

2021 Data Report

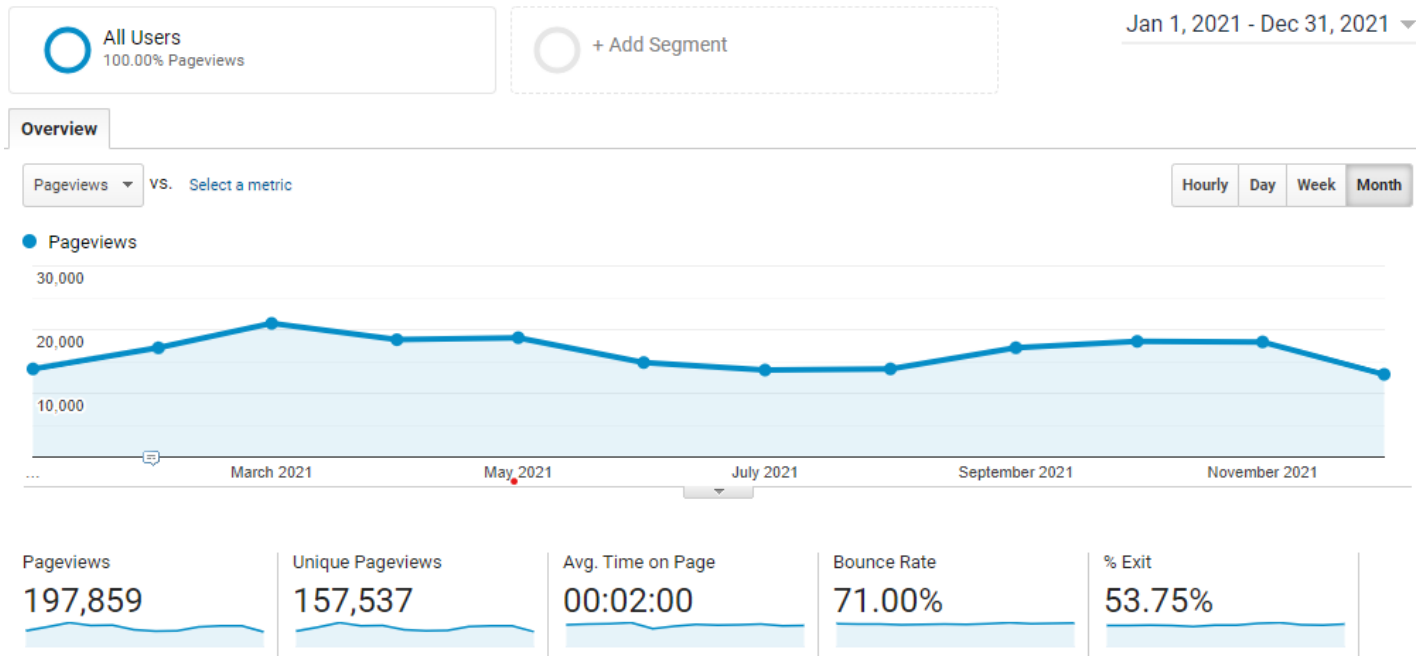
What is H&V Headquarters reach?

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 2021. 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 2021:

- ✓ 340,947 - **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.
- ✓ 4,929 - **Page & Profile Visits** – The # of times your page was visited.
- ✓ 881 – **New likes and followers** – The # of new likes of your Facebook page.

Facebook Pages - # Followers	2021	2020	2019	2018	2017
Main Page	14,303	13,494	11,953	8,534	7,700
Unilateral	1,447	1,400	1,260	963	705
Deaf Plus	1,054	856	695	536	301
O.U.R.	274	247	219	--	145
Manos y Voces	322	284	223	130	--
Military	405	375	305	214	165
TOTAL FOLLOWERS	17,805	16,656	14,655	10,377	9,016

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	Link Clicks	Likes & Reactions
10/25/21	Movie: Eternals has the MCU's first Deaf superhero. Her Deafness is one of her superpowers.	9,979	423	706
10/29/21	Meet Lauren Ridloff, a superhero both on and off the screen. The 43-year-old actress is set to make history as the star of Marvel's upcoming film Eternals, in which she's cast as Makkari, the franchise's first-ever deaf superhero.	9,460	387	490
08/20/21	How to answer tough IEP questions.	8,695	420	99
09/14/21	Playing deaf, there were some challenges, but not so much for Aaron, the elder Jones said to WDVM. I've found that the bigger challenges were with the adults, the coaches. Most coaches had never coached a deaf kid.	7,593	272	295

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.



- ✓ Total # of Followers – 4,988
- ✓ Number of Tweets (to-date) – 3,630



Instagram

- ✓ 1,939 – **Followers** – The # of followers who started following your Instagram account.
- ✓ 2,282 - **Reach** - The # of unique accounts that saw any of your posts or stories at least once.
- ✓ 1,296 – **Profile visits** - The # times your profile was visited.
- ✓ 91 – **New Followers** – The # of new accounts that started following your account.



RAISING A DEAF OR HARD OF HEARING CHILD

Hands & Voices

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

- ✓ # Blog entries – 12

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

- ✓ 431 Downloads of the application

What do our Chapters/Programs report?

Hands & Voices Chapter Data (calendar year, not all Chapters reported data)	2021	2020	2019	2018	2017	2016
# Authorized Chapters	42	43	44	47	45	42
# Provisional Chapters	3	3	2	3	3	5
# Start-up Chapters	3	4	4	4	3	2
# of Chapter events in calendar year	538	543	510	467	454	401
Chapter Annual Budget (2021 includes two chapters with budgets of \$130K, \$746K). Average Budget for 33 Chapters reporting less than \$100K is \$26,321.	\$1,744,582	\$1,645,146	\$1,876,469	\$1,870,207	\$1,621,496	\$1,375,763
# Of Individual Families Served (unduplicated)	11,555	10,742	7,969	7,513	7,849	--
# Of Individual Professionals Served (unduplicated)	2,569	5,734	4,104	3,894	2,598	--
# Of DHH Individuals Relationships built (unduplicated)	1,065	1,086	1,410	1,344	481	--
# Of contacts to ALL families (DUPLICATED)	80,335	43,849	23,961	16,607	--	--
# Of contacts to ALL Professionals (DUPLICATED)	22,698	14,853	12,125	6,531	--	--
# Of contacts to ALL D/HH Individuals (DUPLICATED)	5,470	3,163	6,464	4,655	--	--
How many families do you have on your email distribution list?	16,958	12,160	15,719	11,412	11,334	--
How many professionals do you have on your email distribution list?	6,318	4,764	4,970	5,991	4,557	--
# of Twitter followers	1,859	1,607	1,677	2,646	1,142	--
# of Facebook friends, followers, or members	44,255	40,746	35,838	30,391	22,166	--
# of Instagram followers	7,608	6,182	4,739	1,764	422	--
# Chapters with ED Turnover	13	11	13	10	16	13
# Of 5-year Anniversaries Celebrated	0	1	0	2	6	1
# Of 10-year Anniversaries Celebrated	5	5	3	4	4	5
# Of 15-year Anniversaries Celebrated	2	2	1	4	1	0
# Chapters that did NOT report required data	4	5	3	4	4	3
# Conference Attendees (Virtual in 202)	202	217	311	226	179	159
# Chapters (states/territories/Countries) Attended Leadership Conf	31	39	48	44	40	36

2021 Race/Ethnicity	2021 Top Chapter Goal Areas
<ul style="list-style-type: none"> • 75% White • 13% Hispanic/Latino • 5% Black or African American • 3% non-white • 2% Asian • 2% American Indian/Alaska Native <p>Chapters were asked in 2019 for the first time to estimate the % race/ethnicity of families they serve, these numbers were reported by 22 Chapters for 2021. Eighteen Chapters do not gather data about race/ethnicity.</p>	<ul style="list-style-type: none"> • Board development • <i>The Communicator</i> • D/HH Infusion • Fund development • Race/ethnicity/reaching diverse underserved populations • Data collection

2021 Top 10 Chapters Served Most Families (unduplicated)	2021 Top 10 Chapters Served Most Professionals (unduplicated)
<ol style="list-style-type: none"> 1. Texas – 2536 2. Minnesota – 994 3. California – 856 4. Colorado – 759 5. Oregon – 700 6. South Dakota – 561 7. Nebraska – 430 8. Arizona – 421 9. Washington – 358 10. Indiana - 352 	<ol style="list-style-type: none"> 1. South Carolina – 392 2. California – 238 3. Vermont – 209 4. Louisiana & Texas - 161 5. Arizona – 151 6. Washington – 124 7. Minnesota – 115 8. Alabama – 112 9. Colorado – 105 10. Virginia - 90

Chapters with Highest # Chapter Events in 2021	Chapters with President or ED turnover in 2021
<ol style="list-style-type: none"> 1. Colorado – 52 2. Michigan – 47 3. Indiana – 37 4. Minnesota & Texas – 34 5. Arkansas – 25 6. Arizona & Delaware - 23 7. Maine – 21 8. Kentucky – 18 9. Alabama & Washington - 17 10. North Dakota - 16 	<p>Arizona, Colorado, Maine, Maryland/DC, Michigan, Minnesota, Nebraska, Nevada, New Mexico, Ohio, Rhode Island, Texas, Wisconsin</p>

Chapter Anniversaries in 2021	Chapter Anniversaries in 2022
<p><u>5 years – started in 2016</u></p> <ul style="list-style-type: none"> • None 	<p><u>5 years – started in 2017</u></p> <ul style="list-style-type: none"> • None

<p><u>10 Years – started in 2011</u></p> <ul style="list-style-type: none"> • Florida • North Dakota • Tennessee • Vermont • Virginia <p><u>15 Years – started in 2006</u></p> <ul style="list-style-type: none"> • Washington • Wyoming 	<p><u>10 Years – started in 2012</u></p> <ul style="list-style-type: none"> • Connecticut <p><u>15 Years – started in 2007</u></p> <ul style="list-style-type: none"> • Arizona • Louisiana • Minnesota • Oregon
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Number of Chapters reporting the following experience, resources, or family experience available in their chapter.

	2021	2020	2019	2018	2017	2016	2015
Families with more than 1 D/HH child	32	32	32	28	34	32	29
Unilateral	27	25	25	20	23	22	17
Connexin 26	20	21	20	19	17	15	13
Cytomegalovirus (CMV)	17	13	--	--	--	--	--
Microtia & Atresia	22	23	13	18	9	11	9
Deaf/Autism or ASD	22	23	17	16	14	12	10
Deaf/Blind	24	23	17	15	20	18	13
Families in low resourced communities (poverty)	17	24	13	15	17	15	11
BAHA Implant	23	21	18	14	16	14	11
Auditory Neuropathy (ANSD)	19	21	15	13	18	15	14
Deaf/Down Syndrome	11	14	12	13	13	11	7
Premature infants	18	19	13	11	17	17	15
Deaf/Mental Health	15	22	11	11	13	10	8
LVAS	8	6	6	9	7	5	5
Goldenhar Syndrome	5	7	7	5	5	5	4
Brain Stem Implant	3	3	2	1	3	3	2

32 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"> • Arabic (5) • ASL (24) • BSL (1) • Cambodian (1) • Cantonese (1) • French (5) • German (2) 	<ul style="list-style-type: none"> • Hmong (1) • Mandarin (1) • Rwanda (1) • SEE (1) • Spanish (23) • Swahili (1) • Tagalog (2)
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32 Chapters report Other Deaf Plus/Unique Specialties/Syndromes in their Chapters:

ADD/ADHD Anxiety Autism BOR Syndrome Brain calcifications Brain white matter changes Cerebral Palsy Chiari Malformation Chromosome deletion CHUBB Clef pallet Complete oral aversion Congenital Heart issues Cranio/facial Deviated Septum Diabetes Edwards Syndrome Epilepsy EVA Failure to Thrive Gender Identity GERD Global Peroxisomal disorder G-tube Heart murmur	Heterotopias and microgyria Holoprosencephaly Hyperekplexia Intellectual disability Lennox Gastaut Syndrome Long QT Syndrome Low vision Microcephaly Mitral Valve Regurgitation Optic nerve hypoplasia Pendred's Syndrome Polymicrogyria PTSD Seizures Velopharyngeal insufficiency Sensory Memory Processing Disorder Spastic quadriplegic cerebral palsy strabismus TRAPS Treacher Collins Syndrome Trisomy 18 Usher Syndrome (type 1B) VSC Waardenburg Syndrome Wolframs Syndrome
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29 Chapters report children adopted from the following states/countries:

Arizona (1) Arkansas (1) Bulgaria (1) China (11) Columbia (1) Ecuador (1) Florida (1) Haiti (1) Illinois (1) India (3)	Indiana (1) Korea (1) Mexico (1) New Mexico (1) North Carolina (1) Russia (1) Ukraine (1) Vermont (1) Wyoming (1)
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29 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 Swahili Spanish CODA

2021 Program Reported Data

The following information is what Programs report to HQ annually via Zoho for Calendar Year 2021.

Hands & Voices Program Data (calendar year)	2021	2020	2019	2018	2017	2016	2015
Guide By Your Side (GBYS)							
# GBYS Programs	22	25	25	26	22	20	21
# Parent Guides	162	168	167	176	159	137	--
# D/HH Guides	44	37	43	41	25	8	--
GBYS Annual Budget	\$2,120,050	\$2,122,652	\$2,024,829	\$2,162,031	\$2,098,038	\$1,530,569	--
# Individual families served via GBYS (unduplicated)	6,743	3,629	3,737	3,475	3,293	2,097	--
# Families enrolled by 6 months of age	1,013	1,101	--	--	--	--	--
# Families contacted but unresponsive	403	632	--	--	--	--	--
# Families declined	191	156	--	--	--	--	--
# Families referred by EHDI, but unable to contact	504	155	--	--	--	--	--
Advocacy Support & Training (ASTra)							
# ASTra Programs	12	12	12	9	7	6	3
# ASTra Advocates	56	61	62	45	39	39	--
ASTra Annual Budget	\$233,969	\$189,291	\$109,301	\$68,224	\$82,792	82,792	--
# Families served via ASTra	391	348	633	529	245	245	--