



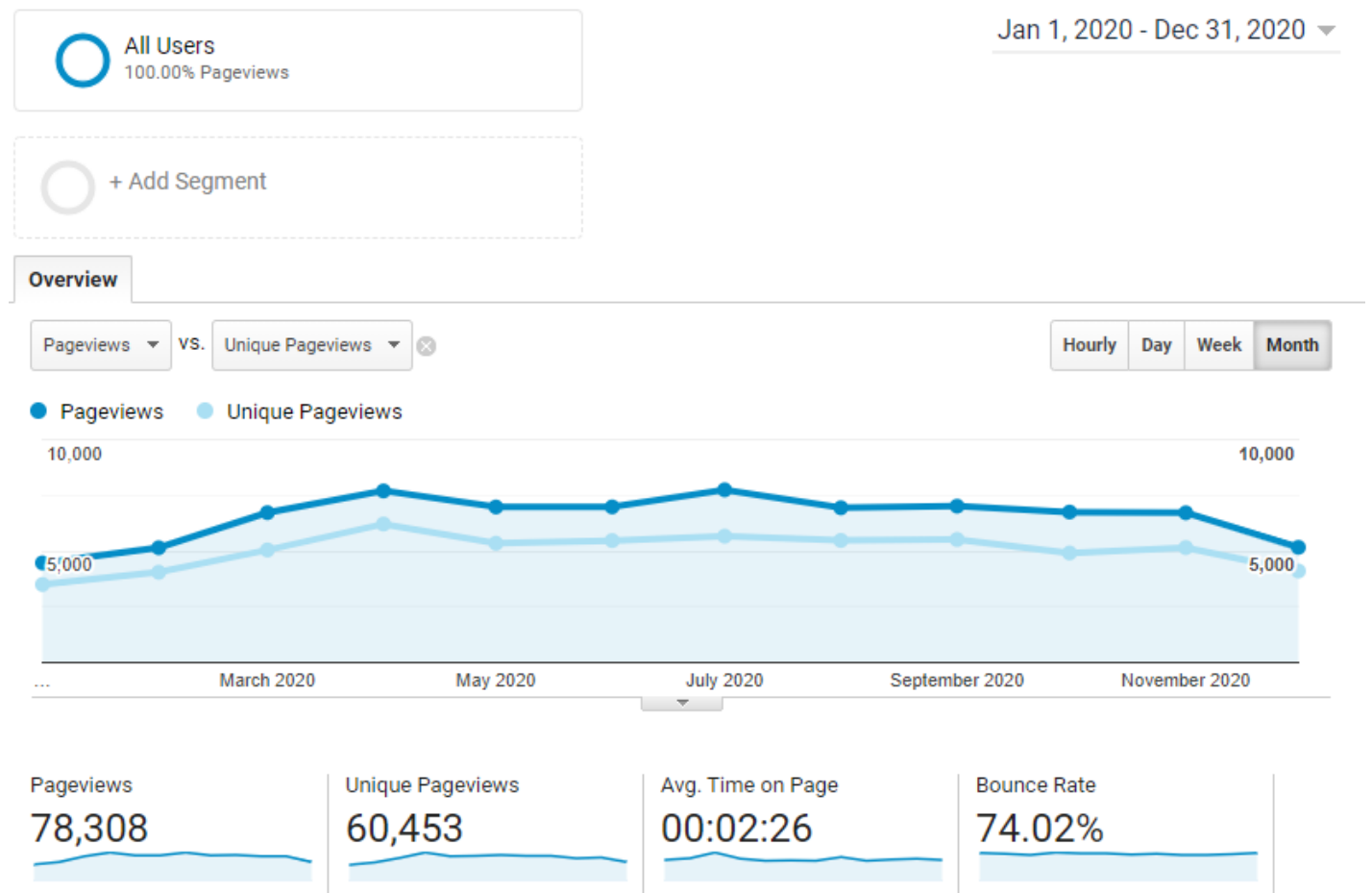
# 2020 Data Report

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 2020. This section does not include individual Chapter or Program data.

## H&V HQ All Website Data:



**Pageviews** - the total number of pages viewed during a given time by a user.

**Unique Pageviews** - the number of sessions during which the specified page was viewed at least once.

**Avg. Time on Page** - the length of time a user spends viewing a page/pages.

**Bounce Rate** - the % of visitors who navigate away from the viewing page



## Followers of H&V HQ Facebook Pages:

✓ # Posts on H&V Main Facebook Page - 925

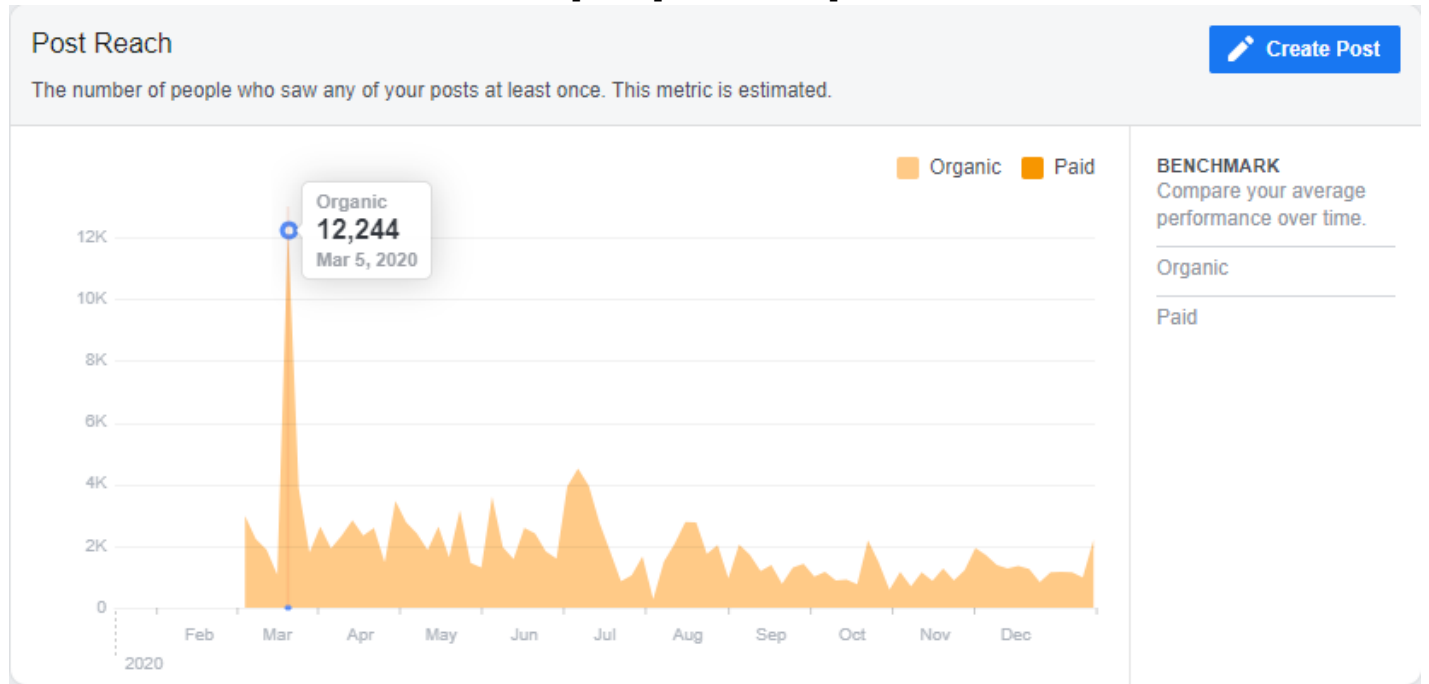
Facebook Pages - # Followers	2020	2019	2018	2017
Main Page	13,494	11,953	8,534	7,700
Unilateral	1,400	1,260	963	705
Deaf Plus	856	695	536	301
O.U.R.	247	219	--	145
Manos y Voces	284	223	130	--
Military	375	305	214	165
<b>TOTAL FOLLOWERS</b>	<b>16,656</b>	<b>14,655</b>	<b>10,377</b>	<b>9,016</b>

## Top Facebook Posts - People Talking about this (Storytellers-viral metric)

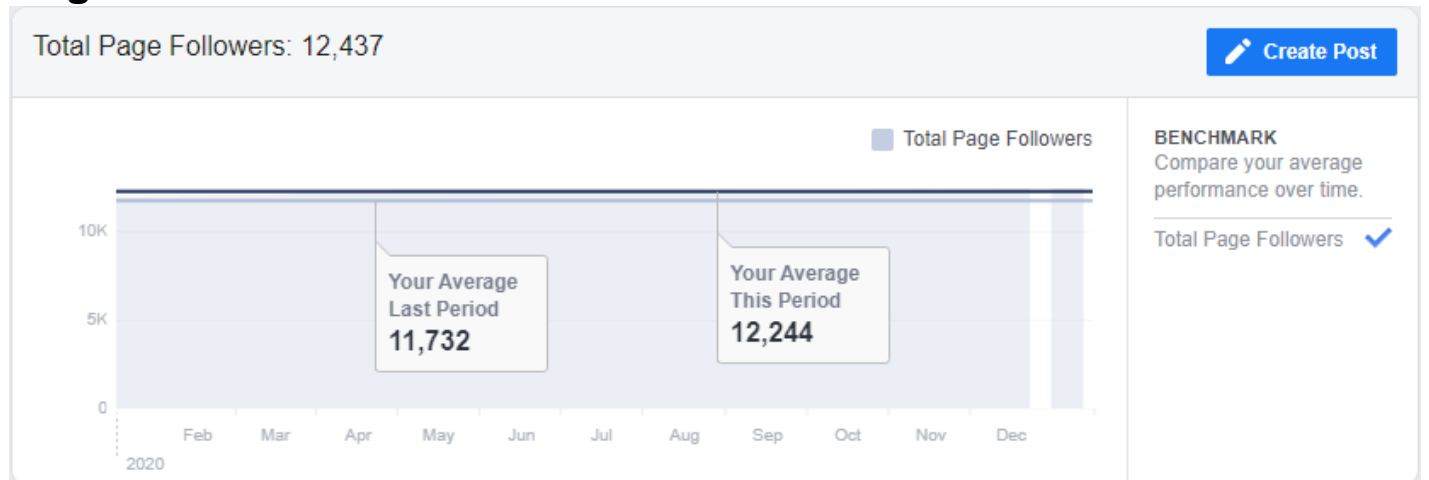
# of people who engaged with the post, did something to show engagement to their friends

Date	Story	People Reached	Post Clicks	Likes, Comments & Shares
12/20/20	El: We are all on the Same Mission (video) <a href="https://fb.watch/v/8eUQxihmu/">https://fb.watch/v/8eUQxihmu/</a>	5,067	151	34
11/16/20	Release of the H&V Application <a href="https://www.facebook.com/handsandvoices/posts/10158866553554637">https://www.facebook.com/handsandvoices/posts/10158866553554637</a>	4,157	88	55
11/16/20	Picture advertising New H&V Application <a href="https://business.facebook.com/handsandvoices/photos/a.10152344825004637/10158865745414637">https://business.facebook.com/handsandvoices/photos/a.10152344825004637/10158865745414637</a>	2,681	49	38
11/5/20	7 Parent Tips: Engaging in your Child's Education at Home <a href="https://business.facebook.com/handsandvoices/photos/a.10152344825004637/10158841216764637">https://business.facebook.com/handsandvoices/photos/a.10152344825004637/10158841216764637</a>	2,803	26	26

# Post Reach – Number of people our posts were “served” to



# Page Followers





- ✓ Total # of Followers – 4,846
- ✓ Number of Tweets – 614
- ✓ Total Impressions/Reach – 157,600
  - 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).



# Instagram

- ✓ Total Followers – 1,708
- ✓ Total # Posts – 101
- ✓ Number of Likes – 1,774



## RAISING A DEAF OR HARD OF HEARING CHILD

Hands & Voices

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

- ✓ # Blog entries – 21

**NEW APP FROM H&V**  
FOR FAMILIES WITH DEAF & HARD OF HEARING CHILDREN

**Four Key components of support every day for 90 days:**

- Wisdom from a parent
- Wisdom from a Deaf/Hard of hearing Adult
- One article to read
- One new Website/resource to explore

Available on the App Store  
GET IT ON Google Play

HANDS & VOICES

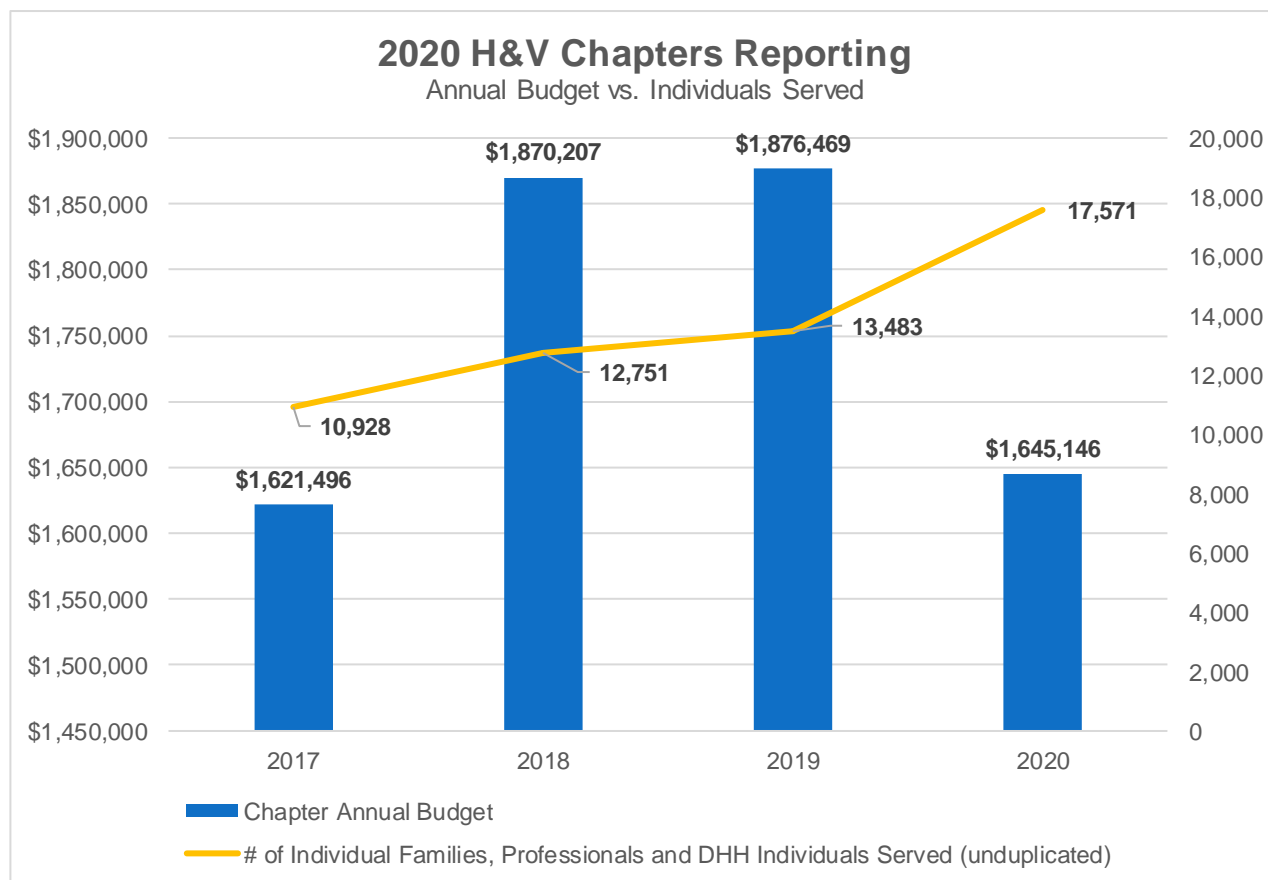
<https://handsandvoices.org/resources/products/app-press-release.html>

H&V App was rolled out on November 16, 2020

- ✓ 421 Downloads of the application

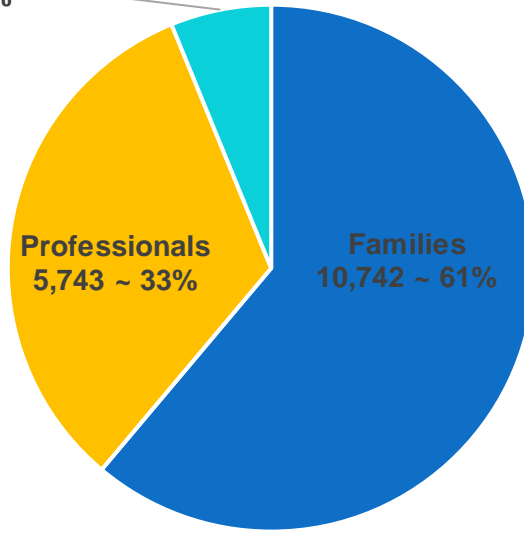
# What do our Chapters/Programs report?

The following information is what Chapters report to HQ annually via Zoho for Calendar Year 2020.



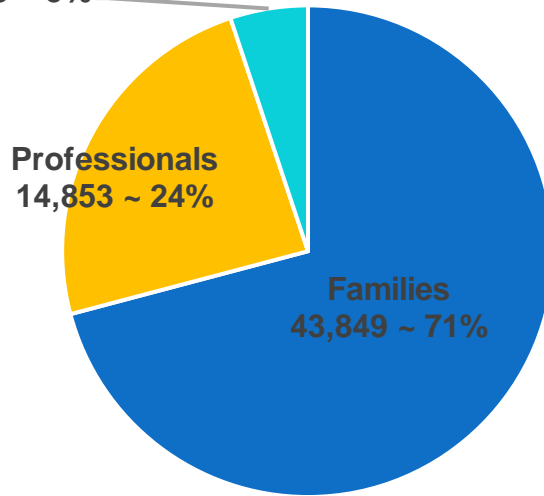
**2020 Families, Professionals, DHH Individuals Served**  
(unduplicated 17,571)

**D/HH Individuals**  
1,086 ~ 6%



**2020 Chapter/Program Contacts to ALL Families, Professionals, DHH Individuals**  
(duplicated 61,865)

**D/HH Individuals**  
3,163 ~ 5%



<b>Hands &amp; Voices Chapter Data *</b> (calendar year)	<b>2020</b>	<b>2019</b>	<b>2018</b>	<b>2017</b>	<b>2016</b>
# Authorized Chapters	43	44	47	45	42
# Provisional Chapters	3	2	3	3	5
# Start-up Chapters	4	4	4	3	2
# of Chapter events in calendar year	543	510	467	454	401
Chapter Annual Budget (includes two chapters with budgets of \$188K, \$746K, two more Chapters have budgets over \$100K). Average Budget for 32 Chapters reporting less than \$100K is \$13,917.	\$1,645,146	\$1,876,469	\$1,870,207	\$1,621,496	\$1,375,763
# Of Individual Families Served (unduplicated)	10,742	7,969	7,513	7,849	--
# Of Individual Professionals Served (unduplicated)	5,734	4,104	3,894	2,598	--
# Of DHH Individuals Relationships built (unduplicated)	1,086	1,410	1,344	481	--
# Of contacts to ALL families (DUPLICATED)	43,849	23,961	16,607	--	--
# Of contacts to ALL Professionals (DUPLICATED)	14,853	12,125	6,531	--	--
# Of contacts to ALL D/HH Individuals (DUPLICATED)	3,163	6,464	4,655	--	--
# Of paid memberships	1,211	1,565	1,224	1,129	--
How many families do you have on your email distribution list?	12,160	15,719	11,412	11,334	--
How many professionals do you have on your email distribution list?	4,764	4,970	5,991	4,557	--
# of Twitter followers	1,607	1,677	2,646	1,142	--
# of Facebook friends, followers, or members	40,746	35,838	30,391	22,166	--
# of Instagram followers	6,182	4,739	1,764	422	--
Use 3Js Mailing service for <i>The Communicator</i>	19	18	17	18	15
# Chapters with O.U.R.	12	10	11	9	10
# Chapters with a website	40	39	43	41	37
# Chapters with Twitter	18	22	23	22	18
# Chapters with Facebook	36	42	43	41	37
# Chapters with ED Turnover	11	13	10	16	13
# Of 5-year Anniversaries Celebrated	1	0	2	6	1
# Of 10-year Anniversaries Celebrated	5	3	4	4	5
# Of 15-year Anniversaries Celebrated	2	1	4	1	0



# Chapters that did NOT report required data	5	3	4	4	3
# Conference Attendees (Virtual in 2020)	217	311	226	179	159
# Chapters (states/territories/Countries) Attended Leadership Conf	39	48	44	40	36

\* Not all Chapters reported data

2020 Race/Ethnicity	2020 Top Chapter Goal Areas
<ul style="list-style-type: none"> <li>• 70% White</li> <li>• 11% Hispanic/Latino</li> <li>• 6% Black or African American</li> <li>• 7% non-white</li> <li>• 3% Asian</li> <li>• 2% American Indian/Alaska Native</li> </ul> <p>Chapters were asked in 2019 for the first time to estimate the % race/ethnicity of families they serve. In 2020, the following was reported by 26 Chapters. Seventeen Chapters did not report data about race/ethnicity.</p>	<ul style="list-style-type: none"> <li>• Board development</li> <li>• <i>The Communicator</i></li> <li>• D/HH Infusion</li> <li>• Fund development</li> <li>• Race/ethnicity/reaching diverse underserved populations</li> <li>• Data collection</li> </ul>

2020 Top 10 Chapters Served Most Families (unduplicated)	2020 Top 10 Chapters Served Most Professionals (unduplicated)
<ol style="list-style-type: none"> <li>1. Texas – 2000</li> <li>2. Colorado - 1152</li> <li>3. Minnesota – 1073</li> <li>4. California – 809</li> <li>5. Louisiana – 455</li> <li>6. Georgia – 753</li> <li>7. South Dakota - 560</li> <li>8. Arizona – 486</li> <li>9. Washington - 406</li> <li>10. Indiana - 277</li> </ol>	<ol style="list-style-type: none"> <li>1. Texas – 1500</li> <li>2. South Dakota – 1056</li> <li>3. Minnesota - 514</li> <li>4. Illinois – 470</li> <li>5. South Carolina – 356</li> <li>6. Colorado – 308</li> <li>7. California – 230</li> <li>8. Vermont – 187</li> <li>9. Georgia - 162</li> <li>10. Virginia - 150</li> </ol>

Chapters with Highest # Chapter Events in 2020 (total events in 2020: 543, (7% increase over 2019))	Chapters with President or ED turnover in 2020
<ol style="list-style-type: none"> <li>1. Nevada – 49</li> <li>2. Michigan – 44</li> <li>3. Indiana &amp; Texas – 37</li> <li>4. Delaware – 36</li> <li>5. Colorado - 31</li> <li>6. Washington – 30</li> </ol>	Arizona, British Columbia, Indiana, Iowa, Maine, Maryland/DC, Nevada, New York, Ohio, Rhode Island, Texas

7. South Carolina - 22	
8. Arizona & Virginia - 21	
9. Georgia – 20	
10. Minnesota - 17	

Chapter Anniversaries in 2020	Chapter Anniversaries in 2021
<u>5 years – started in 2015</u> <ul style="list-style-type: none"> <li>• None</li> </ul>	<u>5 years – started in 2016</u> <ul style="list-style-type: none"> <li>• North Carolina</li> </ul>
<u>10 Years – started in 2010</u> <ul style="list-style-type: none"> <li>• Delaware</li> <li>• Maine</li> <li>• West Virginia</li> </ul>	<u>10 Years – started in 2011</u> <ul style="list-style-type: none"> <li>• Florida</li> <li>• North Dakota</li> <li>• Tennessee</li> <li>• Vermont</li> <li>• Virginia</li> </ul>
<u>15 Years – started in 2005</u> <ul style="list-style-type: none"> <li>• Indiana</li> </ul>	<u>15 Years – started in 2006</u> <ul style="list-style-type: none"> <li>• Washington</li> <li>• Wyoming</li> </ul>

Number of Chapters reporting the following experience, resources, or family experience available in their chapter.						
	2020	2019	2018	2017	2016	2015
Families with more than 1 D/HH child	32	32	28	34	32	29
Unilateral	25	25	20	23	22	17
Connexin 26	21	20	19	17	15	13
CMV	13	--	--	--	--	--
Microtia & Atresia	23	13	18	9	11	9
Deaf/Autism or ASD	23	17	16	14	12	10
Deaf/Blind	23	17	15	20	18	13
Families in low resourced communities (poverty)	24	13	15	17	15	11
BAHA Implant	21	18	14	16	14	11
Auditory Neuropathy (ANSD)	21	15	13	18	15	14
Deaf/Down Syndrome	14	12	13	13	11	7
Premature infants	19	13	11	17	17	15
Deaf/Mental Health	22	11	11	13	10	8
LVAS	6	6	9	7	5	5

Goldenhar Syndrome	7	7	5	5	5	4
Brain Stem Implant	3	2	1	3	3	2

**31 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"> <li>• Arabic (6)</li> <li>• ASL (25)</li> <li>• French (4)</li> <li>• German (2)</li> <li>• Gujarati (1)</li> <li>• Hindi (1)</li> <li>• Hmong (1)</li> <li>• Kiswahili (1)</li> </ul>	<ul style="list-style-type: none"> <li>• Mandarin/Cantonese (3)</li> <li>• Marshallese (1)</li> <li>• SEE (1)</li> <li>• Spanish (20)</li> <li>• Tagalog (2)</li> <li>• Urdu (1)</li> <li>• Vietnamese (1)</li> </ul>
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**27 Chapters report Other Deaf Plus/Unique Specialties/Syndromes in their Chapters:**

Add/ADHD Alternating Hemiplegia of Childhood Aural aversion Bimodal (HA/CI) Brain malformation Branchiootorenal syndrome Celiac Disease Cerebral Palsy Charge Syndrome Chromosome deletions Congenital Heart Disease/issues Deaf Blind (Sensory/Memory Processing Disorder) Delta Granule Storage Pool Deficiency Developmental Delays Deviated Septum Feeding tubes (g-tube) Genetic Syndrome Giftedness Heterotopia	Microcephaly Microgyria Microtia/ Atresia Pendred's Syndrome Peroxisomal Disorder San Luis Valley Syndrome Seizures Transgender TRAP Treacher Collins Syndrome Tubbs Usher Syndrome Vestibular Dysfunction Waardenburg Syndrome X-Stapes Gusher
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**23 Chapters report children adopted from the following states/countries:**

China (7)  
Columbia (1)  
Florida (1)  
Indiana (1)  
Iraq (1)  
Missouri (1)  
Nevada (1)  
North Carolina (1)  
Russia (1)  
South Dakota  
USA-nonspecific (3)  
Wyoming (1)

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

Armenian  
Culturally Deaf/ASL  
Caucasian  
English  
Gujarati  
Hindi  
Kiswahili  
Spanish  
CODA

# 2020 Program Reported Data

The following information is what Programs report to HQ annually via Zoho for Calendar Year 2020.

<b>Hands &amp; Voices Program Data</b> (calendar year)	<b>2020</b>	<b>2019</b>	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
<b>Guide By Your Side (GBYS)</b>						
<b># GBYS Programs</b>	25	25	26	22	20	21
# Parent Guides	168	167	176	159	137	--
# D/HH Guides	37	43	41	25	8	--
GBYS Annual Budget	\$2,122,652	\$2,024,829	\$2,162,031	\$2,098,038	\$1,530,569	--
# Individual families served via GBYS (unduplicated)	3,629	3,737	3,475	3,293	2,097	--
# Families enrolled by 6 months of age	1,101	--	--	--	--	--
# Families contacted but unresponsive	632	--	--	--	--	--
# Families declined	156	--	--	--	--	--
# Families referred by EHDI, but unable to contact	155	--	--	--	--	--
<b>Advocacy Support &amp; Training (ASTra)</b>						
<b># ASTra Programs</b>	12	12	9	7	6	3
# ASTra Advocates	61	62	45	39	39	--
ASTra Annual Budget	\$189,291	\$109,301	\$68,224	\$82,792	82,792	--
# Families served via ASTra	348	633	529	245	245	--