

2020



Annual Report



WAVEFRONT
CENTRE FOR
COMMUNICATION
ACCESSIBILITY

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A MESSAGE FROM

Our Board Chair



DR. GRAHAM BRYCE
Board Chair

I am pleased to present the 2020 annual report, a report on the year's events from the governance perspective.

The Board's primary responsibility is to find, and appoint, operations leadership. To that end, following an exhaustive search, the Board was pleased to welcome Mr. Christopher Sutton B.A. (Gallaudet University), MBA, Ivey Business School, (University of Western Ontario) as our new CEO. Mr. Sutton assumed his position on April 1, 2020 and immediately led the organization into the challenges at hand with the global pandemic, establishing Wavefront as an essential service provider. His successful navigation of the available government supports meant that the Centre charted a successful course through difficult times, while maintaining service levels and support to the communities we serve.

The Board is planning its leadership activities and has formed a Governance Committee that will soon embark on a Governance review with an external consultant. We look forward to receiving their analysis and recommendations as we plan for a more normal post pandemic organization, with a clear focus on communication and our membership.

I wish to thank the board of directors who diligently did their job this past year; to our staff for their courageous efforts in providing essential services to all of our clients during COVID-19; to our clients for continuing to trust us for all their communication needs, and to you, the membership for your ongoing support of Wavefront Centre.

A handwritten signature in blue ink, appearing to read 'G. Bryce', written in a cursive style.

A MESSAGE FROM

Our Chief Executive Officer



CHRISTOPHER T. SUTTON
Chief Executive Officer

Since March 2020, the spread of COVID-19 has severely impacted communities around the globe.

When many organizations closed its doors, we remained open to help people navigate employment supports, ensure seniors can stay safely at home, expand our accessible communication offerings to include captioning, plain language, and ASL translation services, and allow front line workers access to audiology services when other providers were closed. We remained committed to providing the best possible care for the communities we serve and never stopped looking for new opportunities to break down communication barriers.

One activity we had to put on hold due to COVID-19 was developing our Strategic Plan for the next three to five years. While we await a new 'normal' post-pandemic, we focused on developing a Reintegration Strategy to guide us through the next 12-18 months. Based on the results from the Reintegration Strategy survey, Wavefront has dedicated this year to enhancing administrative supports and building the internal infrastructures to ensure continued growth and success. We look forward to launching the formal strategic planning process this Fall and to soliciting input from our staff, clients, donors and stakeholders.

This year has been challenging for so many. This annual report will illustrate how we overcame our challenges to ensure our communities were able to continue accessing our products and services and overcome communication barriers in their daily lives. I am proud of what our team has been able to accomplish throughout the year and I wish to thank the board of directors for their continued confidence, the staff for meeting the daily challenges, and to each of you for your continued support of Wavefront Centre.

Christopher T. Sutton



Capital Campaign & Annual Giving

In 2020, Wavefront Centre opened its new multi-purpose facility on 2005 Quebec Street and was awarded the most accessible building in Canada, receiving a gold rating of 96%, under the Rick Hansen Foundation Accessibility Certification Program. This dream would not have been possible without the generous support of donors like you. As we move forward, your continued support will future-proof our services so we can continue being the leader in making a barrier-free, fully communication accessible Canada.



Wavefront Centre is grateful to the many loyal donors for their support.

\$681,992

Annual Funds

\$513,738

Capital Campaign Funds

\$3.7 million

Campaign Total



Accessible Communication Services

In 2020, new investments in interpretation staff, an online booking system, and technology to support virtual service were made and we expanded our accessible communication offerings to include: captioning, plain language and ASL translation services. This supported the demand for communication accessibility from government, businesses and others to ensure we were meeting the diverse communication needs of all the communities we serve.



The Accessible Communication Services team strives to reduce communication barriers by providing greater access and bridging communication.

9,257	Medical Interpreting Hours
8,205	Community Interpreting Hours
1,156	Community Drop-In Hours
180	Captioning
474	ASL Translation
2	Plain Language Translation



I suffer from loss of hearing and tinnitus. I was frustrated as I found it challenging to find help. One place I went to for assistance recommended hearing aids that I could not afford and said nothing about the tinnitus. A friend mentioned to me he just got hearing aids from the Wavefront Centre for Communication Accessibility. The cost was reasonable, and the service was outstanding. It was at an appointment at the centre that I met audiologist Goska Macior-Headrick. With her kind knowledge, high level of professionalism and experience, not only was I able to understand my hearing loss, but I was also able to choose a set of hearing aids that were affordable and highly functional to my needs. Further to my undying gratitude, Goska supported my journey with tinnitus by listening and sharing information that I found extremely helpful. I was very emotional upon learning that there was something I could do to control the tinnitus. I am grateful to the Centre and Goska for these wonderful gifts.



MICHAEL SIMPSON



Audiology & Communication Devices Services

In 2020, Public Health Orders forced the closure of many businesses across Canada. Under strict guidance, we are proud that our three hearing clinics were the only ones in Canada to remain open and we provided essential hearing care services to our community. Our Communication Devices Showroom is the only place in B.C. that provides one-on-one consultations to assist individuals with other technologies to enable full communication access. This year we made investments in technology to provide remote care, added online booking options, and increased our online store to allow our communities greater access to our various products and services.



Wavefront Centre Hearing Aid Clinics provide more than hearing tests and hearing aid services, we help our clients develop strategies to manage their hearing loss and assist individuals with becoming comfortable with a wide range of technologies.

860

New Clients

11,248

Appointments

37

Lend an Ear

818

Drop-Ins Served

3,525

Number of Online Visits



Counselling Services

In 2020, our community was hit hard by the COVID-19 pandemic. Many of our members lost their jobs and/or independence and struggled to access the COVID-19 government supports available. To support our clients, we moved our services virtually, offered online webinars, helped clients navigate the COVID-19 government supports, made investment in staff to grow our programs and continued to assist seniors to live independently.



Our services are tailored to meet the specific needs of the communities we serve.

125 Jobs/Volunteer & Accommodations Secured

1,082 Seniors Outreach Volunteer Hours

2,983 Seniors Outreach Transportation KM's

374 DeafBlind Intervenor Hours

110 DeafBlind Intervenor Appointments



Marketing & Communications

During a year of change, we expanded our partnerships to increase awareness. Working with the Canadian Hard of Hearing Association, we created a series of webinars on coping with COVID-19. With our Community Research Division, we conducted a nation-wide survey on the Impact of COVID-19 on the Deaf, DeafBlind and Hard of Hearing Communities. Working with Tinkerine, we developed a clear mask and face shields to reduce communication barriers. In partnership with TELUS, we provided mobile phones with free data plans to ensure our communities were able to stay connected and reduce social isolation.



Connection through communication is why Wavefront Centre for Communication Accessibility was created.

1,963

Facebook Followers

716

Twitter Followers

31,602

Website Hits

4,097

Newsletter Subscriber



Government & Stakeholder Relations

Our focus in 2020 was to ensure that Deaf, DeafBlind and Hard of Hearing communities were able to access information about the global COVID-19 pandemic. We worked with government, support agencies, broadcasters and others to ensure that ASL and captioning was available on all COVID-19 related information. We were active members on a number of provincial and national committees to advocate for better supports for our communities. We hosted webinars and created new partnerships to ensure our communities had access to communication and personal protective equipment and clear masks to ensure barrier free communications.



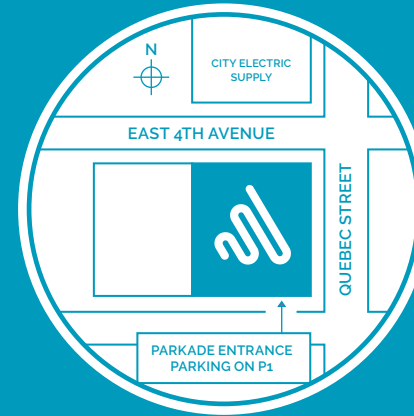
This year we expanded our profile and have become the go-to experts on accessibility issues with government and other organizations throughout Canada and sit on numerous committees to ensure our communities are represented, including:

- **Accessibility Standards Canada**
- **BC Accessibility Legislation Working Group**
- **BC COVID-19 Minister Advisory Group**
- **Canadian Standards Association**
- **Elections Canada- Accessibility Advisory Committee**
- **Federal Disability Organizations Leadership Team**
- **Government of Canada - 50/30 Challenge**
- **Hearing Health Care Alliance of Canada**
- **NAIT- Captioning and Court Reporting Advisory Committee**



DEVI RAI

I've had the delight of being Wavefront's client for over four years. The sheer convenience and excellence they display are what made me stick around for so long. Joy at Counselling Services is a phenomenally competent counsellor, assisting me with building my resume and improving my interview skills and networking for me and providing all the necessary accommodations such as the assistive technology I require to work. Her warmth is unparalleled, going as far as putting me in her job club and offering guidance all the steps of the way. It's no doubt this level of engagement has boosted my confidence exponentially, and I couldn't be more grateful.



HEAD OFFICE

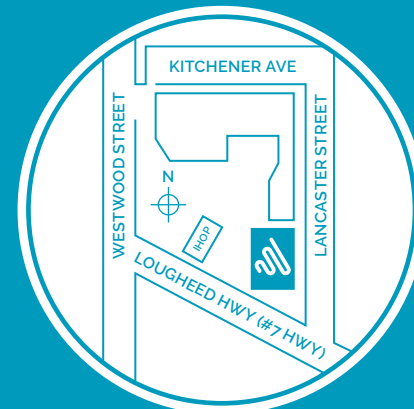
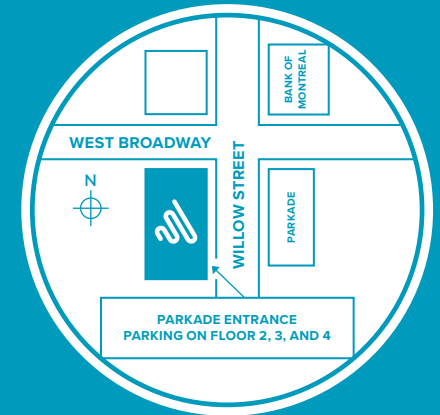
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WAVEFRONTCENTRE.CA

Established in 1956, Wavefront Centre for Communication Accessibility is a B.C. based, charitable not-for-profit organization operating as a social enterprise. Wavefront Centre delivers innovative services in Audiology and Communication Devices, Counselling, Seniors Outreach, and Accessible Communication Services that assist people who are Deaf, DeafBlind and Hard of Hearing achieve full communication accessibility.

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