

CANADIAN HARD OF HEARING ASSOCIATION - NL

<https://www.chha-nl.ca/>

St. John's, NL

Empowering hard of hearing individuals through innovative, entrepreneurial, and self-sustaining initiatives.

Organizational type: Non-profit, registered charity, social enterprise

Mission: The Canadian Hard of Hearing Association Newfoundland and Labrador (CHHA-NL) is dedicated to being the voice of advocacy and the provider of province-wide support for people with hearing loss.

Vision: Create a barrier-free community for people with hearing loss.



ACTIVITIES

CHHA-NL is committed to supporting individuals with hearing loss through education, awareness and communication programs.

Their main programs include 1:1 hearing loss consultations, hearing assistive technology loans, free hearing screenings, speech reading and lip reading classes, youth programs and funding opportunities.

CHHA-NL is the only charitable organization in the province to undertake these activities. To support their efforts, the organization operates three social enterprises: Read Our Lips, Hearing Assistance Technologies, and the Lottery Software.



EXPERIENCE WITH SOCIAL ENTERPRISE

CHHA-NL operates three social enterprises:

Read Our Lips is an online program that teaches lip reading skills through video lessons.

CHHA-NL has developed a Lottery Management System (LMS) software, which they sell to other community lottery partners. This social enterprise generates significant annual revenue for CHHA-NL, and is certified through Buy Social Canada.

The Hearing Assistive Technologies shop offers retail sales and rentals of technology devices such as personal listening devices, alert devices and amplified telephones.

Additionally, CHHA-NL is interested in pursuing "social enterprise through acquisition," although they have not taken steps in this direction as of yet.



EXPERIENCE WITH SOCIAL FINANCE

CHHA-NL is proud of its ability to self-fund 95% of its budget. In the absence of core funding, CHHA-NL has been creative in its use of fundraising efforts (multiple lottery initiatives) and earned revenue through social enterprise.

Additionally, the organization has built a strategic partnership with the Newfoundland and Labrador Credit Union to facilitate the use of a line of credit backed by their office building.

CHHA-NL is also working with the BDO to explore the creation of a separate entity for fundraising and diversifying its revenue streams.



KEY TAKEAWAYS

The organization engages in strategic planning every three years, adhering to a philosophy emphasizing solution-finding: **"We don't have a problem; we have a solution that has not been found yet."** This mindset encapsulates their approach to assessing, reviewing, improving, and implementing strategies.

As they continue to navigate the complexities of non-profit operation and community service, their story remains a compelling narrative of triumph over adversity, marked by a community's unwavering spirit and the transformative power of collective effort of teamwork.



Mapping Financing Opportunities and Experience Among Community Organizations in Newfoundland and Labrador

