



TM

2020

A YEAR
IN REVIEW

THANK YOU to our 2020 Supporters...

Thanks to your generous contributions, the Foundation has been able to support current research in the field of audiology as well as future audiologists through student grants and scholarships.

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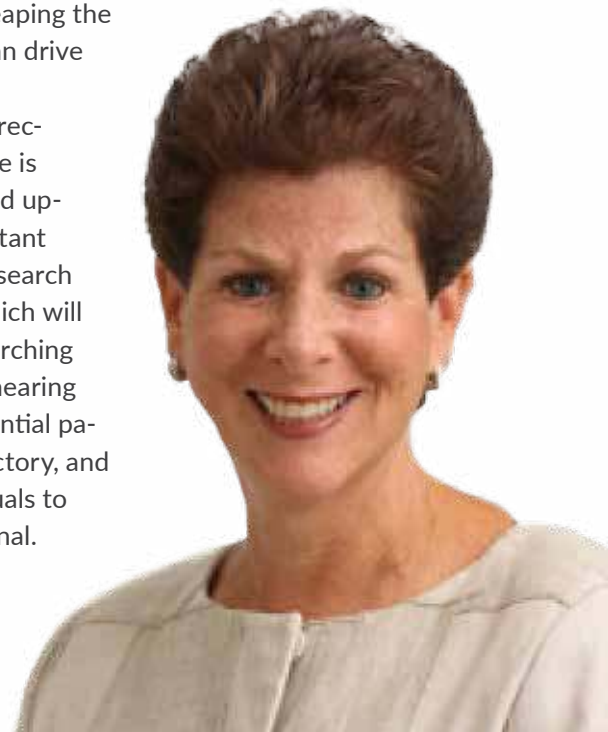
On behalf of the AAA Foundation Board of Trustees, I am pleased to deliver to you the Foundation's Year in Review of fundraising and funding efforts over the past year.

While 2020 has been an unprecedented year for the field of audiology and for the world, this year has been a productive year for the American Academy of Audiology Foundation. We realize how important it is for you to understand what the Foundation does, what value the Foundation brings to you, and how your gift will be used.

Driving Patients to You

At the request of the Academy Board, our Foundation initiated the new Find an Audiologist fundraising campaign the fall of 2019. What better way to support your Foundation while reaping the benefits of a campaign that can drive patients directly to you.

The Find an Audiologist Directory on the Academy's website is currently being overhauled and updated. One of the most important components of this update is search engine optimization (SEO), which will help drive people who are searching online for information about hearing and balance issues—your potential patients—to the Academy's directory, and ultimately drive those individuals to you as an audiology professional. Successful SEO, among other



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online marketing strategies, puts the link to a website higher up on a Google search return.

Recently, CBS news stated that 82 percent of internet users will look to Google for help finding information on their medical condition. The first page of any Google search gets nearly 100 percent of all web traffic; however, it is impossible for the majority of members—on their own—to do the work required to get on the first page of a Google search. With enhanced SEO strategies and maintenance, it is possible to get “Find an Audiologist” and consumer-related information on the first page of Google searches, which puts every Academy member on the first page.

SEO is not complicated, but it takes dedicated time and resources. Creating quality content and continuously updating the content are critical components of optimizing a site to have it come up in the first page of a search.

SEO has one of the largest returns on investments of any digital marketing strategy. The funds raised by the Academy Foundation

will pave the way to SEO for the Find an Audiologist Directory and could directly benefit all our practicing members.

Initially, the Foundation needs to raise \$125,000 to support this effort. After only a short period of active solicitation for donations, which was unfortunately paused due to the pandemic, we have commitments of more than \$77,000 in donations and pledges as of December 31, 2020. The Foundation Board of Trustees thanks and welcomes these new and ongoing supporters!

Supporting Research and Scholarships

In addition to this important public awareness project, the Foundation has continued to support research and education through a variety of programs, granting more than \$115,000 in scholarships and research awards in 2020 to students and professional audiologists.

Past recipients have become accomplished audiologists contributing research integrated into clinical practice, while others have become leaders serving on various boards and committees in multiple professional organizations. These awards and grants sow the seeds of the future of the profession.

Providing Education

The Foundation had exciting plans for AAA 2020 + HearTECH Expo in New Orleans, which was regrettably cancelled but included

The Foundation is excited and proud of its efforts to support Academy members in driving patients to them and to their practices.

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supporting Academy members experiencing financial hardship to attend the annual convention through the Membership Assistance Program (MAP). The Foundation is planning to offer this support in 2021–2022.

The Foundation Lecture Series provides CEU opportunities by offering the Marion Downs Lecture in Pediatric Audiology with philanthropic support from the Oticon Foundation and two Tinnitus Learning Modules with philanthropic support from Widex USA, Inc. The Foundation offers these talks at AAA Annual Conference and Expo.

Although we were disappointed that the Academy had to make the difficult decision to cancel AAA 2020 + HearTECH Expo in New Orleans, a special thanks goes to those generous members who donated their AAA 2020 registration fees. As a result of their contributions, 20 eAudiology webinars were offered, attracting more than 5,800 registrations for these educational opportunities which enhanced personal and/or professional knowledge and/or fulfilled licensure requirements.

Looking Forward

As we say goodbye to 2020 and look ahead to the future, we recognize and acknowledge our new and returning donors. These projects and initiatives are not possible without your support. The AAAF Board hopes you will remain engaged and continue your support.

On a personal note, I would love to change the mindset and the expected level of giving of every Academy member. We are audiologists in a strong and impactful profession. The goal is to obtain a contribution of any amount from each and every member of the American Academy of Audiology.

It is important that all members recognize and appreciate the value and benefits that the AAA Foundation provides. Your meaningful contribution allows the Foundation to continue the great work of its mission in supporting research, education, and public awareness in audiology and hearing sciences. Join us in the spirit of giving to accomplish our goals. We cannot do it without you!

Thank you,



Helena Solodar, AuD
Chair
American Academy of Audiology Foundation

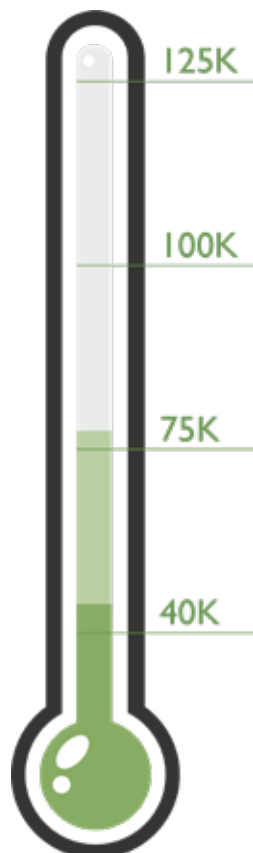
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DRIVING PATIENTS TO YOU



The Foundation's primary focus for 2019–2020 has been to help build public awareness of Academy audiologists.

The Academy is creating an innovative, accessible new Find an Audiologist Directory. To accompany this new directory design, the American Academy of Audiology, with financial support from the AAA Foundation, is on a public awareness mission to make sure that internet searches will lead the public to us—the specialists most qualified to evaluate, manage, and diagnose hearing loss and balance problems.

The first page of any Google search gets nearly 100 percent of all web traffic; however, it is impossible for the majority of members to do the work required to get on the first page of a Google search, but it is possible to get "Find an Audiologist" on the first page of Google searches, which, in essence, puts every Academy member on the first page.

As of December 31, 2020, through generous contributions and pledges from members like you, the Foundation has raised \$77,000 toward its goal of \$125,000 to support this project!

This fundraising campaign highlights what we can do as a group of professional audiologists; by pooling our resources, we can make a greater impact for all our members than any of us could do alone, but we need everyone to make a contribution!

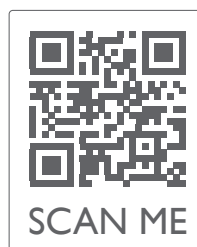
Donate today.

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We appreciate your support.

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SUPPORTING RESEARCH AND STUDENT SCHOLARSHIPS

During 2019–2020, the Academy Foundation awarded more than \$115,000 to 34 students and researchers through the following programs:

- **Continued Achievement Scholarship**
SUPPORTED BY **AudiologyOnline**
- **Jerry Northern Scholarship in Pediatric Audiology**
- **Judith Blumsack Scholarship**
- **Sadanand Singh Memorial Scholarship**
- **Student Leadership Scholarship**
- **James Jerger Award for Excellence in Student Research**
- **Research Grants**
SUPPORTED IN PART BY THE **American Institute of Balance**
- **Student Research Forum**
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- **Chapter Challenge Grants**
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Rebecca West	Ian Windmill	Julia Zickefoose

We are grateful to our members who recognize the importance of the work the Foundation is doing to support research, education, and public awareness of audiology.

The work of the Foundation can only be accomplished through the generous support of donors who share our vision for promoting the profession.

Make a donation that will be used to promote audiology by helping your patients find you, supporting innovative research, and creating exceptional educational opportunities for our members

We apologize for unintentionally leaving any donors off this list.

SUPPORTING EDUCATION

Through generous contributions, the Foundation is poised to present educational events as well as travel grants to support attendance at conferences, seminars, and meetings around the world.

More than \$40,000 was contributed to support these valuable programs:

- **Student Academy of Audiology (SAA) Conference Scholarship**
- **Student Travel Award Reimbursement (STAR) Program**
- **Membership Assistance Program (MAP)**
- **Marion Downs Lecture in Pediatric Audiology**
SPONSORED BY THE **Oticon Foundation**
Planned for 2021
- **Jerger Future Leaders of Audiology Conference (JFLAC)**
SPONSORED BY THE **Oticon Foundation**
Planned for 2021

A special thanks goes to those generous members who donated their AAA 2020 registration fees. As a result of their contributions totaling more than \$16,000, 20 eAudiology sessions were offered to thousands of attendees.



Learn more on how you can help elevate these programs

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