
**2023-
2024**

ANNUAL REPORT

PRODUCED IN
PARTNERSHIP
WITH:



NEW IN 2024: **Hear2Help** A PROGRAM OF SERTOMA

Sertoma announced its new leadership of **Hear2Help**, a nonprofit initiative committed to providing financial assistance for hearing assistive devices to eligible children in Missouri and Kansas.

Hear2Help will operate alongside the national Hearing Aid Project, which delivers hearing assistive technology to adults in need throughout the United States and via international mission trips in collaboration with partner organizations. Details about the transition are still under development, so watch Sertoma communications for more details as they emerge.

*Written and designed by
Brandi McGrath Kong
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AMPLIFIED HEARING

852 Amplifiers Donated Through June 30, 2024

When Sertoma unveiled its Amplified Hearing program this past spring, our goal was to get sound amplification devices out to the vulnerable populations that need them most. Thanks to several clubs across the U.S., we have seen this dream come to fruition, spreading the program’s impact far and wide.



Hearing aids are often the best option for someone with moderate-to-severe hearing loss; however, for those with milder hearing loss or who are unable or unwilling to provide proper care, these battery-operated devices can be a great solution. For instance, the Sertoma Club of Raleigh, N.C., donated a dozen amplifiers, along with a personal looping device, to the Raleigh Police Department ACORNS unit. These assistive devices will be put to much-needed use in high-pressure situations involving residents and emergency professionals.

“Members of this unit are mental health and social workers who assist residents who come into contact with the RPD due to mental health, substance use or homelessness concerns,” explained John Kelly, club member and past International president.

Ready to bring this program to your area? Amplifiers are available in sets of six and come with size 13 batteries (as we have them available). The only cost to clubs is shipping: \$60 for 6 or \$100 for 12. You can learn more about the device features and place your order online at sertoma.org/AmplifiedHearing.

CLUB GRANT PROGRAM

BRIDGING HOPE AND LEARNING

Hope, support, inclusion, acceptance.

These are basic values integral to the development of any child, and at ABC of NC, they believe that every child has the right to these tenets regardless of economic status or ability. Since 2002, the nonprofit private educational center has been committed to providing diagnostic, therapeutic and educational services to autistic people and those on the autism spectrum.

The Old Salem Sertoma Club has long volunteered with the school in Davidson County, North Carolina, and therefore, it made perfect sense to name ABC as its 2023 club grant recipient. Funds will go to meet clients’ needs through important educational resources including interactive games, sensory items, visual materials, and learning program subscriptions.

“The ABC of NC Executive Director, Selene Johnson, and Erin Richardson, Director of Development, were excited [to receive] the check,” the club reported upon meeting with the organization in February 2024.

You can learn more about ABC of NC at ABCofNC.org and follow the Old Salem Sertoma Club at facebook.com/OldSalemSertoma.



76 Club Grants awarded during the 2023-2024 fiscal year

\$148,897 Invested back into the communities you serve!

RENEE'S REFLECTIONS

2023-2024
President's Report



Hello, Fellow Sertomans! I cannot believe my year is over. It went by so quickly. I already miss you all so much.

To highlight a few of my visits this year: I stopped off in Clemson, SC, to personally present Gregg Cooley with the President's Service Award and tour Sertoma Camp. I went to Laurel, MS, to visit the Laurel Sertoma Cub, and yes, I got to ride in their Christmas parade. Ahead of the Southeastern Regional Convention, I met the Northeast Pensacola Sertoma Club in person. This club of men has it going on!



Another highlight was Freedom Week in Denver and Colorado Springs. I was amazed at the essays these middle school students wrote. I was so touched that they were proud of their freedom, and two of the students shared how they once lived in a country without freedom. If your club is not hosting a Heritage Essay contest with your local schools, think seriously about it.



From Denver, I flew into Raleigh and drove to Wilmington, where we attended the Atlantic Coast Regional Convention. I was also able to attend the joint Great Lakes/Allegany Canada and Great Plains conventions, and boy, they did not disappoint. Kudos to everyone who helped put on fantastic Regional Conventions.

I must tell you that Sertoma is strong and getting stronger! We all should be proud! We have an abundance of clubs working hard and bringing in new members, which continues to increase the national membership. Staff continues to find ways to save money, promote clubs, create training videos, assist clubs and so much more. The Hearing Aid Project is booming! This organization has a promising future because of the love our members have for not only their clubs and communities but all of Sertoma.

I'm not going away, so if I can assist you, please contact me at renee.ward0610@gmail.com. I would love to speak with you!

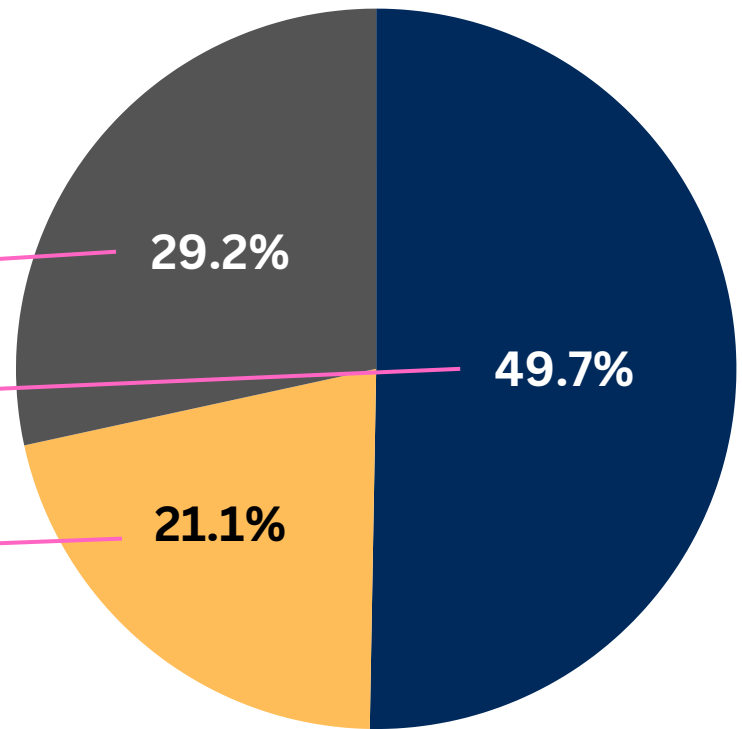
ANNUAL FUND

HOW YOUR DONATIONS SUPPORT SERTOMA HEARING HEALTH PROGRAMS

Hard of Hearing or Deaf Scholarships
\$41,500

Community Grants
\$70,800

Communicative Disorders Scholarships
\$30,000



“I am so excited to be one of the scholarship recipients. It means a lot to receive funding from your organization not only because I am entering the field of Communication Sciences and Disorders, but because my partner and father are both hard of hearing. Knowing all you have done and continue to do for folks with hearing loss, I wanted to say thank you. I will try my best to make you proud!”

- Rebecca S.
University of Massachusetts Amherst



Photos appear courtesy of St. Joseph Institute for the Deaf



ECHOES OF CHANGE:

How a Community Grant is Enhancing One Affiliate's Mission

With the support of a \$5,000 Community Grant from Sertoma, St. Joseph Institute for the Deaf has expanded its educational outreach to hard-of-hearing children in Indianapolis area schools. The grant was instrumental in advancing St. Joseph's Mainstream Specialist program, enabling the organization to offer 33 additional sessions to 16 students last year, including nine who were new to the program.

Ensuring that all children, including those with hearing challenges, can hear clearly at school is crucial. To address this, St. Joseph Institute for the Deaf used part of the grant funds to purchase a Phonak listening device. Development Manager Cindy Timmerman emphasized that classrooms are lively environments, and for students to fully engage, they must be able to hear their teachers, classmates, and multimedia resources effectively.

"In challenging classroom conditions with noise, distance and poor acoustics, Roger assistive listening devices can support children's learning and language development, Timmerman explained.

St. Joseph Institute for the Deaf, a Sertoma Affiliate since 2017, has been dedicated to providing top-notch listening and spoken language solutions for children with hearing loss since its founding in Missouri in 1837. For more information, visit sjid.org.

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*Thank you to the hundreds
 of other Sertoma donors
 for their support this year!*

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STUART'S BALANCE BRIEF

2023-2024 TREASURER'S REPORT



We ended our fiscal year with a stronger balance sheet. Income was down significantly, but mainly because the previous fiscal year included proceeds from the sale of our headquarters building.

Our finances continued to benefit from the performance of our endowment investments. Once again, we ended the fiscal year ahead of the goal of our investment policy statement. The markets have been resilient despite inflation and the geopolitical environment.

On the operating side, the member dues increase improved revenues while the elimination of an open staff position reduced expenses. However, there are some possible clouds on the horizon. We cannot count on markets to go up every year, and membership continues to decline.

Our investments continue to be conservative, staying within close range of a thoughtful, long-term policy set up in calmer times based on the painful experiences of years past. In April, we moved some money from stocks to bonds and cash, returning our investments to their long-term, balanced policy target.

Declining membership numbers mean there is less money to support our operations. We took a closer look at how Hearing Charities of America (HCOA) work is distributed among our staff. During the 2024-2025 fiscal year, one staff member will be assigned full time to the Hearing Aid Project and paid out of HCOA revenues. This and other changes should reduce the need to dip into reserves.

2023-2024 INTERNATIONAL BOARD OF DIRECTORS

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 Mountain West: David Oppenheim
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Sertoma, Inc.
2023-2024 Fiscal Year Summary

Assets		Revenues	
Operating		Operating	
Cash	251,475	Membership and Program	801,693
Division Cash	-	Merchandise	-
Accounts Receivables	27,045	Convention	69,374
Inventory	-	Other	8,382
Prepaid Expenses/Other Assets	37,597	Division Income	-
Investments	4,319,252	Charitable	
Property (less depreciation)	75,798	Annual Fund	180,135
Operating ROU Assets	93,534	Celebrate Sound Walks	20,095
Total Operating Assets	4,804,700	Total Operating Revenue	\$ 1,079,679
Endowment		Non-Operating Revenue	
Cash	9,733	Endowment	19,296
Investments	9,850,567	Investments	
Receivables	-	Investment Income (Loss)*	1,150,914
Total Endowment Assets	9,860,300	Gain & Disposal of Property	-
Total Assets	14,665,000	Total Non-Operating Revenue	1,170,210
		Total Revenue	\$ 2,249,889
Liabilities		Expenses	
Operating		Operating	
Accounts Payable/Accruals	89,956	Program Expenses	789,899
Scholarships Payable	21,000	Fundraising	41,251
Deferred Revenue	-	General Management	153,858
Current portion of oper lease	47,124	Grants & Scholarships	304,836
Opr Lease Liab, net of current	46,410	Division Expense	422
Endowment		Total Operating Expenses	\$ 1,290,266
Return of Contribution Program	23,800	Non-Operating Expenses	
Gift Annuity Liability	2,484	Prior Year/Miscellaneous	(6,454)
Total Liabilities	230,774	Depreciation/Bad Debt	38,122
Net Assets		Attrition	-
Operations	4,530,185	Endowment Distribution	190,082
Endowment		Total Non-Operating Expenses	221,750
Unrestricted	757,926	Total Expenses	\$ 1,512,016
Temporarily restricted	3,393,986		
Permanently restricted	5,752,128		
Total Net Assets	14,434,225		
Total Liabilities and Net Assets	14,665,000		

*Investment income/loss net of expenses



We present the following Hearing Charities of America (HCOA) financials separately from those of Sertoma. HCOA is a wholly-controlled subsidiary of Sertoma and maintains its own budget and financial accounts. Pending a vote by the membership in Spring 2025, HCOA will officially merge with Sertoma into one organization at the end of the 2024-2025 fiscal year. This change is expected to be permanent.

Hearing Charities of America
2023-2024 Fiscal Report

Balance Sheet

Assets

Cash	240,104
Prepaid Expenses	13,613
Accounts Receivable	1,260
Refurbishing Credit on Account	29,858
Inventory	215,013
Total Assets	\$ 499,849

Liabilities

Accounts Payable	12,293
Net Assets	487,556
Total Liabilities and Net Assets	\$ 499,849

Income Statement

Revenue

Unrestricted Donations	24,343
Hearing Aid Project Restrict Donations	53,174
Hearing Amplified In-Kind Donation	293,723
Hearing Amplified Shipping	7,020
Celebrate Sound	9,873
Total Revenue	\$ 388,133

Expenses

Hearing Aid Project Program	74,637
Hearing Amplified Program	78,710
Celebrate Sound	1,760
Program Expenses not directly related	26,104
Total Expenses	\$ 181,211
Net Income(Loss)	\$ 206,922



THANK YOU, HCOA DONORS!

\$1,000+

Fuller Family Charitable Trust
Paul and Lori Hood
Mark Rudolph
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Samuel Freeman Charitable Trust

\$500-999

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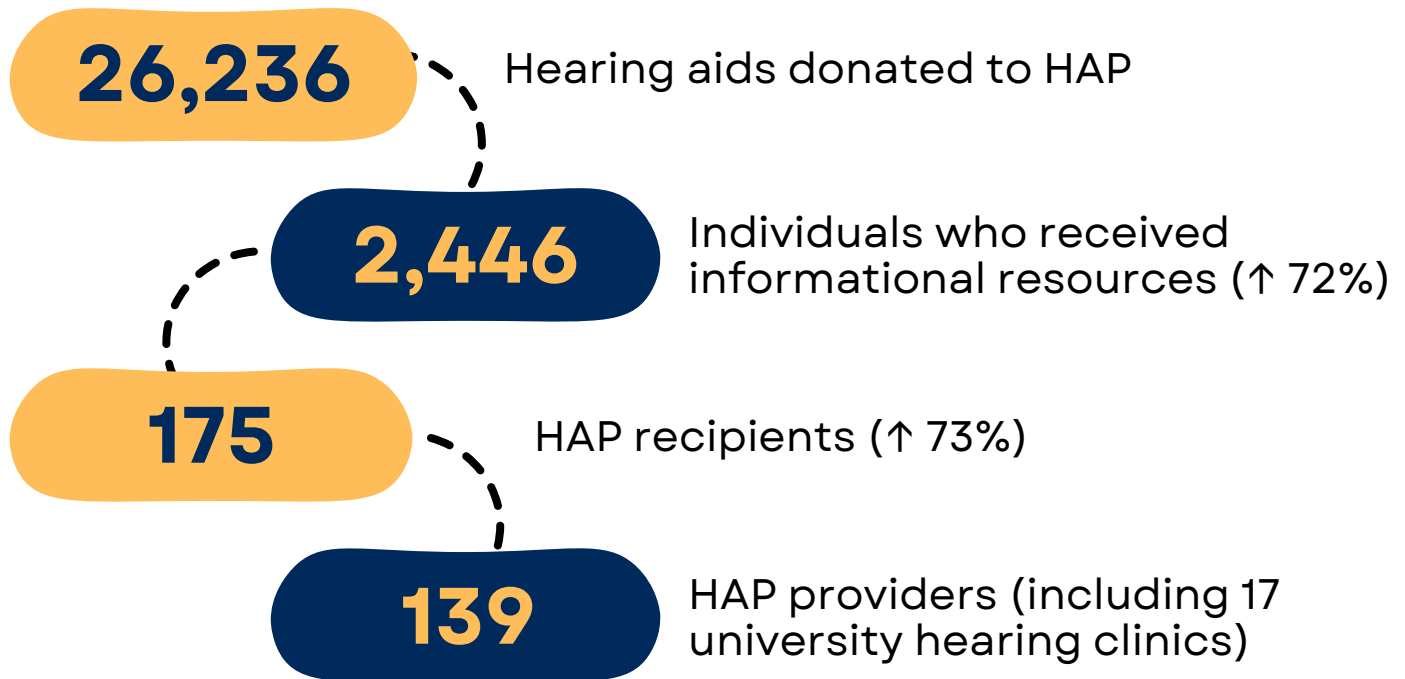
*We would also like to thank the 300+ other donors that supported
Hearing Charities of America and the Hearing Aid Project!*

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HAP BY THE NUMBERS

2023-2024 Hearing Aid Project Highlights



CHARTING NEW COURSES: *DISCOVER WHAT MADE WAVES THIS YEAR*



HAP began offering free hearing screenings at health and community events in the Kansas City area.



HCOA launched Amplified Hearing alongside Sertoma. Personal amplifiers have been donated to unhoused and underserved persons in the KC metro.



HAP partnered with other nonprofits to provide hearing aids on international missions to places like Morocco, Guatemala, Nigeria and Belize.

THE POWER OF HAP

“We are eternally grateful to the Hearing Charities of America and Sertoma for this program. We had to suffer with inadequate hearing aids for far too long. My daughter found this program and it sounded ‘too good to be true,’ but we immediately found out it was too good to miss!

We were always treated with dignity and respect. The application process is simple, and

they do all of the work by matching you with the proper device and a local audiologist.

This program has made a profound difference in our lives, and we hope others who are struggling with hearing loss will utilize this wonderful program that is truly life-changing.”

- *An Eternally Grateful Family*
Pennsylvania

Devices donated to HAP may be:

- Refurbished for new recipients (three years or newer only).
- Utilized on international aide and mission trips.
- Recycled, with funds going to cover costs for HAP clients including custom ear molds and audiology services.
- Additionally, we provide donated supplies such as batteries, chargers, domes, and cleaning tools to both clients and partners.



CONNECT WITH US



infosertoma@sertoma.org
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