

2024 Data Report

What is H&V Headquarters' reach?

What is the reach of our Chapters/Programs locally?

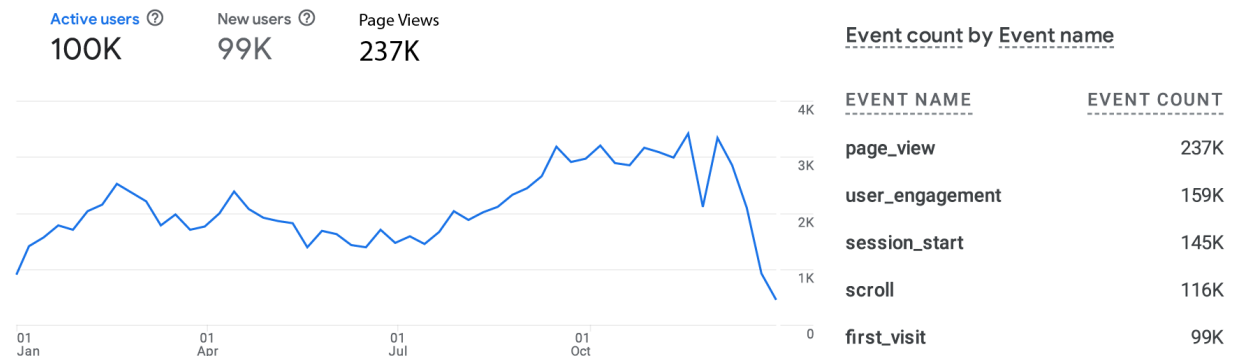
Hands & Voices Headquarters' Data

Hands & Voices Web Site 2024 Data.

(<https://handsandvoices.org>)

Active Users: 109K

Page Views: 237K



Facebook

Followers of H&V HQ Facebook Pages 2024:



- ✓ 145,700 - Page Reach: The # of people who saw any content from your Page or about your Page, including posts, stories, ads, social information from people who interact with your Page and more.
- ✓ 18,440 - Page & Profile Visits – The # of times your page was visited.
- ✓ 1,108 – New likes and followers – The # of new likes of your Facebook page.
- ✓ 13,513 Content Interactions -- The number of likes or reactions, saves, comments, shares and replies on your content

Facebook Pages # Followers	2024	2023	2022	2021	2020
Main Page	16,592	15,983	15,202	14,303	13,494
Unilateral	1,923	1,793	1,524	1,447	1,400
Deaf Plus	1,491	1,410	1,260	1,054	856
O.U.R.	429	377	362	274	247
Manos y Voces	433	431	373	322	284
Military Project	509	474	430	405	375
TOTAL FOLLOWERS	21,377	20,468	19,151	17,805	16,656

Top Facebook Posts - People talking about this (Storytellers-viral metric)

of people who engaged with the post-did something to show engagement with their friends

Story	People Reached	Link Clicks	Likes & Reactions
To all the Sign Language Interpreters and Cued Language Transliterators... THANK YOU!	16023	N/A	325
Sharing Research Opportunity -- PBS KIDS and Bridge Multimedia	16,719	17	224

Top Original H&V Posts by reach:

	Reach	Clicks	Likes & Reactions
IEP season is upon us. Check out the Pop-up IEP for extra support.	11,207	112	135
September is Deaf Awareness Month. How are you celebrating?	6,195	N/A	196
Today is National ASL Day! How will you celebrate?	5,838	N/A	158
October is Audiology Awareness Month.	7,931	13	124
Introducing Hands & Voices HQ BRAND NEW! DHH Advisory Council	4,795	24	81

Facebook Post Reach - The number of people who saw your post at least once. Reach is different from impressions, which may include multiple views of your post by the same people. This metric is estimated.

Link clicks - The number of clicks on links within the ad that led to destinations or experiences, on or off Facebook.

Facebook Post Likes/Reactions - The number of reactions on your post. The reactions button on a post allows people to share different reactions to its content: Like, Love, Haha, Wow, Sad or Angry.

Instagram



Instagram

- ✓ 3,077 – Followers – The # of followers who started following your Instagram account.
- ✓ 10,029 - Reach - The # of unique accounts that saw any of your posts or stories at least once. (up 164%)
- ✓ 1,534 – Profile visits - The # times your profile was visited.
- ✓ 156 – New Followers – The # of new accounts that started following your account.

Story	Impressions
June is CMV Awareness Month	1847
This week is Deafblind Awareness Week.	1408
September is Deaf Awareness Month. How are you celebrating?	1335
Today is National ASL Day! How will you celebrate?	1,092

Content Impressions - The number of times your content was on screen. Content can include formats like posts, stories, reels, videos and more.

YouTube



New YouTube page July 2024

295 Views (increase of 49% over 2023)

6.8 hours viewing time (increase of 9%)

2,874 impressions

Top YouTube video – Spokane – You Belong Here (102 views)

What do our Chapters/Programs report?

Hands & Voices Chapter Data (calendar year, not all Chapters reported data)	2024	2023	2022	2021	2020	2019
# Authorized Chapters	43	41	41	42	43	44
# Provisional Chapters	4	3	1	3	3	2
# Start-up Chapters	0	2	2	3	4	4
# of Chapter events in calendar year	531	579	629	538	543	510
Chapter Annual Budget (2024 includes four chapters with budgets of \$201K, \$213k, \$533K, and \$746K). Average Budget for 29 Chapters reporting less than \$100K is \$17344). 33 Chapters reported annual budget.	\$2,197,160	\$2,226,421	\$1,947,140	\$1,744,582	\$1,645,146	\$1,876,469
# of Individual Families Served (unduplicated)	10,529	12,111	11,680	11,555	10,742	7,969
# of Individual Professionals Served (unduplicated)	4,626	6,122	4,815	2,569	5,734	4,104
# of DHH Individuals Relationships built (unduplicated)	1,521	2,083	1,685	1,065	1,086	1,410
# of contacts to ALL families (DUPLICATED)	90,898	103,952	88,003	80,335	43,849	23,961
# of contacts to ALL Professionals (DUPLICATED)	17,080	22,608	21,541	22,698	14,853	12,125
# of contacts to ALL D/HH Individuals (DUPLICATED)	4,789	7,688	8,985	5,,470	3,163	6,464
How many families do you have on your email distribution list?	15,692	14,817	16,422	16,958	12,160	15,719
How many professionals do you have on your email distribution list?	5,977	4,858	7,068	6,318	4,764	4,970
# of Twitter followers	1,197	1,269	2,020	1,859	1,607	1,677
# of Facebook friends, followers, or members	51,264	50,611	49,295	44,255	40,746	35,838
# of Instagram followers	10,925	9,744	8,600	7,608	6,182	4,739
# of Chapters with ED Turnover	8	6	7	13	11	13
# of 5-year Anniversaries Celebrated	3	1	0	0	1	0
# of 10-year Anniversaries Celebrated	2	4	1	5	5	3
# of 15-year Anniversaries Celebrated	4	4	4	2	2	1
# Chapters that did NOT report required data	7	2	1	4	5	3
# of Chapters who (states/territories/Countries) attended Leadership Conference	35	35	41	31	39	48

Chapter Anniversaries in 2024	Chapter Anniversaries in 2025
<u>5 years – started in 2019</u> <ul style="list-style-type: none"> New Hampshire Rhode Island South Dakota <u>10 Years – started in 2014</u> <ul style="list-style-type: none"> New York South Carolina <u>15 Years – started in 2009</u> <ul style="list-style-type: none"> Arkansas Kentucky Ohio Texas <u>20 Years – started in 2004</u> <ul style="list-style-type: none"> New Mexico Illinois Iowa 	<u>5 years – started in 2020</u> <u>10 Years – started in 2015</u> <u>15 Years – started in 2010</u> <ul style="list-style-type: none"> Delaware Maine West Virginia <u>20 Years – started in 2005</u> <ul style="list-style-type: none"> Indiana

2024 Race/Ethnicity (2023 data in parenthesis)	2024 Top Chapter Goal Areas
<ul style="list-style-type: none"> 60.40% White (64.71%) 18.39% Hispanic/Latino (13.07%) 6.55% Black or African American (6.92%) 7.76% Non-White (7.65%) 5.17% Asian (5.07%) 1.21% American Indian/Alaska Native (2.20%) .52% Native Hawaiian or Other Pacific Islander (.36%) 	<ul style="list-style-type: none"> Reviewing and implementing best DEIA practices within their Chapters, policies and events. Recruiting and sustaining Board members and growing their engagement and capacity. Pursuing fundraising and grant opportunities is tied with submitting articles for The Communicator. Recruiting and enhancing DHH leader/individual engagement at all levels. The other most notable goals addressed onboarding and offboarding training and procedures; administrative goals (strategic planning, social media/website enhancement, and ensuring Chapter compliance with HQ)

2024 Top 10 Chapters Served Most Families (unduplicated)	2024 Top 10 Chapters Served Most Professionals (unduplicated)
<ol style="list-style-type: none"> 1. California-1388 2. Minnesota-1202 3. Georgia- 660 4. Vermont-630 5. Washington-591 6. Oregon-527 7. Texas -511 8. Arizona-508 9. Indiana-500 10. South Carolina- 383 	<ol style="list-style-type: none"> 1. Texas- 1195 2. Illinois-510 3. Vermont-500 4. South Carolina-451 5. Washington-369 6. California-359 7. Louisiana-176 8. Arizona-154 9. Oregon-113 10. Indiana-100

Chapters with Highest # Chapter Events in 2024	Chapters with President or ED turnover in 2024
<ol style="list-style-type: none"> 1. California-56 2. Nevada-55 3. South Carolina-36 4. Indiana-30 5. Texas - 30 6. Illinois-28 7. Kentucky-21 8. Washington-21 9. Alabama-20 10. Arizona-18 11. Minnesota-18 	<ul style="list-style-type: none"> • Alabama • Connecticut • New Mexico • New York • Oregon • Maine • Nevada • Wyoming

Number of Chapters reporting the following experience, resources, or family experience available in their Chapter.	2024	2023	2022	2021	2020	2019	2018
Families with more than 1 D/HH child	36	28	38	32	32	32	28
Unilateral	22	20	27	27	25	25	20
Connexin 26	21	23	26	20	21	20	19
Cytomegalovirus (CMV)	20	24	21	17	13	--	--
Microtia & Atresia	19	21	23	22	23	13	18
Deaf/Autism or ASD	19	25	18	22	23	17	16
Deaf/Blind	24	28	28	24	23	17	15
Families in low-resourced communities (poverty)	16	20	24	17	24	13	15
BAHA Implant	18	22	19	23	21	18	14
Auditory Neuropathy (ANSD)	17	19	20	19	21	15	13
Deaf/Down Syndrome	9	14	13	11	14	12	13
Premature infants	18	22	20	18	19	13	11
Deaf/Mental Health	17	27	25	15	22	11	11
LVAS	10	9	10	8	6	6	9
Goldenhar Syndrome	5	7	4	5	7	7	5
Brain Stem Implant	5	4	7	3	3	2	1

29 Chapters report the following non-English language experience in their Chapters and have families that can speak these languages:

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| <ul style="list-style-type: none"> • Amharic • Arabic • ASL • Burundi • Cantonese • Chinese • Cued Speech • French • German • Russian • Vietnamese | <ul style="list-style-type: none"> • Burmese • Hmong • Italian • Japanese • Korean • Mandarin • Somali • Spanish • Swahili • Tagalog • Urdu / Hindi |
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Other Deaf Plus/Unique Specialties/Syndromes reported by Chapters:

- | | |
|---|--|
| <ul style="list-style-type: none"> • ADD/ADHD • Apraxia • Asymmetrical hearing loss • Autism • Bartters syndrome Type 4A • Bells Palsy • BOR Syndrome • Cerebral Palsy • CHARGE syndrome • Chudley McCoulough • Chromosome deletion • CHD23 deletion • Clef pallet • Cochlear Aplasia • Cochlear Implants • Cognitive delays • Colobomas • Complex Needs • Congenital Heart issues • Cornelia De Lange • Cranio/facial • Craniosynostosis syndrome • Deafblind • Deaf Plus • DiGeorge syndrome • Donne Bar • Dyspraxia • Edwards Syndrome/ Trisomy 18 • EFTUD2 (genetic Dx) • Epilepsy • 18 Q deletion • 22Q11.2 syndrome | <ul style="list-style-type: none"> • Freeman Sheldon • Gender Identity • Genetic Syndrome • Gifted • Global Peroxisomal disorder • Global delays • Global Peroxisomal Disorder • Hydrocephalus • Hypoplasia • Language deprivation • Learning Disability • Mandibulofacial Dysostosis with Microcephaly • Noonan Syndrome • Oppositional defiant disorder (ODD) • OHA • Opitz, • Pendred's Syndrome • Sensory Memory Processing Disorder • SOTO Syndrome • spina bifida • 22Q deletion syndrome • Transgender • Treacher Collins Syndrome • Trisomy 12 • Usher Syndrome (type 1B) • Vohwinkel syndrome, • Waardenburg Syndrome • Williams Syndrome • Wolframs Syndrome • X-stapes gusher |
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Chapters report children adopted from the following states/countries

- | | |
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| <ul style="list-style-type: none">• Arizona• China• Cuba• Ethiopia• India• Hawaii | <ul style="list-style-type: none">• Taiwan• Colombia• Indonesia• Russia• Mexico• South Dakota |
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Chapters report they have fathers/father figures in their Chapters with or without specific cultural experiences that are willing to talk with families:

- Armenian
- English/ASL
- English
- Hindi
- Latino/Spanish
- Spanish
- Spanish/ASL
- Spanish

2024 Program Reported Data

The following information is what Programs report to HQ annually via Zoho for Calendar Year 2023

Hands & Voices Program Data (calendar year)	2024	2023	2022	2021	2020	2019	2018
# GBYS Programs	22	22	22	22	25	25	26
# Parent Guides	146	160	148	162	168	167	176
# D/HH Guides	44	46	40	44	37	43	41
GBYS Annual Budget	\$2,372,397	\$2,489,974	\$2,335,179	\$2,120,050	\$2,122,652	\$2,024,829	\$2,162,031
# Individual families served via GBYS (unduplicated)	4004	4288	4720	6,743	3,629	3,737	3,475
# Families enrolled by 6 months of age	1015	1078	991	1,013	1,101	--	--
# Families contacted but unresponsive	555	606	525	403	632	--	--
# Families declined	111	156	226	191	156	--	--
# Families referred by EHDI, but unable to contact	618	826	394	504	155	--	--
# ASTra Programs	13	12	12	12	12	12	9
# ASTra Advocates	70	51	45	56	61	62	45
#ASTra Annual Budget	\$259,792	\$227,239	\$231,571	\$233,969	\$189,291	\$109,301	\$68,224
# Families served via ASTra	498	564	406	391	348	633	529