



HEAR *the* WORLD *Foundation*
ACTIVITY REPORT 2010

www.hear-the-world.com

Hear the world
FOUNDATION

HEAR the WORLD

SUSTAINABLE *education,* *prevention and support*

I am very excited to present to you the 2010 annual report of the *Hear the World* Foundation. Not only am I excited because this year we were again able to help many people to have better hearing and thus a more satisfying life, but also because we are receiving increasing encouragement and support from our famous ambassadors, generous donors and volunteers across the globe. I would like to take this opportunity to thank, from the bottom of my heart, everyone who has helped us.

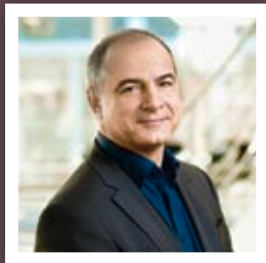
Since 2006, the *Hear the World* Foundation has been committed to raising the world's awareness of hearing, educating people on how to prevent hearing loss and providing help to those with hearing loss who are in need of support.

Now, as then, we recognize the enormous need for help and education – not just in developing countries, but also in developed countries. Today, around 16 percent of the world's population is affected by hearing loss. It is estimated that by 2015, 1.1 billion people will be affected – 90 million of them in Europe alone.

This is difficult enough in our affluent society, but in developing countries, the problem is quite different: there, hearing loss is not just a social barrier for the person affected, it is a struggle for their very existence. Hearing loss means that they are usually excluded from social communities, education systems and employment opportunities.

More than half of all cases of hearing loss in children can be avoided. For example, in Africa, malaria is often treated with quinine. This is an effective means of reducing fever, but given at the wrong dosage, can lead to hearing loss (see pgs. 20/21). In Cambodia, aside from poverty, superstition often prevents the effective treatment of hearing loss (pg. 24/25). However, we can still achieve much, even in existing cases of hearing loss. Our motto is: fit children with a properly adjusted hearing aid as early as possible, preferably before they reach school age – like in the “hearing clinics” in the Dominican Republic (pg. 16/17). If the children also receive speech therapy and attend a normal school, the opportunities they will encounter in life can be similar to those without hearing loss, as we can see in Armenia (pg. 8/9).

Please help us to create equal opportunities for the future and to protect people from hearing loss by using preventive measures. We are grateful for your donation – every gift helps!



Thank you for your interest and support.
Best wishes,

A handwritten signature in black ink, appearing to read 'Valentin Chapero', written over a light-colored background.

Valentin Chapero
President of the *Hear the World* Foundation
and CEO of Sonova

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LASTING *education,* EFFECTIVE *help*

In 2006, the Swiss hearing instrument manufacturer Phonak set up the non-profit *Hear the World* Foundation. The vision of *Hear the World* is:

A world where

- hearing is valued and protected,
- people are aware of their hearing,
- wearing a hearing aid is no longer taboo, and
- people with hearing loss are not discriminated against, but have equal opportunities.

The Foundation's aim

Against this background, the aim of the *Hear the World* Foundation is to assist in specific ways where people with hearing loss can be helped, or where studies or campaigns can be carried out to improve their quality of life. The Foundation's help takes the form of financial support, the provision of hearing aids, or the deployment of one of its own teams.

Sustainability

The guiding principle when selecting and implementing projects is that of sustainability. The *Hear the World* Foundation thus primarily supports projects in which long-term positive effects can be guaranteed. What does this mean in practice? It means, for example, that where hearing aids are provided, care is taken to ensure that the recipients are also able to receive regular care from hearing professionals and/or doctors. This is not something that can be taken for granted, especially in developing countries, so in many places people have to be specially trained for this purpose. A consistent supply of batteries must also be assured. In the specific case of children, associated measures such as speech therapy are also essential. These are just a few examples of follow-up measures that have to be considered alongside the initial aid.



Help us make a difference!

The staff of the *Hear the World* Foundation are made aware every day that they are able to help only a fraction of those in need. You, our readers, can help people to hear again. You can make it possible for children with hearing loss to go to school. Please help us help them!

The *Hear the World* Foundation's well-defined purpose and transparent procedures ensure that all help given by donors will benefit those who need it. Similarly, 100 percent of profits from subscriptions to the HEAR THE WORLD magazine go to the Foundation's projects – read more on pg. 30.

Even the smallest donation is welcome and will make a difference. The *Hear the World* Foundation gratefully thanks all of its benefactors.

Bank details for donations:
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Armenia:

HEARING *means being* INVOLVED

Years of teamwork give children with hearing loss the chance to take control of their own future

More than 20 years have passed since the devastating earthquake in Armenia that killed more than 25,000 people, yet even today, many people are still living in damaged houses, makeshift shelters or even containers. A few years after the earthquake in 1988 came the collapse of the Soviet Union, while Armenia's conflict with the neighboring country of Azerbaijan over the Nagorno-Karabakh region continued to escalate. The country had no chance of establishing an adequate medical infrastructure and no money to pay for the necessary equipment needed for medical practices and clinics.

Christian Heldstab, former Head of the Department of Pediatric Audiology/Logopedics at University Hospital Zurich, Switzerland, has been leading a project in aid of children with hearing loss in the Armenian capital, Yerevan, for 13 years. Now the *Hear the World* Foundation is getting involved too by providing hearing instruments and financial support for the project.

"I have seen lots of children with hearing loss who were given devices by various aid organizations, with no fitting process, no ear molds and often not even any suitable batteries," said Heldstab. His main concern is not just about making medically accurate diagnoses, but also reaching the highest level of service in terms of hearing instruments, how they are fitted and the therapies that go with them. If local doctors do not have the necessary skills to handle the devices, no follow-up examinations are carried out and no corresponding therapies are introduced, then projects started with good intentions will not accomplish all that they can.

Five years ago, an official partnership was formed on the basis of the cooperation that had already begun between the children's hospitals in Zurich and Yerevan – a partnership that has achieved a great deal in all areas of pediatric treatment. *"It is impossible to achieve success without spending a lot of time and energy on imposing strict conditions for all those involved,"* stresses Christian Heldstab.

Of all the countries that form the Commonwealth of Independent States (CIS), Armenia has made the most radical economic reforms since it first became independent. In the minds and attitudes of the people, however – and in the older generation in particular – the structures of the Soviet Union are still firmly embedded. "Komanda" is the Russian word for "team." This term indicates how rigid hierarchies and a lack of motivation can make a long-lasting impression on a country. Even today, the fact that discourse and individual initiative did not play a formative role in the former Soviet Union stands in the way of constructive teamwork.

Did you know that ...

- ... more than half of all Armenians live on less than CHF 1.50 or EUR 1.10 per day?
- ... according to national and UN statistics, more than half of the population is living below the poverty line and only 15 percent of families believe that they receive adequate medical care?
- ... Armenia has the worst access to medical facilities, according to a comparative study of eight former Soviet republics (Georgia, Armenia, Kazakhstan, Ukraine, Moldova, Kyrgyzstan, Russia and Belarus)?
- ... only one-fifth of the expenditure on the Armenian healthcare system is financed by the state? There is virtually no health insurance system in place at all.

Ashot – sudden hearing loss threatens a promising future

Ashot was 16 years old when he suddenly found that he could no longer understand anybody – he had acute hearing loss. Distraught, the young student sat at home on the sofa, unable to attend his art school anymore – his career plans shattered. A visit to the otologist initially left him without any hope. The doctor explained helplessly that he did not have the necessary equipment for carrying out a precise examination, let alone for providing treatment. His devastated mother – herself a doctor at the Arabkir children’s hospital – appealed to the University Hospital in Zurich. At the Swiss clinic, mother and son saw for themselves what audiological diagnostics can achieve. After a short time, Ashot was given a hearing instrument that was adapted precisely to suit his needs, as well as intensive listening and speech therapy. Relieved, he returned to Armenia and went back to art school with renewed motivation. As a small gesture of his gratitude, the 16-year-old used his artistic talent to decorate the staircase in the Arabkir children’s clinic in bright colors.



52 CHILDREN

The small details make a big impact

About 660.000 children worldwide are born each year with hearing loss (UNICEF 2004). Children in developing countries often do not have access to medical and audiological care, and unfortunately, the consequences of untreated hearing loss are serious: Children with hearing problems have difficulty learning to speak and tend to develop more slowly than appropriate for their age group. *“Hearing aids allow these children not only to communicate and better integrate into society, but also to keep up with their classes in order to realize their full learning potential. With the Hear the World Foundation, we support people in need and particularly children with hearing loss throughout the world,”* said Ora Bürkli, Member of the Hear the World Foundation Board.

The “52 Children” project will enable the *Hear the World* Foundation to provide 52 disadvantaged children from around the world with the gift of better hearing. These children will not only receive hearing aids, but professional aftercare by a local representative or a Phonak partner. In early August, Swiss hearing centers were already able to help the first three children.

Moldovan Girls Receives Free Hearing Aids

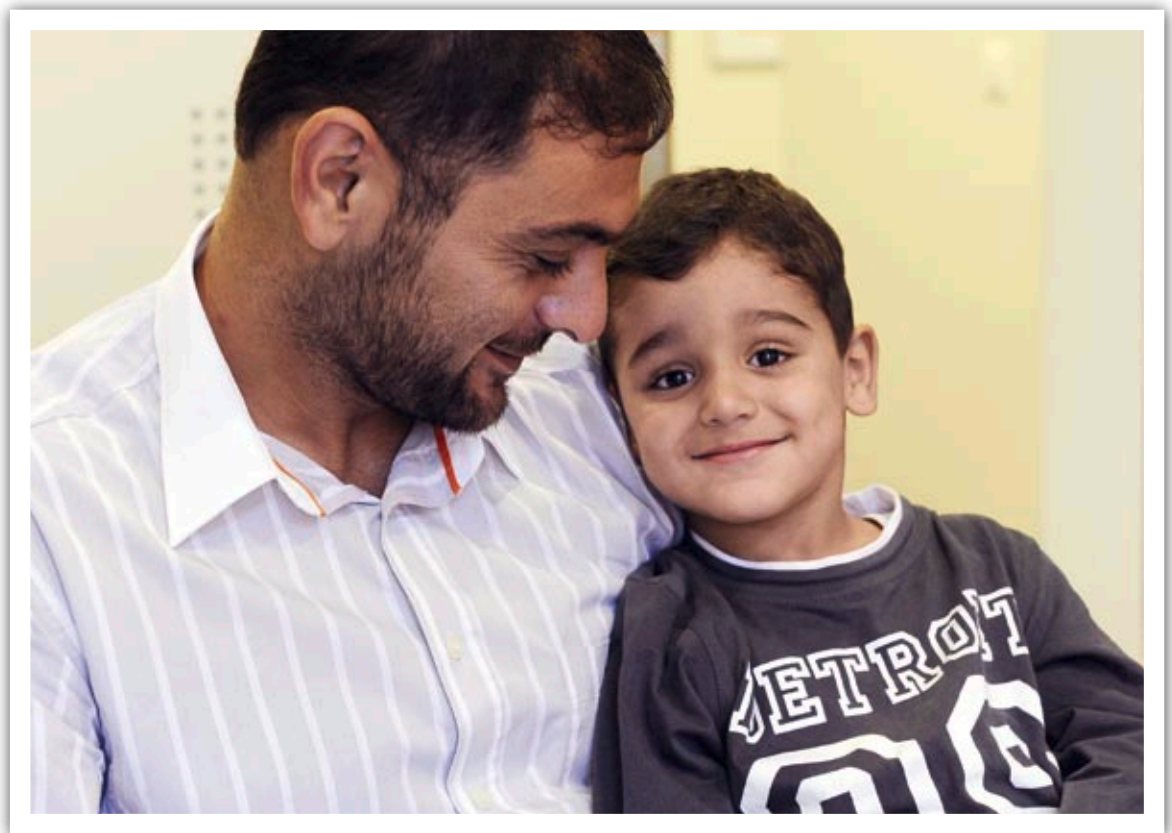
Ecaterina and Liliana are both 13 years old and are from Moldavia. Ecaterina attends a boarding school for orphans in Carpineni and Liliana attends a special school for disabled children. This summer, the girls took part in a two-week camp in the Pestalozzi Children’s Village in Trogen/ Switzerland, which was organized by a Foundation called swisscor. During their stay in Switzerland, Ecaterina and Liliana were seen by a hearing specialist to assess their hearing.



Iraqi Boy can Hear Correctly for the First Time

Four-year old Dawood from Iraq was born with a head tumor. His hearing is only at about 25 percent, and as a result, he can barely speak. Pediatric hearing aids are in short supply in Iraq, so Dawood could only get an adult hearing aid. This hearing aid was way too heavy for his ear, considerably disturbing the boy's everyday life and most importantly, not improving his hearing to the fullest potential. During his stay in Switzerland with friends from Iraq, the *Hear the World* Foundation was able to arrange for Dawood to have a number of special diagnostic tests at Zurich's Children's Hospital, followed by several sessions in a Hearing Centre where he was fitted with new hearing aids. The boy's father was trained in the use of this modern equipment and the aftercare in Iraq was secured.

More about "52 Children" and the criteria for support can be found on www.hear-the-world.com.



Fiji:

The COUNTRY'S FIRST *ever* HEARING CLINIC

Access to “normality” despite hearing loss

The standard of the general healthcare system in Fiji falls far short of the levels seen in the industrialized world – on average, every doctor on these islands has to cover over 2,100 inhabitants. It therefore comes as no surprise to find that, in the past, the idea of receiving help for hearing loss was unthinkable. The number of people in Fiji with hearing loss is particularly high – with six percent of the islands' inhabitants affected, the proportion of the Fijian population suffering from hearing loss is higher than in any country in the entire South Pacific region. 34 percent of those affected are children. Until now, there has been hardly any help available. Even if their hearing impairment was relatively slight, they were often sent to special schools for the deaf, as it was simply not possible for most of the families concerned to obtain the medical and technical aid that would have enabled their children to “listen in” on lessons at a regular school. Only financially privileged families had the means to seek help from specialists abroad.

There were two key reasons for this shortage of adequate care. For one thing, there was a lack of specialized expertise on the islands – and for another, no great efforts were made on the part of the government to solve this problem. The success of the Carabez Alliance is therefore all the more remarkable. This Australian aid organization aims to offer children who suffer from hearing loss the chance to lead a normal life, by giving them access to pediatric audiological treatment and supplying them with hearing instruments. In collaboration with the local Ministry of Health, and with technical and financial support from the *Hear the World* Foundation, the Carabez Alliance opened Fiji's first ever hearing clinic at the beginning of this year. The clinic is located in the Fijian capital, Suva, and is affiliated with a pediatric center in the local hospital.

The clinic offers procedures for making early diagnoses, pediatric audiological treatment and the provision of hearing instruments and speech therapy for children from Fiji and the surrounding Pacific islands free of charge. The majority of the audiologists working at the clinic come from Australia, but the intention in the future is to train specialists from the local area. After all, the earlier hearing loss is detected and treated, the more extensive use the patient can make of his residual hearing ability and the better his speech development will progress.

Did you know that ...

... many children with hearing loss do not go to school in Fiji? In rural areas in particular, they are often deliberately kept hidden away – this is usually due to a feeling of shame on the part of their parents.

... Fiji has a very young society, with an average age of 25.5 years? 30 percent of the population is under 14 and only 5 percent is over 65.

... around one-third of the population (34.4 percent) lives below the poverty line, with an annual household income of USD 4,675 or less?

... the Fijian constitution grants all citizens the right to equal schooling and education?



Georgia:

“IMEDI” *means* HOPE

100 hearing aids for children in the Southern Caucasus

Around 200 pupils attend School No. 203 in the Georgian capital Tbilisi. Since 1922, children with hearing loss from all over the country have been educated in this state-run school. Many come from desperately impoverished families and live in an affiliated boarding house.

Isolation is the worst problem the schoolchildren, whose ages range between six and 20, are facing: Hardly any of the 200 children who suffer from hearing loss wear hearing instruments, which makes communication difficult and any deviation from the everyday routine virtually impossible. The country’s meager financial resources (Georgia has an unemployment rate of around 50 percent) are not nearly enough to fund adequate care for the people in need.

The *Hear the World* Foundation supports the IMEDI project run by the Swiss association “Hilfe für Georgien” (Help for Georgia). In the first stage of this project, an initial 100 children from School No. 203 are being fitted with hearing aids donated by the *Hear the World* Foundation. In Tbilisi, a team of qualified and experienced audiologists from the state-run Hospital No. 9 will be available to fit the children with hearing instruments.

Dr. Mikheil Tushishvili, chief physician in the Audiology Department of Hospital No. 9, talks about the difficulty of finding suitable hearing instruments for Georgian children:

“We rely on modern, high-tech devices with digital speech processing when choosing the right hearing instrument. The ethnic Georgian language with its complicated clusters of consonants – dch, dz, dsch, dq – places extremely high demands on a hearing instrument. Previous experiments with ordinary devices have generally failed. We hope that the new devices that the Hear the World Foundation has provided us with will lead to a huge improvement in quality of life for the children and make the teaching they receive at the school considerably more effective.”



Did you know that ...

- ... there are 327 Ear-Nose-Throat doctors in Georgia to cover the country's 4.4 million inhabitants? This figure has not changed in ten years.
- ... education is considered extremely important in Georgia? Statistically there are 27.97 students per every 1,000 inhabitants, which is more than in Germany or Switzerland.
- ... the newborn mortality rate in Georgia has been rising continuously since 1998?
- ... half of Georgia's inhabitants live below the poverty line? Of all investments made, the social sector receives the least.
- ... lack of money forces many families to send their children to an orphanage? 95 percent of the children in one of these establishments are so-called "social orphans".

Georgian proverb

"What you keep is lost, what you pass on is won."



Dominican Republic:

*“He who has EARS let him HEAR”**

Training, employment and independence – all in aid of better hearing

In 2002, the Australian audiologist Donna Carkeet traveled to the Dominican Republic with the intention of spending six months in a clinic there, on a voluntary basis, training two local young men to become audiologists. Two years later, she returned to check their progress. What she experienced on the island, however, was something the young Australian would never forget. Basic medical and audiological care for people with hearing loss was out of the question – there was simply a lack of everything, from qualified specialists and hearing instruments to adequate funding. As a result, five years ago, Carkeet made an impulsive decision to move to the Dominican Republic and has been working full-time for a project run by the Christian aid organization EARS Inc. ever since.

The *Hear the World* Foundation is helping the Australian organization organize medical care for people with hearing loss on the Caribbean island. The theme of sustainability plays a key role in this – which means that providing training for local people is paramount, as this is the only way to generate independence and create jobs in the long term. Eleven students are currently participating in Donna Carkeet’s courses. After two years, they will become certified hearing instrument technicians and will qualify as an audiologist after four years. The students are highly motivated and dedicated to their work, but their financial situation is a struggle. The aspiring audiologists pay around 100 dollars per month for the course, and as the course is taught on a full-time basis, they are left with very little time for earning any extra money. One student recently had to drop out of the course for this reason. For many, scholarships are the only option, and this is one area where EARS Inc. provides help.

The establishment of “hearing clinics” in the island’s capital Santo Domingo, which has a population of approximately two million, is another focal point for the organization. More than two-thirds of all Dominicans live in towns and cities, with almost half of these living in the slums on the outskirts of the city. These people need easy and affordable access to medical care, which is why two of the clinics have been set up in socially and economically poor areas. However, the strategy of EARS Inc. is two-fold. A private clinic has also been set up in a more privileged residential area in the center of Santo Domingo with the aim of offering local professionals better pay and career prospects, and thus encourage already-trained local audiologists to stay in the country.

The organization is also very actively involved in the field of prevention: 600 babies now take part in a newborn hearing screening program every month, which takes place in conjunction with a vaccination program.

* Matthew 11,15

Did you know that ...

... 20 US dollars is enough to pay for batteries and accessories for a hearing aid for one year?

... one in three Dominicans is unemployed and many live on transfer payments from relatives living abroad, primarily in the United States?

... the state healthcare system is accessible by just under half of the population?

Donna Carkeet: Patience and persistence

EARs Inc.'s project manager talks about the obstacles she faces in her work:

“It is easy to understand why combating hearing loss is not a high priority for a country when the entire existence of its inhabitants is threatened. As a result of this, however, specialist medical care often falls by the wayside, even if it has the potential to yield successful results in the long run. We can only close these gaps if doctors, audiologists and other specialists from our highly-developed industrial nations contribute their expertise to this country voluntarily.”

In many developing countries, there is usually a very strong respect for elders. For us, however, it makes more sense to provide hearing instruments to people at the earliest possible age. We believe that this will enable us to make a positive impact on a person’s entire life. We therefore put a great deal of effort into fitting children with hearing instruments. That said, we have to be on the alert as these devices are sometimes taken away from children for older family members with hearing loss to use instead. That is the way of thinking here – as far as the Dominicans are concerned, older people should be helped first.”



Rwanda:

Giving a CHANCE to those who HAVE NONE

*Technology and audiological healthcare smooth the way for children
with hearing loss*

Civil war and genocide – these are the two buzzwords that we associate with Rwanda. 800,000 people died and two million were displaced when the conflict between the Hutu and the Tutsi people came to a head in 1994. Today, it is the children in particular who suffer from the fallout of the war. According to Unicef statistics, 600,000 children are growing up in extreme poverty and many of them are parentless, forced to scratch out a living on their own in so-called “children’s homes”. The “land of a thousand hills” is believed to be one of the poorest countries in the world. This year, the *Hear the World* Foundation honored the ambitious project set up by Rehabilitation and integration of people with hearing loss in Rwanda (HRD) with the aim of establishing audiological healthcare in this difficult environment with the “Richard Seewald Award.”

The central focus of the HRD is diagnosing hearing loss in children and newborns as early as possible in order to respond quickly with treatment. First and foremost, this requires the use of suitable measurement systems and procedures for accurately diagnosing hearing impairment. With 85,000 inhabitants, Gitarama is the second largest city in Rwanda. This is where 34-year-old audiologist April Lyons is working on identifying hearing loss in children between the ages of seven months and three years, using behavioral audiometry tests such as the VROA (visual reinforcement orientation audiometry). This involves observing how the young patients move their head toward a loudspeaker in a soundproof cubicle. Even infants less than seven months old can be tested using the BOA (behavioral observation audiometry) method. The younger a child is when hearing loss is detected, the better their chance of developing normally and being able to go to school, integrate socially and achieve economic independence later on.

To enable a child to get the best possible use out of a hearing instrument, a precise, individual fitting is crucial. Many aid organizations work with used hearing aids that are not optimally adjusted to suit each user. There is often a lack of expertise on location when it comes to working with the technical devices, which is why HRD spends time training local professionals. Four teachers, for example, are currently being instructed by April Lyons. They work at a special school for children with hearing loss in Gitarama and aim to be able to carry out hearing tests independently in the future and fit children with the right hearing instruments.

However, since around 90 percent of Rwanda’s population lives in rural areas, ten further outposts – known as “antennae” – have been set up in addition to the center in Gitarama to help provide national coverage. From these hubs, HRD staff approach families directly and ask parents whether they think that their child may be suffering from hearing loss. Simple hearing tests can also be carried out at the antennae and, if necessary, children are sent to Gitarama to receive a definitive diagnosis and be fitted with a suitable hearing instrument.

Richard Seewald Award

Every year, the *Hear the World* Foundation presents the “Richard Seewald Award.” The award was named after Prof. Dr. Richard Seewald, an internationally distinguished expert in pediatric audiology. The Canadian doctor helped develop a successful, internationally approved system – the “DSL” (Desired Sensation Level) method – for fitting pediatric hearing instruments. He is also a co-founder of the National Center for Audiology in London, Ontario. Professor Seewald is the holder of the renowned “Canada Research Chair” for pediatric audiology and is a member of the *Hear the World* Foundation Advisory Board.

The Richard Seewald Award carries prize money of 20,000 US dollars and is awarded each year to an existing facility for the detection and treatment of hearing loss in babies and children. The aim of the award is to encourage improvements in these areas, for example in diagnostics and the fitting of hearing instruments. The recipients of the award must meet the following criteria:

- The facility must be run with outstanding professionalism and commitment
- It must provide services to all children regardless of their financial circumstances
- It must offer opportunities for students to gain practical experience

Prof. Dr. Richard Seewald on the HRD project in Rwanda:

“This project reflects a clear understanding of the need to measure hearing and to measure the real-ear performance of hearing instruments using modern procedures and state of the art instrumentation systems. It will put in place the basic elements that are required for children who have hearing loss to benefit optimally from the fitting of amplification.”



Uganda:

HEARING LOSS *caused by* MALARIA TREATMENT

Development work to encourage medical progress

Quinine is still the standard therapy used to treat malarial diseases. Hardly any of those affected are aware of the side effects of this drug, which can lead to hearing loss. Between four and eleven percent of Uganda's inhabitants suffer from hearing loss. Chronic, untreated ear infections that cause a perforation of the eardrum and the effects of tuberculosis infections are two additional reasons why the country has such a high number of people with hearing loss.

Uganda, with an estimated 30 million inhabitants, is one of the most densely populated countries in Africa. Its population is roughly equal to that of Canada. Canada, however, boasts more than 650 actively working ENT specialists, while the East African nation, in contrast, has only 12 specialists to cover nearly 30 million Ugandans. This figure shows just how slim of a chance there is for those affected by hearing loss to ever see a specialist, and for the most part, specialist treatment is reserved for those who have the means to afford it. For that reason, Canadian audiologist Renée Lefrançois, along with her colleague Sophie Heley, cofounded the Can HEAR Uganda project in 2008. The *Hear the World* Foundation supports the Can HEAR Uganda program with both monetary and material donations.

The two doctors, Heley and Lefrançois, who work in cooperation with two clinics in Kampala and Mbale, talk enthusiastically about "enormous improvements in just three years." "*Many Ugandan doctors have a broad theoretical knowledge, but their practical experience is extremely limited. This is what we want to work on,*" said Heley. Project participants from Ottawa and New York travel to Uganda for two weeks each year. They spend this time treating as many patients as possible and training doctors on location. Intensive e-mail contact is maintained throughout the rest of the year. Sustainability is the ultimate aim of Can HEAR Uganda: "*We want the knowledge and skills that we imparted to our African colleagues to be passed on in turn to students, so that we can deliver competent medical care in the long term.*" For this reason, the team starts at least one research project every year. As the organization's mission statement declares, "*Throughout the ages and across all international borders, scientific research is the strongest driving force for advances in medicine.*" This applies to Uganda, too.

Did you know that ...

... one in two Ugandan inhabitants is under 14 years old, with the average age being 15 years?

... more than one-third of all the people in Uganda live below the poverty line?

... there are, on average, eight doctors for every 100,000 inhabitants?

... every woman gives birth to an average of 7.1 children – one of the highest birth rates in the world?

Dorcus – a new life

Clinging to her grandmother's hand, five-and-a-half-year-old Dorcus entered the examination room at the children's clinic. According to her grandmother, it had been three years since Dorcus stopped speaking and responding to noises around her. Since then, she had only been able to communicate by pointing and gesturing. Her family could now take advantage of the rare opportunity of having the little girl examined by the Canadian audiologists, who quickly identified the cause of her behavior. Dorcus' story is typical for Uganda: at the age of 18 months, she suffered from a bout of malaria and was treated with quinine. Shortly afterwards, the little girl stopped vocalizing. The results of the audiological tests were clear: Dorcus has bilateral profound hearing loss. The doctors were optimistic that the little girl had gained enough "hearing experience" before her illness to enable her to quickly regain her speech. A few days later, following consultations with her family, Dorcus was given a hearing aid. After just one hour of practice with her new aid, helped by Canadian doctor Sophie Heley, she was able to imitate sounds using her own voice and associate these sounds with specific objects. The wide smile that spread across the five-year-old's face as she discovered her "new-found" voice touched everybody's hearts.



Germany:

A complete CHANGE OF SCENE

Young people with hearing loss stock up on confidence in the secure setting of a summer camp

A whole week of creative workshops, sports events, lively discussion and games. From confidence building to treasure hunts, from stress management lectures to karaoke parties – all this takes place at the summer camp of the Youth Section of the German Hearing Loss Federation, held each second year in North Rhine Westphalia. There is no comparable event for young people with hearing loss anywhere else in Europe. The 150 participants come from all over Germany, with some even coming from Switzerland, Austria, Luxembourg, and Sweden, and all look forward to spending time together.

To spend six days with people who live in the same situation as they do is something very special for young people and adults between the ages of 14 and 35. For once, they are not a “minority”. For once, they are not someone who needs special treatment from others or someone who has to make a huge effort to keep up with people with normal hearing. All these things demand a massive daily effort from those affected. The camp, held in a castle in the countryside, offers a refuge where participants are able to sit back without having to worry about being ignored or missing something.

But the week offers not just fun, sports and parties. Real work is done too. For example, the 24 workshops do not simply help people discover a talent for creative painting; they also offer specific help for everyday living at home. Valuable experiences are shared in the seminars, including: how do I manage in public with my hearing aid? What are effective strategies for communicating with people who can hear? How do I find my way around in a crowd?

Those taking part meet new friends, strengthen existing contacts and start to build a community, a network. This helps every individual to develop their own personality, but also often lays the foundation for political involvement, a particular concern of the Youth Group, which is the only self-help group in Germany for young people with hearing loss.



Did you know that ...

... figures from the German Hearing Loss Federation show that one in five Germans suffers from hearing difficulties? This means that around 13.3 million people in Germany are affected.

Interest, patience, and respect

What makes the summer camp so unique?

Hannah Janssen, one of the participating students, describes the atmosphere at the six-day event:

“What makes our summer camp so special is our communication with each other. We all have hearing problems – that is what we have in common – but each of us has his or her own way of communicating. Some talk with words, some use signs, some use both. It doesn’t matter how great or small the limits on anyone’s hearing perception are because at the camp, everyone is able to communicate with everyone else. The mood is one of interest, patience, and the huge respect we have for each other. Each person is happy to make time for others and to listen to them. For us, it is a refuge from everyday life where we can build up our reserves! It’s great to see our reunion bringing out so much energy and potential in every single person. Participating in these activities helps to make ourselves really “heard” in our society!”



Cambodia:

Using EDUCATION *and* MEDICAL EXPERTISE *to combat* POVERTY *and* SUPERSTITION

The fight against discrimination of women and children with hearing loss

Can a disability be considered a logical and just consequence of condemnable behavior in a past life? The Buddhist belief in reincarnation and karma and the indifference this generates toward disabled people represents one of the challenges that aid organizations like All Ears Cambodia have to contend with. The *Hear the World* Foundation supports the Cambodia-based organization in its activities.

The situation of women in Cambodian society – already frequently dominated by subjection, violence and abuse – becomes disproportionately more critical when physical disabilities, such as hearing loss or deafness, are involved. These women, who have no professional prospects and are penniless, isolated from society, abandoned and lonely, have no hope of escaping the economic and social downward spiral they find themselves in. There is a universal lack of basic medical knowledge, and in many families, superstition prevails: ear infections are treated with chicken feathers or the innards of dead animals.

In spite of these tough conditions, All Ears Cambodia – the only organization in Cambodia to specialize in women and children with hearing loss – has been providing medical education and care for 14 million Cambodians for seven years. In collaboration with 34 aid organizations and three public hospitals, the dedicated teams work hard both in the capital city and in eight of the country's provinces to provide medical aid for women and girls with hearing loss.

The girls are provided with hearing instruments from the *Hear the World* Foundation and are fitted on location. With the help of additional speech therapy, the children are able to attend mainstream schools. This is their only chance to independently provide for their professional future and to protect their livelihood. The adult women are also given the opportunity – by having their hearing improved – to become economically active and thus be able to participate in society on a social level.

60 percent of all hearing impairments are avoidable, or even reversible, in childhood. The organization therefore distributes informational brochures and posters with the aim of raising awareness not just of the subject of hearing loss, but also of ear health and how our sense of hearing should be handled with care. For instance, a short movie completed in fall of 2010 is designed to help convey the organization's message to the predominantly illiterate Cambodian people in the waiting areas of clinics.

A relatively small, but carefully planned operation can often make a great impact. Avoiding infections or fitting a suitable hearing aid as early as possible allows those affected to lead an active and independent life, and thus find their way out of the spiral of isolation and poverty.

Kao Sophea – silence after the explosion

Between six and ten million landmines still lie underground in Cambodia. Seven years ago, one of these cost 44 year old Kao Sophea her right leg, and almost her life, as she was out collecting firewood in the forest. Landmines detonate with an impact that sends debris flying at a rate of seven thousand meters per second. Their shock waves leave hardly any survivors without serious damage to their hearing, as in the case of Sophea, a mother-of-four.

“Irreversible bilateral damage to the inner ear, caused by acoustic trauma,” stated Sophea’s diagnosis, which was made in June 2010. After extensive tests, she was fitted with a hearing aid for her right ear, which was the most severely affected of the two, at the All Ears Cambodia clinic. Kao Sophea had a follow-up appointment one month later with a huge smile on her face. For years she had been unable to hear the voices of her husband and children “when the whole family came home at the end of the day and everyone talked about their experiences,” and now she can finally take part in their evening conversations again.

Did you know that ...

... Cambodia, with its vast provinces, is one of the most sparsely populated countries in Asia – which makes the provision of universal medical care and public access to hospitals all the more difficult?

... according to the World Health Organization (WHO), approximately 278 million people worldwide suffer from hearing loss, two-thirds of whom live in developing countries?

... with adequate medical care, hearing loss could be prevented in around half of all the people who suffer from it in Cambodia?

... only one percent of all Cambodians with hearing loss receive the hearing instruments they need?



Mark van Luyk (www.markvanluyk.nl)

Kenya:

A FUTURE *for* NAIROBI'S CHILDREN

Regain Hearing – Join Life

The *Hear the World* Foundation has been supporting children with hearing loss in Nairobi since 2008. In Kenya, such children are largely excluded from “normal” society. Children from socially disadvantaged backgrounds, in particular, have no prospects of integration; schools will not take them, and they receive no support. As a result, many have little to no chance of leading a normal life.

Working closely with Lufthansa Cargo, the *Hear the World* Foundation has setup a hearing center in the Cargo Human Care Medical Center in Nairobi. German Ear, Nose, and Throat (ENT) doctors hold regular consultations there, carry out hearing tests and fit hearing instruments free of charge – a nominal amount is paid by those who can afford to do so. The *Hear the World* Foundation also supplies hearing aids to underprivileged children at the center. To offer these children the chance of a better future and to provide long-term care, the *Hear the World* Foundation has created a local support group made up of ENT doctors at the hearing center, a hearing care professional and a parents’ self-help group. Regular local speech therapy sessions are currently in development. The hope is that this close contact with the families will ensure that the children obtain maximum benefit from the support provided.

In addition, the *Hear the World* Foundation has gained an important support partner this year – since January 2010, the well-known battery manufacturer VARTA Microbattery has been making regular donations of hearing aid batteries needed by all the children who are cared for under the Nairobi project.



Switzerland:

A WORLD APART

Living without sight, living without hearing.

Being deaf-blind is much more than a simple combination of “not hearing” and “not seeing”. If someone is lacking one of the senses, the other senses usually compensate. Blind people listen more closely, people with hearing loss rely to a greater extent on their visual perception. But for deaf-blind people, this is not possible.

This leads to three major problems in the areas of mobility, communication and access to information. Those affected are unable to orient themselves and often cannot find their way around in unfamiliar surroundings without help. Communication with other people is severely limited, and there is a great risk that deaf-blind people will be ignored and isolated by those around them. They also have difficulty in accessing information on their own – not only about events in their immediate surroundings but also about involvement in world events, and expanding their own personal development.

The Swiss National Association of and for the Blind (SNAB) hopes to inform the people of Switzerland about the plight of deaf-blind people by means of a short movie partly financed by the *Hear the World* Foundation. The five-man team will use the movie – which will also be shown in schools and clubs – to show the public how deaf-blind people live, what their day-to-day problems are and how they can help. Go to www.hear-the-world.com/foundation find out more about the film and its release date.

Did you know that ...

... according to SNAB, between 80,000 and 100,000 people in Switzerland have severely impaired vision.

... that studies in other European countries have shown that of 100,000 people with impaired vision, 18 are deaf-blind?

Berlin:

CHARITY GALA 2010

*50,000 euros raised for children with hearing loss
Hear the World Awards presentation ceremony*

On October 16, 2010, the first charity gala supporting the *Hear the World* Foundation was held in Berlin. The foundation received considerable support for the event with more than 300 guests present, including Jade Jagger, Jette Joop and a number of other well-known personalities. The charity gala proved to be a resounding success. A total of 50,000 euros in donations were collected under the patronage of Princess Mafalda of Hesse, with all proceeds being assigned directly to projects run by the *Hear the World* Foundation. Dr. Philipp Herzog von Württemberg from the auctioneers Sotheby's led an auction of original portraits of famous *Hear the World* ambassadors such as Mick Jagger, Annie Lennox, Diane Kruger, Charlie Siem and Lenny Kravitz. The pictures, all of which were photographed by Bryan Adams, show the ambassadors striking the typical *Hear the World* pose – with one hand cupped behind their ear to convey conscious hearing. The auction was very well-received and made a significant contribution toward the total proceeds collected during the evening.



A highlight of the evening was the inaugural presentation of the *Hear the World Awards* in the Prevention, Support and Solutions categories to individuals who have made an outstanding contribution in the fields of hearing and hearing loss. The award in the Prevention category went to Dr. Brigitte Schulte-Fortkamp, founder of the *Tag gegen Lärm* anti-noise day campaign in Germany. Since 1997, the *Tag gegen Lärm* campaign has played a key role in raising public awareness around the issues of noise and prevention of hearing loss through a variety of local and national events. The honor in the Solutions category was presented to Dr. Annette Leonhardt, Professor of Education for the Deaf and Hearing-impaired at Munich's Ludwig-Maximilian University. She has spent years working on the integration of children and young people with hearing loss at the school and pre-school levels. One notable result of her work is the most comprehensive study on the integration of school children with hearing loss across the entire country of Germany. The award in the Support category was won by American singer Joey McIntyre, best known as a member of the band "New Kids on the Block". In spring 2010, he broke a taboo when he spoke openly in the international media about his son's hearing loss. His youngest son, Rhys Edward, was born in December 2009 with severe congenital hearing loss. By dealing openly with the subject of hearing loss, McIntyre has reassured parents all over the world who find themselves in a similar situation, thus making a significant contribution toward dispelling the stigma surrounding this topic.



EXPERIENCING *and* UNDERSTANDING *the* WORLD *of* HEARING

The HEAR THE WORLD magazine

We can only really understand, respect and protect what we are able to consciously experience and comprehend. HEAR THE WORLD – the magazine for the culture of hearing – aims to raise and sharpen people’s awareness of the topics of hearing and hearing loss. Four times a year, the magazine invites its readers to explore the fascinating world of hearing.

We take the importance of diversity to heart – each issue of the magazine presents a wide spectrum of such topics as music, art, nature, sports and the world of the senses. What all the articles have in common is a connection to hearing and/or sounds. In the HEAR THE WORLD magazine, you can also read about our celebrity *Hear the World* ambassadors – the cover of each of the 16 issues so far features one of the famous personalities in the famous *Hear the World* gesture, with one hand cupped behind their ear to convey conscious hearing.

The magazine is financed by Phonak AG, and as a result, the foundation does not incur any costs. All proceeds received from the sale of the magazine are used to fund *Hear the World* Foundation projects. With a subscription, you not only obtain a high-quality, interesting magazine, you also provide help where it is urgently needed. You can read sample articles from the HEAR THE WORLD magazine and subscribe here: www.hear-the-world.com/en/the-magazine.



About the HEAR the WORLD Foundation

The *Hear the World* Foundation was founded in December 2006 by the Swiss hearing instrument company Phonak as a nonprofit organization headquartered in Zug, Switzerland. The purpose of the foundation is to support projects related to the topic of hearing and hearing loss both financially and by providing technology and informational material. The *Hear the World* Foundation receives financial support from its founder, Phonak, on a regular basis. It is, however, legally and organizationally independent with further funding provided by donations.

The foundation is managed by the Foundation Board. An Advisory Board supports the Foundation Board and evaluates suitable projects and candidates suggested to the Foundation Board to receive funding. People associated with the purpose of the foundation serve on committees based on their attitudes and/or prior commitment. The members of the Foundation Board and the Advisory Board work on a voluntary basis. Expenses are reimbursed. Additional work-intensive services may be reimbursed accordingly on a case-by-case basis.

Foundation Board:

- Valentin Chapero, CEO, Sonova
- Alexander Zschokke, Group Vice President Channel Solutions and Marketing, Phonak
- Ora Bürkli, Vice President Product Marketing, Phonak

Advisory Board:

- Prof. Dr. Richard Seewald, Distinguished University Professor Emeritus, University of Western Ontario, London, Ontario, Canada
- Prof. Dr. John Bamford, Honorary Professor of Audiology, University of Manchester
- Plácido Domingo, tenor, conductor and director of the Los Angeles Opera and the Washington National Opera
- Dr. Clemens Hellsberg, chairman of the Vienna Philharmonic Orchestra
- Prof. Dr. Heinrich Rohrer, Swiss physicist and Nobel laureate



Prof. Dr. Richard
Seewald



Prof. Dr. John
Bamford



Plácido
Domingo



Dr. Clemens
Hellsberg



Prof. Dr. Heinrich
Rohrer

HEAR *the* WORLD *Foundation* – ANNUAL FINANCIAL STATEMENT

Balance sheet and profit and loss statement 2009/2010

The presented financial summary is the annual financial statement – from April 1, 2009 to March 31, 2010 – of the *Hear the World* Foundation, audited by PricewaterhouseCoopers AG. The annual financial statement as well as the management report may be obtained at their business location.

1. General information about the foundation

The objective of the foundation is to provide global education about the topic of hearing, with the objective of helping prevent hearing loss, and to provide technological and financial support to groups, public facilities and private individuals working to prevent hearing loss or to improve the lives of those with hearing loss.

The business operations of the foundation comply with the statutes dated December 4, 2006 and the foundation rules of procedure dated December 4, 2006. PricewaterhouseCoopers AG served as auditors for the fiscal year 2009/2010. The contract is based on legal regulations and generally accepted accounting principles. Their selection for the following year has been confirmed.

According to the foundation charter, the initial dedicated capital of 500,000 Swiss francs does not have to be maintained. All capital is available to the Foundation Board for grants.

2. Activities of the foundation during the fiscal year

The Foundation Board determines the resources to be awarded and their allocation during budgeting.

These resources were distributed as follows during the fiscal year:

- Technological support for projects (provision of hearing instruments, etc.) in Switzerland: 36 %
- Technological support for projects (provision of hearing instruments, etc.) abroad: 26 %
- Financial support for projects (in Switzerland and abroad) 24 %
- Expenses for fundraising 15 %

3. Financial assets and explanations regarding assets and liabilities

The foundation does not have long-term assets. Its assets are comprised of the foundation capital. This capital was invested with UBS AG with an average interest rate of 0.25% and is available on a daily basis. As a result of the nonprofit nature of the foundation, more resources were used for technological and financial support than were generated by donations and other revenue. The foundation capital was therefore reduced by this amount.

4. Events after the balance sheet date

Nothing worthy of mention occurred.

ANNUAL FINANCIAL STATEMENT

*Income statement for the period April 1, 2009 to March 31, 2010
(in Swiss francs)*

Proceeds from donations	619 692
Proceeds from fundraising	28
Other income	4 673
	624 393
Technological support for projects abroad	-60 979
Financial support for projects abroad	-56 907
Technological support for projects in Switzerland	-84 347
Financial support for projects in Switzerland	0
Administrative expenditures	-380
Expenses for fundraising	-34 664
Other operating expenditures	-176
	-237 453
Earnings before interest and taxes (EBIT)	386 941
Financial income	915
Annual profit	387 856

Balance sheet as at March 31, 2010 (in Swiss francs)

Assets

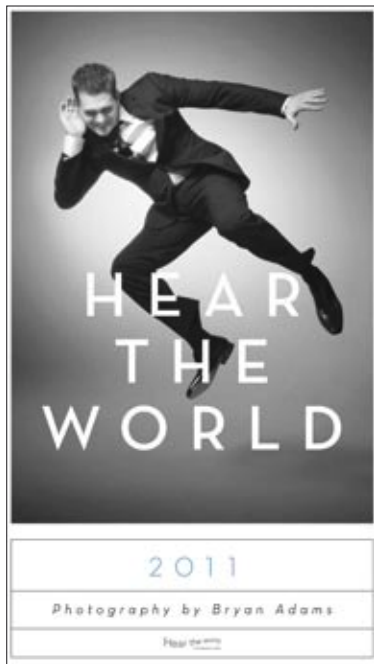
Assets	0
Long-term assets	
<i>Liquid funds</i>	657 314
<i>Other receivables</i>	320
Total	657 634

Debts

Liabilities	
<i>Transitory liabilities</i>	9 922
Equity	
<i>Foundation capital</i>	500 000
<i>Balance sheet profit</i>	147 713
Total	657 634

ARTISTS *support the* CHARITABLE CAUSE

Hear the World Calendar 2011



For anyone who wants a unique gift for their loved ones that gives back, *Hear the World* has the ideal holiday gift just in time for the holiday season: the 2011 calendar. Well-known stars such as Corinne Bailey Rae, Julianne Moore and the pop group Take That have been photographed for the calendar by musician and photographer Bryan Adams in the *Hear the World* pose with one hand cupped behind their ear – the gesture that indicates conscious hearing. Together with *Hear the World*, the artists hope to call attention to the topics of hearing and hearing loss. The calendar is financed by Phonak so that the *Hear the World* Foundation does not incur any costs. Proceeds from all sales go directly to the foundation in the full amount.

The limited edition calendar is available for CHF 29.90/
EUR 19.90 (plus shipment) at www.hear-the-world.com



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December 2010

Concept:
Hear the World Foundation

Text:
Daniela Tewes
Christine Ringhoff

Design:
metzgerlehner
worldwide partners AG

Secretariat:
Christine Ringhoff

Adress
Hear the World Foundation
c/o Domanda Verwaltungs GmbH
Baarerstrasse 43
6304 Zug

E-Mail: info@hear-the-world.com
Phone: +41 58 928 01 01
www.hear-the-world.com



STING						
DECEMBER						
MOS	So	MO	Tu	We	Do	Fr
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05	06	07	08	09	10	11
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19	20	21	22	23	24	25
26	27	28	29	30	31	
2011						

About the
HEAR *the* WORLD *Foundation*

The *Hear the World* Foundation was established in 2006 by Phonak to support equal opportunities and improve the quality of life of people with hearing loss through financial and technical assistance. The foundation is especially committed to children with hearing loss in order to help them develop their full potential.

Hear the World Foundation
c/o Domanda Verwaltungs GmbH
Baarerstrasse 43, 6304 Zug, Switzerland

Hear the world
FOUNDATION