likes and followers – The # of new likes of your Facebook page.
- ✓ 8,514 Content Interactions -- The number of likes or reactions, saves, comments, shares and replies on your content



Facebook Pages - # Followers	2025	2024	2023	2022	2021
Main Page	17,470	16,592	15,983	15,202	14,303
Unilateral	1,984	1,923	1,793	1,524	1,447
Deaf Plus	1,532	1,491	1,410	1,260	1,054
O.U.R.	458	429	377	362	274
Manos y Voces	430	433	431	373	322
Military Project	520	509	474	430	405
TOTAL FOLLOWERS	22,394	21,377	20,468	19,151	17,805

Top Facebook Original H&V Posts by reach

	Reach	Clicks	Likes/Reactions
September is Deaf Awareness Month	18, 178	10,336	593
This family was missed (Every Day Counts)	15,831	7,938	359
Happy International Cochlear Implant Day	15,325	9,386	491
What Parents Should Know: Your Deaf Child's Social-Emotional Develop-ment	12,936	6,676	325
As Deaf Awareness Month comes to an end	8,825	5,741	132

Facebook Post Reach - The number of people who saw your post at least once. Reach is different from impressions, which may include multiple views of your post by the same people. This metric is estimated.

Link clicks - The number of clicks on links within the ad that led to destinations or experiences, on or off Facebook.

Facebook Post Likes/Reactions - The number of reactions on your post. The reactions button on a post allows people to share different reactions to its content: Like, Love, Haha, Wow, Sad or Angry.

2025 H&V Instagram



- 3,275 Followers – The # of followers who started following your Instagram account.
- 9,442 Reach - The # of unique accounts that saw any of your posts or stories at least once.
- 31,287 Views - The # times your content was viewed.
- 56 New Followers – The # of new accounts that started following your account.



Instagram

Story	Impressions
El can make a lifelong difference (Every Day Counts)	3,428
National ASL Day	2,668
This Family Was Missed (Every Day Counts)	2,472
As Deaf Awareness Month Comes to a Close	1,405
Deaf Awareness Day –	1,139



What Do Our Chapters/Programs Report?

Hands & Voices Annual Chapter Data (calendar year, not all Chapters reported data)

Chapter Annual budget

(2025 includes four chapters with budgets of \$205.6K, \$215K,\$364K, and \$746K).

Average Budget for 30 Chapters reporting less than \$100K is \$17,536.

34 Chapters reported annual budgets.

Calendar Years	2025	2024	2023	2022	2021	2020
Chapter Annual budget	\$2,056,416	\$2,197,160	\$2,226,421	\$1,947,140	\$1,744,582	\$1,645,146

Hands & Voices Chapter Data (calendar year, not all Chapters reported data)	2025	2024	2023	2022	2021	2020
# Authorized Chapters	43	43	41	41	42	43
# Provisional Chapters	4	4	3	1	3	3
# Start-up Chapters	2	0	2	2	3	4
# of Chapter events in calendar year	579	531	579	629	538	543
# of Individual Families Served (unduplicated)	10635	10529	12111	11680	11,555	10,742
# of Individual Professionals Served (unduplicated)	4598	4626	6122	4815	2,569	5,734
# of DHH Individuals Relationships built (unduplicated)	1887	1521	2083	1685	1,065	1,086
# of contacts to ALL families (DUPLICATED)	96395	90898	103952	88003	80,335	43,849
# of contacts to ALL Professionals (DUPLICATED)	25801	17080	22608	21541	22,698	14,853
# of contacts to ALL D/HH Individuals (DUPLICATED)	6327	4789	7688	8985	5,470	3,163

How many families do you have on your email distribution list?	17408	15692	14817	16422	16,958	12,160
How many professionals do you have on your email distribution list?	5999	5977	4858	7068	6,318	4,764
# of Twitter followers	1241	1197	1269	2020	1,859	1,607
# of Facebook friends, followers, or members	57336	51264	50611	49295	44,255	40,746
# of Instagram followers	12080	10925	9744	8600	7,608	6,182
# of Chapters with ED Turn-over	10	8	6	7	13	11
# of 5-year Anniversaries Celebrated	0	3	1	0	0	1
# of 10-year Anniversaries Celebrated	0	2	4	1	5	5
# of 15-year Anniversaries Celebrated	3	4	4	4	2	2
# Chapters that did NOT report required data	1	7	2	1	4	5
# of Chapters who (states/territories/Countries) attended Leadership Conference	29	35	35	41	31	39

Chapter Anniversaries in 2025

15 Years – started in 2010

- Delaware
- Maine
- West Virginia

20 Years – started in 2005

- Indiana

Chapter Anniversaries in 2026

15 years – started in 2011

- North Dakota
- Virginia
- Tennessee
- Vermont
- Florida

20 years – started in 2006

- Wyoming
- Washington

30 years – started in 1996

- Colorado

2025 Race/Ethnicity (2024 data in parenthesis)

- 60.62% White (60.40%)
- 15.11% Hispanic/Latino (18.39%)
- 8.72% Black or African American (6.55%)
- 8.28% Non-White (7.76%)
- 5.43% Asian (5.17%)
- 1.27% American Indian/Alaska Native (1.21%)
- 0.57% Native Hawaiian or Other Pacific Islander (0.52%)

2025 Top Chapter Goal Areas:

- More effective and widespread outreach to underserved families (rural, DHH, DHH+, etc.)
- Diversify and grow Chapter Leadership (BOD and staff)
- BOD/Volunteer recruitment/engagement/retainment/follow-through
- Chapter and Organizational policy review and creation
- Provide more articles for The Communicator engaging BOD and Chapter member families

2025 Top 10 Chapters Served Most Families (unduplicated)

1. Colorado – 1,270
2. Minnesota – 1,218
3. California – 577
4. Indiana – 529
5. Texas – 514
6. Arizona – 463
7. South Carolina – 402
8. Arkansas – 399
9. Oregon – 398
10. Michigan – 312

2025 Top 10 Chapters Served Most Professionals (unduplicated)

1. Illinois – 1,236
2. South Carolina – 460
3. Washington – 346
4. Texas – 294
5. Colorado – 250
6. Vermont – 207
7. Maine – 175
8. California – 169
9. Arizona – 147
10. Louisiana – 120

Chapters with Highest # Chapter Events in 2025

1. Nevada – 63
2. South Carolina – 48
3. California – 41
4. Texas – 37
5. Indiana – 34
6. Michigan – 31
7. Illinois – 26
8. Minnesota – 26
9. New York – 22
10. Kentucky – 19

Chapters with President or ED turn-over in 2025

- Texas
- Kentucky
- Michigan
- British Columbia
- New Mexico
- Connecticut
- Hawaii
- Montana
- Iowa
- New Hampshire

Number of Chapters reporting the following experience, resources, or family experience available in their Chapter.

Services	2025	2024	2023	2022	2021	2020	2019
Families with more than 1 D/HH child	36	36	28	38	32	32	32
Unilateral	29	22	20	27	27	25	25
Connexin 26	23	21	23	26	20	21	20
Cytomegalovirus (CMV)	20	20	24	21	17	13	--
Microtia & Atresia	23	19	21	23	22	23	13
Deaf/Autism or ASD	25	19	25	18	22	23	17
Deaf/Blind	21	24	28	28	24	23	17
Families in low-resourced communities (poverty)	26	16	20	24	17	24	13
BAHA Implant	23	18	22	19	23	21	18
Auditory Neuropathy (ANSD)	19	17	19	20	19	21	15
Deaf/Down Syndrome	9	9	14	13	11	14	12
Premature infants	20	18	22	20	18	19	13
Deaf/Mental Health	20	17	27	25	15	22	11
LVAS	9	10	9	10	8	6	6
Goldenhar Syndrome	5	5	7	4	5	7	7
Brain Stem Implant	1	5	4	7	3	3	2

29 Chapters report the following non-English language experience in their Chapters and have families that can speak these languages

- | | | | |
|--|--|--|--|
| <ul style="list-style-type: none"> • Amharic • Arabic • Armenian • ASL • Burmese • Chinese • Dari • French • German | <ul style="list-style-type: none"> • Greek • Gujarati / Gujrati • Hawaiian 'Ōlelo • Hebrew • Hindi • Hmong • Japanese • Kazakh • Korean | <ul style="list-style-type: none"> • Kyrgyz • Malayalam • Mandarin / Cantonese • Nepali / Nevali • Polish • Russian • Somali • Spanish | <ul style="list-style-type: none"> • Swahili • Tagalog • Tamil • Telugu / Telegu • Turkish • Ukrainian • Urdu • Vietnamese |
|--|--|--|--|

Chapters report children adopted from the following states/countries

- | | | |
|--|--|---|
| <ul style="list-style-type: none"> • Arizona • California • China • Colombia • Ethiopia • Guatemala • Haiti • Hawaii | <ul style="list-style-type: none"> • Honduras • Idaho • India • Indonesia • Maine • Mexico • North Carolina • Ohio | <ul style="list-style-type: none"> • Oregon • Russia • South Dakota • Taiwan • Ukraine • United States • Wyoming |
|--|--|---|

Chapters report they have fathers/father figures in their Chapters with or without specific cultural experiences that are willing to talk with families:

- | | |
|--|--|
| <ul style="list-style-type: none"> • English • ASL • Arabic / Jordanian connection • Urdu • Hindi | <ul style="list-style-type: none"> • Spanish • Armenian • Caucasian • Mexican / some Spanish understanding |
|--|--|

Hands & Voices Military Project:

- # of Families Served: 4080
- # of Facebook friends, followers or members: 516

Other Deaf Plus/Unique Specialties/Syndromes reported by Chapters

- ADHD
- Additional learning disabilities
- Adult adoption
- ANSD / Auditory Neuropathy
- Asymmetrical hearing loss
- Atresia
- Autism / ASD
- Avoidant Food Restrictive Disorder
- BAHA / implant-related experience
- Barakat Syndrome
- Bartter Syndrome
- Bronchi-Oculo-Facial Syndrome
- Caudal Regression Syndrome
- Cerebral palsy
- CHARGE Syndrome
- Chromosome 18q deletion syndrome
- Chudley-McCullough Syndrome
- CMV / Congenital Cytomegalovirus
- CODA
- Cochlear Aplasia Deafblind
- Cognitive delay
- Coffin-Lowry Syndrome
- Donne Bar

- Hydrocephalus
- Hypoplasia
- Intellectual disability
- Klinefelter Syndrome
- Late cochlear implant surgery
- Late-identified Autism
- LVAS
- Mandibulofacial Dysostosis with microcephaly
- Meningitis
- Mental health
- Microtia Treacher Collins Syndrome
- Mondini Malformation
- Neurotypical / neurodivergent
- Noonan Syndrome
- ODD
- Pendred Syndrome
- Congenital heart defect / congenital heart disease
- Connexin 26 / GJB2
- Deaf Autism
- Deaf Plus
- DeafBlind
- Deaf/Down Syndrome
- Developmental delay
- Diabetes
- DiGeorge Syndrome

- Down Syndrome
- Ehlers-Danlos Syndrome
- Epilepsy
- Edwards Syndrome
- Gender identity
- Genetic syndrome / genetic-related experience
- Global peroxisomal disorder
- Goldenhar Syndrome
- HIE
- Holoprosencephaly
- Holt-Oram Syndrome
- Pierre Robin Sequence
- RUNX2 Mutation
- Seizure disorder
- Sensory differences
- Shprintzen-Goldberg Syndrome
- Social skills
- Syndromic hearing loss
- Transgender
- Twins
- Usher Syndrome
- VCRL Syndrome
- Vision difference
- Voh Winkle Syndrome
- Waardenburg Syndrome
- 5P deletion Syndrome
- 22q11 duplication Syndrome

2025 Program Reported Data

The following information is what Programs report to HQ annually.
(**not all programs report all data fields)

GBYS Program Data

GBYS Program Data	2025	2024	2023	2022	2021	2020	2019
# GBYS Programs	23	22	22	22	22	25	25
# Parent Guides	141	146	160	148	162	168	167
# D/HH Guides	43	44	46	40	44	37	43
GBYS Annual Budget	2,159,303	\$2,372,397	\$2,489,974	\$2,335,179	\$2,120,050	\$2,122,652	\$2,024,829
# Individual families served via GBYS (unduplicated)	4293	4004	4288	4720	6,743	3,629	3,737
# Families enrolled by 6 months of age**	996	1015	1078	991	1,013	1,101	--
# Families contacted but unresponsive**	563	555	606	525	403	632	--
# Families declined**	150	111	156	226	191	156	--
# Families referred by EHDI, but unable to contact**	732	618	826	394	504	155	--

2025 Program Reported Data

ASTra Program Data

ASTra PProgram Data	2025	2024	2023	2022	2021	2020	2019
# ASTra Programs	13	13	12	12	12	12	12
# ASTra Advocates	57	70	51	45	56	61	62
ASTra Annual Budget	\$294924.00	\$259,791.70	\$227,239	\$231,571	\$233,969	\$189,291	\$109,301
# Families served via ASTra	535	498	564	406	391	348	633