

Making Waves – Breaking Barriers

CAPITAL CAMPAIGN





Visiting a doctor, I was often left feeling frustrated and lost. Resorting to pen and paper, I was even more confused – we all know how illegible a doctor’s handwriting can be. After every appointment, I felt unheard, rushed, and that my health was unimportant. Through the Wavefront Centre, I brought my first medical ASL interpreter with me to an appointment. I felt independent after years of isolation. For the first time, I felt like I could focus on my health and that I could make educated decisions on my own.

Alma Blackburn

A Deaf member of our community



A DAY IN THE LIFE

Think of the last time you were in a coffee shop. There’s a hum of noise from background chatter, sliding chairs, cups and clatter. The barista wants to take your order but you can’t quite understand what she’s saying. As she talks her mouth is partly covered by the top of the point-of-sale screen. Meanwhile, the whistling high-pitched

hiss and spitting of milk being foamed is louder than the barista’s voice. Without your morning coffee you’re feeling irritated. Why are you having trouble hearing her? Is there something wrong with your hearing? Maybe there is, maybe there isn’t. For many people, this is the reality they experience every day, in all situations.

COMMUNICATION

**It builds pathways between people.
It nurtures relationships.
Strengthens communities.**

For those with hearing loss and deafness, communication becomes challenging, affecting any sphere of daily life – from work to home to school and community.

Hearing loss is one of the most pervasive, chronic conditions facing Canadians, with **1 in 10 people impacted** to some degree. Moreover, the prevalence of hearing loss is certain to rise as the population ages. In populations aged **65 years and older, that number skyrockets to 50 percent**. Statistics show that of those individuals with hearing loss, **90 percent would benefit from hearing aids**, but sadly only 20 percent have experienced the transformative benefits of such a device.

A LEADER IN THE FIELD

Operating as the Western Institute for the Deaf and Hard of Hearing (WIDHH) from 1956 to 2019, the newly rebranded Wavefront Centre for Communication Accessibility (Wavefront Centre) serves both the Deaf and Hard of Hearing communities throughout British Columbia. Through innovative hearing health and deaf services, the Wavefront Centre strives to reduce the communication barriers faced daily by Deaf and Hard of Hearing people.

HEARING LOSS AND ITS IMPACT



Affects > 10% of Canadians and > 50% of seniors



Can lead to feelings of isolation and depression



Can contribute to physical, cognitive and mental health concerns



Greater underemployment and unemployment rates for those with hearing loss and deafness

80%

80% of those with hearing loss delay seeking help because of stigma and inaccessibility to services



Deaf Seniors and DeafBlind Seniors face further barriers from lack of access to qualified sign language services

Trusted for over 63 years, the Wavefront Centre is the largest charity of its kind in Western Canada that supports its community through a wide range of programs and services, including:

- Audiology (Hearing Clinic)
- Employment Counselling and Resource Centre
- Sign Language Interpreting
- Seniors Outreach
- Lend An Ear, hearing aid loan program, for low income clients
- Communication Devices Program
- Clinical Research
- Community Presentations

To learn more about what we do, please visit wavefrontcentre.ca



LEVEL 4

Administration
Interpreting
Conference Hall

LEVEL 3

Audiology

LEVEL 2

Clinical Research
CHHA and GVAD offices

LEVEL 1

Reception
Seniors Outreach
Employment Counselling
Communication Devices Showroom

ACCESSIBLE BUILDING FEATURES INCLUDE:

- Curved corridor corners to enable clear sightlines to approaching individuals
- Improved lighting to elevate visual communication cues
- Large-area assistive listening system in meeting rooms
- Visual and auditory alerting, security and wayfinding system
- Visual displays in meeting rooms to project captioning and interpreting services
- Accessible washrooms with fixtures and counters optimized for wheelchairs and those with mobility issues
- Wider corridors to not only accommodate wheelchairs but also to provide adequate space for sign language users as they travel through hallways
- Acoustically optimized walls, ceilings and flooring to control room reverberation, sound transfer and background noise
- Strategic installation of electrical and mechanical systems to reduce the effects of electromagnetic interference on assistive listening equipment

OUR CURRENT CHALLENGES

Our existing 60+ year-old building is no longer able to accommodate the accessibility, clinical or technological needs of our growing client base. Renovations are not a cost effective option given the building's advanced age. We've made the most of our current location for six decades. It's time for us to move forward.

WCCA serves more than 14,000 clients a year – a 75% increase from 2010.

MOVING FORWARD

Through strong board governance, years of planning, and the leadership of Chris Newton, Chair of our Capital Campaign, we are excited to open a new purpose-built facility, set to open in the Fall of 2019.

This new centre will meet the needs of our rapidly growing client base and serve as a model for other such communities in Canada.

Centrally located in Vancouver's Mount Pleasant district, our new 18,000 sq. ft., Wavefront Centre is a model of

innovation and inclusion – we've gone the extra mile to ensure a seamless transition for our existing clients, while increasing capacity for new ones. Our new four-story facility will be suitably equipped to ensure Deaf, Deafblind, and Hard of Hearing individuals have an accessible space to connect, build community and access our vital services.

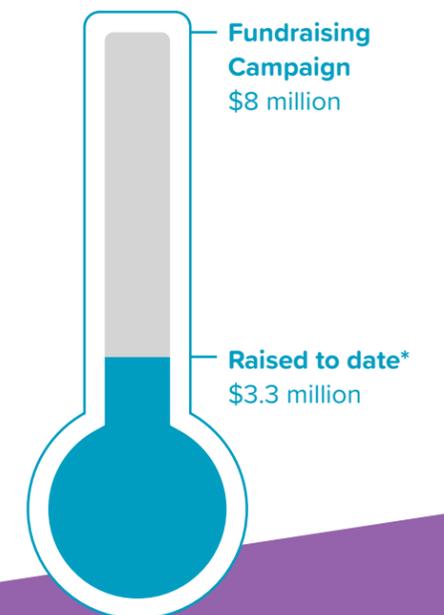
Working in collaboration with the Rick Hansen Foundation and MGBA Architecture + Interior Design, we're utilizing universal design principles to set a new standard of excellence in accessible built environments. Wavefront Centre will ensure people can interact freely regardless of hearing, vision, mobility or age-related challenges.

In partnership with Conwest Group, Cushman & Wakefield, Field & Marten Associates, and Fusion Projects, we aim to ensure that every aspect of the new centre – from safety-enhancing wide hallways to acoustically-optimized finishings throughout – will *Make Waves and Break Barriers*.

CAPITAL CAMPAIGN

Projected cost of new facility	\$16 Million
Sale of Current Property	\$8 Million
Fundraising Campaign	\$8 Million
Total raised to date*	\$3.3 Million

*As of July 2019, over \$3.3 Million has been raised towards our \$8 Million goal; this includes \$1 Million from the Government of British Columbia and over \$100,000 from the Wavefront Centre staff and Board of Directors.



EXPANDING THE BOUNDARIES

The new centre will allow us to work towards our vision of a society where all people can interact freely without communication barriers.

Key benefits to our community include:

- Increased number of audiology testing / counselling rooms to reduce appointment wait times.
- Telehealth: New remote Audiology, Interpreting and Counselling to help isolated individuals across B.C.
- State of the art showroom featuring assistive listening and alerting devices for home and office.

- World class hearing health research program aimed at producing outcomes that can be adopted readily by clinicians.
- Expansion of outreach services to seniors to increase social connections and reduce isolation.
- A free Video Relay Service (VRS) to enable ASL sign-language-based phone calls.
- Truly accessible, large spaces for our community groups to meet and connect.

Let's Break Barriers Together!

We have a long and proud history of serving Deaf and Hard of Hearing British Columbians. As our client base grows, our resources, technology and facilities must grow too – that's where you come in.

The new Wavefront Centre facility will be the first of its kind, setting new benchmarks for communication accessibility.

But we can't do this without you!

The next step is yours to take: With your donations, we will be able to realize our vision to provide a fully accessible, inclusive environment where thousands of individuals and their families will find an open door to the services, resources, devices and support needed for barrier-free communication.

DONOR OPPORTUNITIES & WAYS TO GIVE

- Highly visible donor naming opportunities are available for those who wish to establish a permanent legacy in the new Wavefront Centre.
- Donations are tax-deductible, and can be made as one-time donations or pledges over 3-5 years.
- Donations in forms of cash, cheque, or credit card, as well as securities, wills and bequests are gratefully accepted.

Thank you for helping us Make Waves and Break Barriers!

CAMPAIGN CABINET

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LEARN MORE

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Wavefront Centre for Communication Accessibility is the operating name for Western Institute for the Deaf and Hard of Hearing, a registered charitable organization. Charitable Registration Number #108200098RR0001

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As I have aged, I have come to rely on the expertise of the Wavefront Centre for Communication Accessibility. I am very grateful for their professionalism, courteous service, and palpable concern for their clients. I am also aware that the Wavefront Centre provides hearing support, programs and education to many who, unlike some of us, cannot on their own afford to seek and receive the help they require. For that reason, I urge everyone who is able to make a donation to the Wavefront Centre's current campaign. We need this vitally important institution and, with our aging population, will need it even more in the foreseeable future.

Gabor Maté M.D. Author and Speaker





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ACCESSIBILITY