



2019 Data Report

What is our reach? Headquarters; Chapters, Programs

Hands & Voices Headquarters Data

The following information includes data from the HQ level only for Calendar Year 2019. This section does not include individual Chapter or Program data that was reported.



Followers of H&V HQ Facebook Pages:

✓ # Posts on H&V Main Facebook Page - 883

Facebook Pages - # Followers	2019	2018	2017
Main Page	11,953	8,534	7,700
Unilateral	1,260	963	705
Deaf Plus	695	536	301
O.U.R.	219	--	145
Manos y Voces	223	130	--
Military	305	214	165
TOTAL FOLLOWERS	14,655	10,377	9,016

Top 5 - People Talking about this (Storytellers-viral metric)

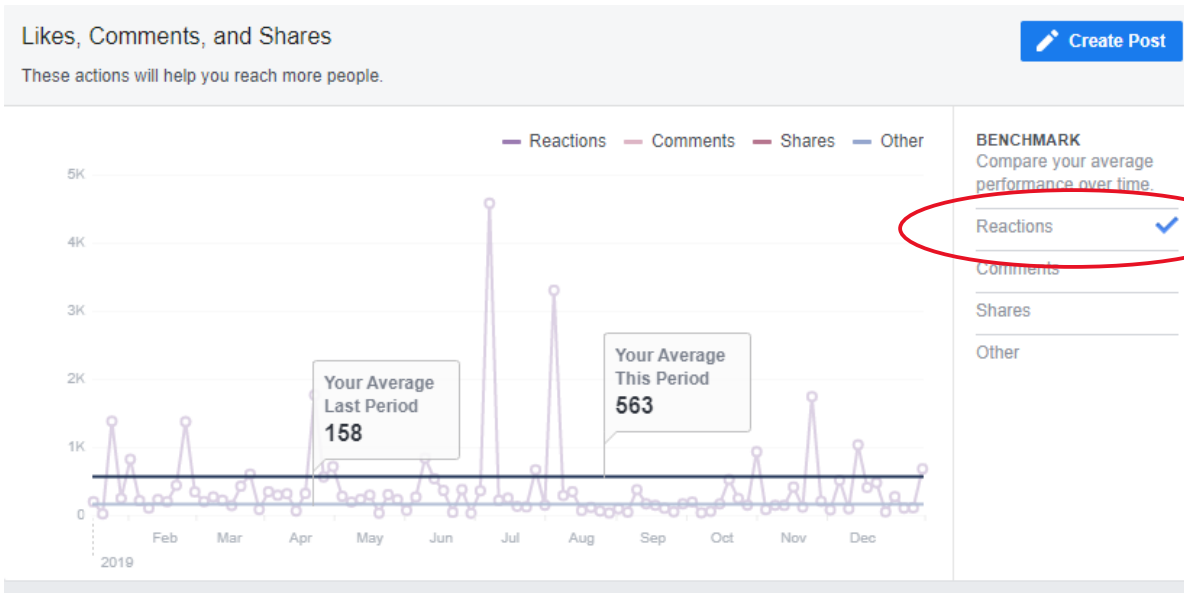
of people who engaged with the post, did something to show engagement to their friends

Date	Story	People Reached	Post Clicks	Likes, Comments & Shares
01/08/19	Skype Has Added Live Captioning and Subtitles For Those Who Have Hearing Disabilities https://www.facebook.com/handsandvoices/posts/10157258219644637	28,100	2,200	2,700
02/24/19	What does 100% look like for my child? https://www.facebook.com/handsandvoices/posts/10157138858749637	41,600	1,500	2,200
04/08/19	Bill to aid deaf and hard-of-hearing youth advances (Nebraska) https://www.facebook.com/handsandvoices/posts/10157258219644637	28,100	2,200	2,700
06/21/19	Toy Story 4 has a kid with a cochlear implant. https://www.facebook.com/handsandvoices/posts/10157417530034637	1,300,000	58,900	100,400

07/20/19	Johanna Lucht Broke Barriers as a Deaf NASA Engineer https://www.facebook.com/handsandvoices/posts/10157489735424637	28,700	922	5,300
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Page Followers – H&V Main Page

Jan 2019: 8,358 – Dec 2019: 11,953 (43% increase in 12 mon)





- ✓ Total # of Followers – 4,842 (to-date)
- ✓ Number of Tweets – 208
- ✓ Number of Likes - 548
- ✓ Total Impressions/Reach – 91,900 (51% increase from 2018)
 - Impressions measures the total number of views of a conversation (total number of times your content has been displayed on a screen).
 - Reach represents the size of an audience for a conversation (those who have seen our Tweets).
- ✓ Total Retweets - 297
- ✓ Link Clicks – 589



Instagram

- ✓ Total Followers - 1454
- ✓ Total # Posts – 86
- ✓ Number of Likes – 2,3743



RAISING A DEAF OR HARD OF HEARING CHILD

Hands & Voices

<https://handsandvoices.org/deafhardofhearingchildren/>

- ✓ # blog entries – 20
- ✓ # web hits to blogs – 7,078

2019 Chapter Reported Data

The following information is what Chapters report to HQ annually via Zoho for Calendar Year 2019.

Hands & Voices Chapter Data (calendar year)	2019	2018	2017	2016	2015
# Authorized Chapters	44	47	45	42	41
# Provisional Chapters	2	3	3	5	6
# Start-up Chapters	4	4	3	2	2
# of Chapter events in calendar year	510	467	454	401	396
Chapter Annual Budget (includes two chapters with budgets of \$191K, \$746K, two more Chapters have budgets over \$100K). Average Budget for 39 Chapters reporting less than \$100K is \$18,172.	\$1,876,469	\$1,870,207	\$1,621,496	\$1,375,763	\$1,089,249
# of Individual Families Served (unduplicated)	7,969	7,513	7,849	--	--

# of Individual Professionals Served (unduplicated)	4,104	3,894	2,598	--	--
# of DHH Individuals Relationships built (unduplicated)	1,410	1,344	481	--	--
# of contacts to ALL families (DUPLICATED)	23,961	16,607	--	--	--
# of contacts to ALL Professionals (DUPLICATED)	12,125	6,531	--	--	--
# of contacts to ALL D/HH Individuals (DUPLICATED)	6,464	4,655	--	--	--
# of paid memberships	1,565	1,224	1,129	--	--
How many families do you have on your email distribution list?	15,719	11,412	11,334	--	--
How many professionals do you have on your email distribution list?	4,970	5,991	4,557	--	--
# of Twitter followers	3,677	2,646	1,142	--	--
# of Facebook friends, followers, or members	35,838	30,391	22,166	--	--
# of Instagram followers	4,739	1,764	422	--	--
Use 3Js Mailing service for <i>The Communicator</i>	18	17	18	15	12
# Chapters with O.U.R.	10	11	9	10	10
# Chapters with a website	39	43	41	37	37
# Chapters with Twitter	22	23	22	18	15
# Chapters with Facebook	42	43	41	37	39
# Chapters with ED Turnover	13	10	16	13	5
# of 5-year Anniversaries Celebrated	0	2	6	1	4
# of 10-year Anniversaries Celebrated	3	4	4	5	3
# of 15-year Anniversaries Celebrated	1	4	1	0	0
# Chapters that did NOT report required data	4	4	4	3	
# Annual Conference Attendees	311	226	179	159	149
# Chapters (states/territories/Countries) Attended Leadership Conf	48	44	40	36	42

2019 Race/Ethnicity	2019 Top Chapter Goal Areas
<p>Chapters were asked in 2019 for the first time to estimate the % race/ethnicity of families they serve, the following was reported by 19 Chapters. Twenty-four chapters did not report data about race/ethnicity.</p> <ul style="list-style-type: none"> • 71% White • 12% Hispanic/Latino • 7% Black or African American • 5% non-white • 4% Asian 	<ol style="list-style-type: none"> 1. Board development – 58%/23 Chapters 2. <i>The Communicator</i> – 35%/14 Chapters 3. D/HH Infusion – 33%/13 Chapters 4. Fund development – 30%/12 Chapters 5. Race/ethnicity/reaching diverse underserved populations – 25%/10 Chapters 6. Data – 20%/5 Chapters
2019 Top 10 Chapters Served Most Families (unduplicated)	2019 Top 10 Chapters Served Most Professionals (unduplicated)
<ol style="list-style-type: none"> 1. Texas – 1115 2. Minnesota – 828 3. Oregon - 641 4. California – 576 5. Louisiana – 455 6. Georgia – 438 7. Nebraska – 366 8. Indiana - 237 9. Vermont – 237 10. Michigan - 236 	<ol style="list-style-type: none"> 7. Texas – 1581 8. Illinois – 299 9. Georgia - 164 10. South Carolina – 143 11. Vermont – 138 12. Arizona - 137 13. Nevada – 130 14. Louisiana – 125 15. West Virginia – 123 16. Indiana – 104

Chapters with Highest # Chapter Events in 2019 (total events 510: 13 Chapters held 65% of events)	<u>Chapter Anniversaries in 2020</u>
<ol style="list-style-type: none"> 1. Nevada – 45 2. South Carolina - 42 3. Colorado & Texas – 32 4. Michigan – 27 5. Minnesota – 26 6. Oregon – 24 7. California – 20 8. Nebraska – 18 9. Arizona, Indiana, Kentucky & Virginia – 16 	<ul style="list-style-type: none"> • 5 Years (started in 2015) – None • 10 Years (started in 2010) – Delaware, Maine, West Virginia • 15 Years (started in 2005) - Indiana

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

	2019	2018	2017	2016	2015
Families with more than 1 D/HH child	32	28	34	32	29
Deaf Plus	31	28	30	28	28
Unilateral	25	20	23	22	17
Connexin 26	20	19	17	15	13
Spanish Speaking	19	15	17	17	8
BAHA Implant	18	14	16	14	11
Deaf/Autism or ASD	17	16	14	12	10
Deaf/Blind	17	15	20	18	13
Auditory Neuropathy (ANSD)	15	13	18	15	14
Microtia & Atresia	13	18	9	11	9
Families in low resourced communities (poverty)	13	15	17	15	11
Premature infants	13	11	17	17	15
Deaf/Down Syndrome	12	13	13	11	7
Foster children, Adopted	11	16	12	10	6
Deaf/Mental Health	11	11	13	10	8
Other Languages Spoken in the Chapter: ASL-2, Arabic-3, Spanish-3, Filipino, French, German, Marshallese, Tagalog, Urdu	11	10	10	6	
Goldenhar Syndrome	7	5	5	5	4
LVAS	6	9	7	5	5
Brain Stem Implant	2	1	3	3	2
Chinese Speaking	1	3	2	2	1
Mandarin/Cantonese Speaking	1	1	3	3	2
Hmong Speaking	1	1	1	1	1

2019 Program Reported Data

The following information is what Programs report to HQ annually via Zoho for Calendar Year 2019.

Hands & Voices Program Data (calendar year)	2019	2018	2017	2016	2015
Guide By Your Side (GBYS)					
# GBYS Programs	25	26	22	20	21
# Parent Guides	167	176	159	137	--
# D/HH Guides	43	41	25	8	--
GBYS Annual Budget	\$2,024,829	\$2,162,031	\$2,098,038	\$1,530,569	--
# families served via GBYS	3,737	3,475	3,293	2,097	--
Advocacy Support & Training (ASTra)					
# ASTra Programs	12	9	7	6	3
# ASTra Advocates	62	45	39	39	--
ASTra Annual Budget	\$109,301	\$68,224	\$82,792	82,792	--
# families served via ASTra	633	529	245	245	--