

2024
2025



ANNUAL REPORT

www.Sertoma.org
www.HearingAidDonations.org

A New Chapter, Same Mission.



On July 1, 2025, Hearing Charities of America (HCOA) officially joined forces with Sertoma, uniting under one banner to strengthen and elevate our shared commitment to hearing health. With this merger, the Hearing Aid Project (HAP) becomes the signature hearing health program of Sertoma International—an organization proudly serving communities since 1912.

Since its founding in 2007, HCOA has operated as a nonprofit subsidiary of Sertoma. This merger is a natural step forward, allowing us to streamline operations while staying focused on what truly matters: providing hearing aids to those who need them most but cannot afford them.

Though our structure has changed, our mission remains the same. The Hearing Aid Project will continue accepting donated hearing aids and supplies, refurbishing them, and distributing them—free of charge—through our trusted network of hearing health professionals. Every dollar contributed will still go directly to supporting this life-changing work.

With roots in hearing and speech dating back to the 1970s, Sertoma is deeply committed to expanding access to hearing health services. This merger not only honors that legacy but also opens doors to greater efficiency, broader reach, and even stronger partnerships—across the nation and around the world.

Together, we're building a future where everyone has the opportunity to hear life fully.



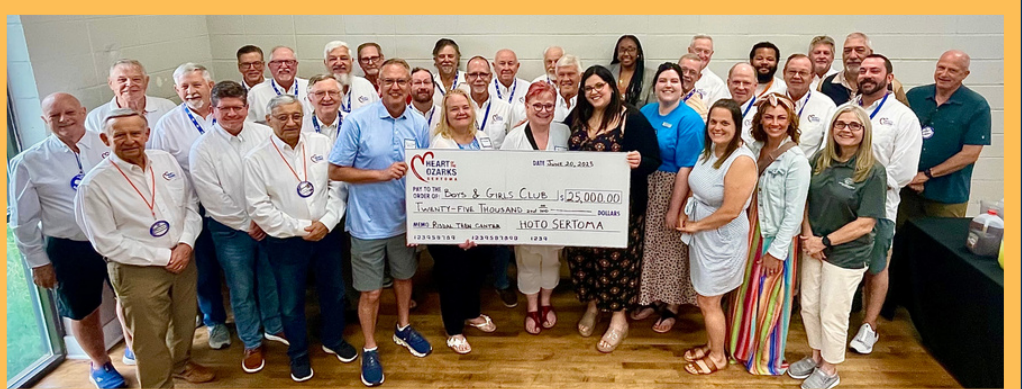
Bea's Buzz

This past year has been fun, worthwhile and inspiring. I had the honor of celebrating Sertomans throughout North America and gaining valuable insights into their dedication and achievements. I observed that Sertomans exhibit unwavering commitment to their mission, engage in effective fundraising activities, and cultivate a collaborative spirit.

During the year, I attended conventions, club visits, fundraising events and service projects, interacting with more than 300 Sertomans and 50 clubs. My travels enabled me to witness the positive influence these members have on one another—sharing best practices, fostering lasting relationships and building a supportive community. Whether attending a culinary competition or a golf outing, it was evident that a collective drive to serve and make a meaningful difference is at the heart of Sertoma's culture. Each event left me with renewed motivation and pride in our shared accomplishments.

Collaboration is a cornerstone of Sertoma's mission. Clubs often work together with other Sertoma chapters and nonprofit organizations to maximize their impact. Notable examples include the Springfield Chili Cookoff and Wing-a-Palooza—joint efforts that bring together all three Springfield, Sertoma clubs for a highly successful fundraising initiative. Similarly, the Citrus Sertoma Club's recent partnership with the local Pilot Club to support a Christmas tree fundraising project exemplifies this spirit of cooperation.

Effective fundraising is essential to Sertoma's mission and community impact. I had the opportunity to attend several well-executed events that showcased the organization's dedication and creativity, including the Sarasota Hometown Fest hosted by the Sertoma Club of Greater Sarasota; Chasco Fiesta Days in New Port Richey, supported by the West Pasco Sertoma Club; the Manheim Sertoma Car Show; the Carlisle Area Golf Outing; and the 4C's Sertoma Annual Duck Race. These are



just a few examples of the many fundraising efforts across Sertoma. Each event demonstrated the passion and ingenuity of our members, whose innovative themes and outreach strategies continue to attract both new and longtime supporters. The success of these initiatives is reflected in the meaningful benefits they bring to the communities we serve.

Many discussions centered on future aspirations, including new partnerships, innovative fundraising ideas and strategies for expanding Sertoma's reach. It is clear that the strength of the organization lies in its people—dedicated, resourceful and committed to supporting those in need. Reflecting on the year's experiences, I am grateful for the meaningful interactions and increased appreciation for the Sertoma network.

Service activities remain a cornerstone of the Sertoma experience. I participated in impactful events, such as the Capital Area Fantasy Baseball Camp, Laurel Sertoma Christmas parade, Minnehaha Sertoma Club's food packing initiatives, Thamesville Sertoma Club's medical equipment closet, Tacoma Sertoma Club's Deaf Picnic, and numerous others.

International Conference and Regional Conventions proved to be highlights of the year, offering invaluable

opportunities to engage with my peers and reinforce our shared commitment to service. These gatherings transcended formal proceedings, fostering camaraderie through collaborative dialogue and personal connections. The sense of fellowship experienced during these conventions contribute significantly to strengthening organizational unity and morale.



The Sertoma International Board has demonstrated strong engagement in several major initiatives. The inaugural phase of a comprehensive three-year strategic plan is currently underway, focusing on the ongoing review—and, where needed, revision—of Sertoma's mission, vision and purpose statements. At the end of my term, this work was approximately halfway complete. Subsequent steps will include thorough assessments of existing programs. Over the coming months, task forces and work groups comprising board, staff, club leaders and other Sertomans will address these key areas. Don't forget: member feedback is actively encouraged as part of this process!

In closing, I remain committed to Sertoma. I look forward to participating in future fundraising and service events, and welcome opportunities for collaboration on new initiatives. I can be reached at bea.gabany@yahoo.com or (717) 439-3692. As always, **"I am Proud to be a Sertoman."**

New Partners, Greater Impact

While “Service to Mankind” is our brand, improving hearing health is our international mission. Since 1963, Sertomans across the United States have been dedicated to serving individuals living with hearing loss. Through our programs, grants, and scholarships, we provide vital support services, raise awareness, promote education, and more.

Much of what we accomplish, we do not do alone. Like many nonprofit organizations, we rely on strong partnerships with 169 private and public entities to expand our reach, and Sertoma International’s **Hearing Aid Project (HAP)** is no exception. With that in mind, we are excited to share three new partnerships launched this year:

- **HearingLife:** Through our collaboration with HearingLife’s network of hearing centers across the U.S., we were able to collect more than 8,250 hearing aids for our program last year.
- **HearUSA:** Though still in its early stages, our partnership with HearUSA holds great promise. We’re thrilled to have their team of expert providers supporting the project, and we look forward to working with their audiologists to help fit patients in the future.
- **Kroger:** As they exit the hearing health retail space, Kroger generously donated its remaining inventory to the Hearing Aid Project! When all is said and done, we will have upwards of \$500,000 in hearing health products to redistribute to those in need through HAP.



Did you know?

Since partnering with HAP in October 2024, the **Hough Ear Institute** has served 61 clients and helped us welcome 23 new providers in Oklahoma!

A Year of Growth, Gratitude & Giving



This year was nothing short of extraordinary for the Hearing Aid Project.

Thanks to the steadfast generosity of our donors, the unwavering commitment of our providers and partners, and the deep trust of the clients we serve, we've expanded access, restored connections, and changed lives—one hearing aid at a time.

This remarkable progress wouldn't be possible without you. Whether you gave your time, resources, expertise, or voice, you played a vital role in making hearing health more accessible to those in need. From all of us at the Hearing Aid Project—thank you for being an essential part of this incredible journey.

Record Impact

The Hearing Aid Project fitted a record **288 new clients** with hearing aids — a 65% increase from the previous year! We're making hearing health more accessible across the country.

Empowering Communities

Education is at the heart of the Hearing Aid Project. Last year, we reached **3,000+ individuals** with vital resources, a 25% boost in outreach.

Every Hearing Aid Counts

Thanks to our generous donors, we collected over **37,300 hearing aids** to be refurbished or recycled, with 100% of proceeds supporting HAP.

Expanding Our Reach

We're growing — and so is our ability to serve. Now in **36 states**, our network of partner providers is reaching more communities than ever before.





From Silence to Sound: A Life Changed at 75

For most of his life, Winfred Brannon had no idea what his own voice sounded like. The 75-year-old Alabama man lived with untreated hearing loss for decades until a recent visit to Vanderbilt University changed everything. Thanks to care received through the **Hearing Aid Project**, Brannon is now hearing clearly for the first time and discovering the true sound of his own voice.

"I didn't know I sounded this way," Brannon said. "I didn't know that was what my voice sounded like."

Brannon first visited Vanderbilt's Bill Wilkerson Center for a routine hearing test. He was well aware of his hearing loss and the ways it had gradually dimmed his enjoyment of life: conversations with loved ones, the sound of music, even the simple rustle of leaves. Yet, for years, the cost of treatment, especially hearing aids, remained out of reach.

With support from his care team at Vanderbilt, Brannon was referred to the Hearing Aid Project—a move that would prove life-changing. Looking back on the experience, he described the process as fast and easy, praising both his providers and the Sertoma staff for their care and dedication. "It was a truly wonderful experience," Brannon said.

Since receiving his new hearing aids, Brannon has undergone quite a few pleasant adjustments. One unexpected moment came during a recent drive, when he realized just how loudly his wife had been speaking—something she had done for years to help him hear. Now that his hearing has improved, he gently let her know she could speak more softly. The two shared a lighthearted moment, both delighted by how far he had come.

Brannon's journey is a reminder of the profound impact accessible hearing care can have on quality of life. Grateful for the renewed connection to the world around him, he expressed deep appreciation for everyone involved in his care. He extended a heartfelt thank-you to everyone who helps make HAP possible and encouraged them to continue their important work, saying their efforts truly make a difference.



One Club's Gift, Many Lives Changed

The Broad Ripple Sertoma Club put its longtime hearing health mission into action with a generous donation to Hear Indiana, one of its long-supported charities. The gift, which included the club's 2024 **Sertoma Club Grant**, will help the Indianapolis-based nonprofit continue its vital work providing resources, advocacy, and support for children with hearing loss and their families—ensuring that every child has the chance to thrive with access to sound and language.

"This year, we're proud to contribute an additional \$8,000 local grant alongside the Sertoma Club Grant," said Club President William Hammer. "It not only underscores our ongoing commitment to volunteerism and community service but also strengthens our ability to support the impactful work of Hear Indiana."

Hear Indiana believes that every child with hearing loss deserves equal opportunities—regardless of how they communicate or their family's financial situation. That belief drives the organization's commitment to providing affordable, effective listening and spoken language services for deaf and hard-of-hearing infants and children

across Indiana. With a holistic, family-centered approach, Hear Indiana partners closely with parents and caregivers, offering clinical services, education, advocacy, and access to resources. Their goal is to empower families with the tools and knowledge they need to make informed decisions about their child's future.

Key programs offered by Hear Indiana reflect their deep commitment to both children and their families include the Speech and Hearing Resource Center, as well as the Listening and Spoken Language Camp held each summer for children ages 8-18.

Together, the Sertoma Club of Broad Ripple and Hear Indiana are helping children with hearing loss find their voices—and their futures. To learn more about these organizations, visit HearIndiana.org and SertomaCasinosForCharity.org.



Broad Ripple Sertoma Club

Sertoma proudly funded \$150,000 in Club Grants last year alone, directly benefitting 76 communities served by our local clubs.

Sertoma Annual Fund

Opening Doors and Changing Lives

Because of the generosity of Sertomans, we are able to fund critical programs, expand access to hearing health resources and provide much-needed scholarships. Their continued support of the **Sertoma Annual Fund** empowers us to reach more individuals, educate communities and offer hope to families navigating the challenges of hearing loss. Together, we are building a more accessible world---one where everyone has the opportunity to hear, connect and thrive

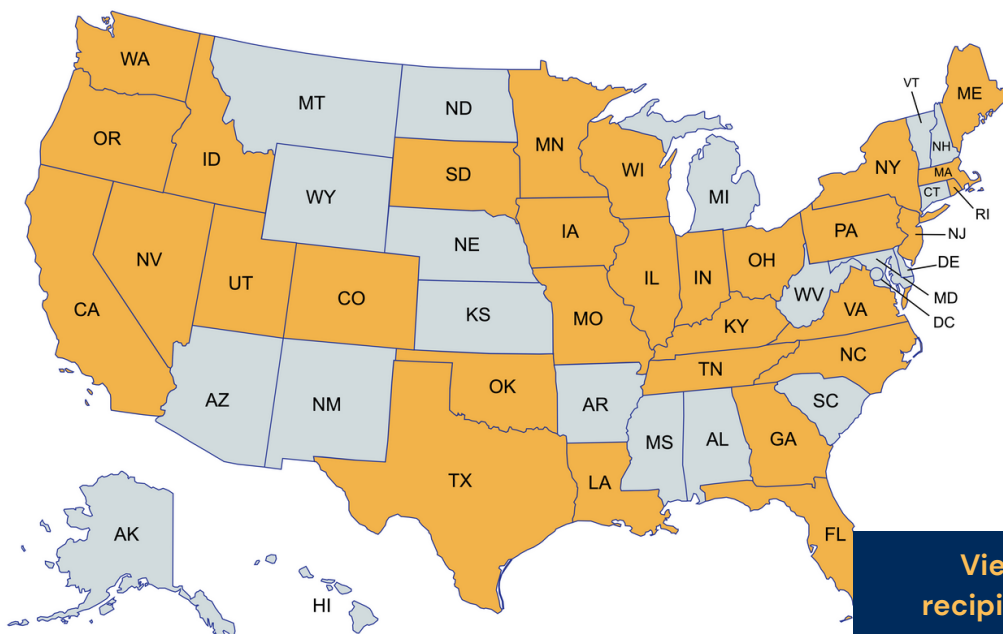
There's still much work to be done—and your support can truly change lives. By donating to Sertoma's Annual Fund, you help make scholarships and grant programs possible—opening doors for deserving students and empowering organizations to achieve their goals.

Every gift, big or small, fuels opportunity and creates lasting impact. Please join us in investing in the future. Contribute today, and together, we can make a difference.



For more information, please visit
Sertoma.org/AnnualFund





Your gifts assisted
college students in

30

states in FY 24-25!

View a complete list of this year's
recipients at Sertoma.org/Scholarships



Sertoma Scholarship Helps Open Doors for Temple Freshman

Since 1994, Sertoma's **Hard of Hearing or Deaf Scholarship** has been doing something truly remarkable—transforming futures with the power of opportunity. As one of the leading scholarships of its kind in the United States, this program has been a guiding light for students with clinically significant bilateral hearing loss, helping them not only dream big but achieve big.

One of these inspiring students is Angelo "A.J." Zirilli from New Jersey. A.J. is currently pursuing a degree in sports management at Temple University. Living with profound hearing loss, he approaches life with resilience and determination, never allowing challenges to define his path. He hopes to one day achieve his lifelong dream of becoming a scout in the National Football League.

"Thank you so much for selecting me as a recipient of the Sertoma Hard of Hearing or Deaf Scholarship. I am truly honored and grateful for this support as I begin my college journey," Zirilli said. "This scholarship will make a meaningful difference in helping me achieve my goals, and I deeply appreciate your generosity and belief in me."

For more than three decades, Sertomans have proudly supported students just like A.J. Whether a student is preparing to toss their graduation cap after high school or is already on the path to a bachelor's degree, Sertoma welcomes them with open arms.

What sets our scholarships apart isn't just the financial support—it's the strong belief in each student's potential, no matter their background or field of study. Thanks to the generosity of Sertoma clubs and members, our scholarship program continues to open doors and create opportunities for these deserving students.

Learning Together, Growing Together

Sertoma is an international nonprofit organization dedicated to improving hearing health and supporting communities across North America—and now, thanks to the Hearing Aid Project, our impact is reaching even farther. While we may not always receive widespread recognition, our commitment to Service to Mankind remains unwavering.

One of the ways we extend our reach beyond the areas directly served by Sertoma clubs is through initiatives like the **Community Grant** program. This program enables us to support local hearing health projects and partner with other nonprofits that provide vital services and resources to those in need.

Case in point: the Tucker Maxon School in Portland, Oregon. Sertoma is proud to have Tucker Maxon as one of its recipients of a 2024-2025 Community Grant. The donation, which is made possible thanks to support of the Annual Fund, will go to replace the school's tympanometer, an essential device for conducting accurate hearing tests in infants and toddlers. The tympanometer enables clinicians to determine whether hearing loss is related to middle ear function, a critical factor in diagnosing and treating young children effectively.

This distinctive elementary school provides a small-classroom environment where deaf, hard of hearing and typical-hearing children learn side by side. Tucker Maxon's innovative educational model encourages both groups to learn from one another. Typical-hearing students gain an appreciation for differences and develop strong communication skills, while deaf and hard of hearing students improve their listening and speaking abilities through interaction with their peers during lessons and play.

"All of our students receive an academically challenging education tailored to their unique needs," said Executive Director Glen Gilbert. "Our students learn the school's four values of creativity, conversation, confidence and community in a safe, welcoming environment."

Founded in 1947, the school emphasizes an intimate learning environment, maintaining an average classroom ratio of 8 students to 1 adult. While academic excellence and effective communication remain core priorities, Tucker Maxon also integrates social and emotional learning into its curriculum. Students particularly enjoy programs such as art, music, science, rock climbing, organic gardening, and even spending time with the school's on-campus goats. Additionally, the school proudly hosts an annual summer camp that further enriches the community experience.

"Tucker Maxon is a special place where deaf and hearing children learn to listen, talk and achieve excellence together every day," Gilbert said. "Because of you, children with hearing loss receive the critical early intervention and ongoing services they need to reach their full potential."

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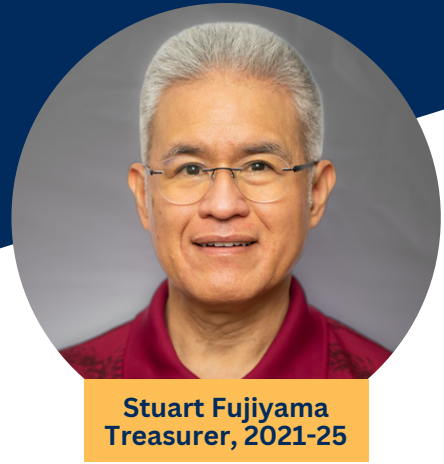
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To learn more about the Annual Fund, or to make a donation, scan the QR code with your smart device or visit Sertoma.org/AnnualFund.



Stuart's Balance Sheet



Note: The financial statements reflect the financial position of Sertoma after its merger with Hearing Charities of America. My remarks pertain to Sertoma exclusive of the merger.

We ended our fiscal year with a stronger balance sheet, and our finances continued to benefit from the performance of our endowment investments.

We maintained our target stock and bond mix and ended up with a solid 12-month return on the portfolio despite all the ups and downs we endured. The investment returns of the 2024- 2025 fiscal year are only disappointing if you compare them with the stronger returns of the previous two fiscal years.

On the operating side, dues declined by 6%, reflecting the continuing decline in our membership. Annual Fund contributions declined by 13% for the second year in a row. Almost all Annual Fund contributions come from Sertoma's membership.

In response to declining membership revenue, Sertoma operates with two fewer staff members than it had when I began as treasurer in 2021. One position was eliminated, while the other has remained unfilled for nearly two years. We also watch travel and other expenses carefully.

Yet, at the same time, Sertoma has expanded its charitable reach. We established our Club Grant program in 2021, and last fall, we established both the Club Natural Disaster Fund and a community investment program for 100th anniversary clubs.

Member services will always depend mainly on member dues and fees, but thankfully, charitable programs can be funded in a variety of ways.

Thank you for your support these past four years. It has been an honor serving as your treasurer.

Sertoma, Inc.

2024-2025 Fiscal Year Summary

Assets

Operating

Cash	184,581
Division Cash	-
Accounts Receivables	12,853
Inventory	270,940
Prepaid Expenses/Other Assets	99,750
Investments	4,980,619
Property (less depreciation)	58,074
Operating ROU Assets	46,410
Total Operating Assets	5,653,227

Endowment

Cash	13,980
Investments	9,882,257
Receivables	-
Total Endowment Assets	9,896,237

Total Assets	15,549,464
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Liabilities

Operating

Accounts Payable/Accruals	61,121
Scholarships Payable	27,000
Deferred Revenue	5,193
Current portion of oper lease	37,967
Opr Lease Liab, net of current	8,443

Endowment

Return of Contribution Program	23,800
Gift Annuity Liability	2,277

Total Liabilities	165,802
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Net Assets

Operations

Unrestricted	762,707
Temporarily restricted	3,364,130
Permanently restricted	5,769,401

Total Net Assets	15,383,662
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Total Liabilities and Net Assets	15,549,464
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Revenues

Operating

Membership and Program	833,045
Merchandise	265
Convention	79,440
Other	17,243
Division Income	-

Charitable

Annual Fund	159,539
Celebrate Sound Walks	15,230

Total Operating Revenue	\$ 1,104,762
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Non-Operating Revenue

Endowment	20,274
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Investments

Investment Income (Loss)*	992,411
Acquisition of Hearing Charities	528,310

Total Non-Operating Revenue	1,540,994
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Total Revenue	\$ 2,645,756
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Expenses

Operating

Program Expenses	778,198
Fundraising	24,785
General Management	151,945
Grants & Scholarships	378,125
Division Expense	-

Total Operating Expenses	\$ 1,333,053
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Non-Operating Expenses

Prior Year/Miscellaneous	(4,361)
Depreciation/Bad Debt	45,589
Attrition	-

Endowment Distribution	322,037
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Total Non-Operating Expenses	363,265
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Total Expenses	\$ 1,696,318
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*Investment income/loss net of expenses

**Please note that the financial information presented in this report reflects Sertoma after the merger with Hearing Charities of America.

Hearing Charities of America
2024-2025 Fiscal Report

Balance Sheet

Assets

Cash	198,138
Prepaid Expenses	23,942
Accounts Receivable	-
Refurbishing Credit on Account	35,610
Inventory	270,940
Total Assets	\$ 528,629

Liabilities

Accounts Payable	320
Net Assets	528,310
Total Liabilities and Net Assets	\$ 528,629

Income Statement

Revenue

Unrestricted Donations	37,395
Hearing Aid Project Restricted Donations	71,917
Hearing Amplified In-Kind Donation	137,357
Hearing Aid Salvage	36,902
Hearing Amplified Shipping	6,790
Celebrate Sound	8,775
Interest	3,679
Miscellaneous	101
Total Revenue	\$ 302,915

Expenses

Hearing Aid Project Program	156,040
Hearing Amplified Program	83,596
Celebrate Sound	3,387
Program Expenses not directly related	15,752
Total Expenses	\$ 258,775
Net Income(Loss)	\$ 44,140



Honolulu Sertoma Club



Carlisle Area Sertoma Club

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**Minnehaha
Sertoma Club**



**James E. Shepard
Sertoma Club**



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Sertoma Club**