



HEAR *the* WORLD *Foundation*  
ACTIVITY REPORT 2009

[www.hear-the-world.com](http://www.hear-the-world.com)

Hear the world  
FOUNDATION

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# HEAR *the* WORLD EDUCATING, PREVENTING *and* HELPING *that lasts*

Sixteen percent of the world's population is affected by some degree of hearing loss and estimates suggest that this will rise to 1.1 billion people by the year 2015. As specialist in the world of hearing, Sonova is committed to addressing this issue.

The *Hear the World* global initiative – first launched in 2006 by our Phonak brand – is designed to raise awareness about the importance of hearing and educate people about how hearing loss can be prevented. But we also want to give support to people with hearing loss where it is needed most. To help achieve this goal, Phonak formed an independent foundation in December 2006 – the *Hear the World* Foundation.

I would like to take this opportunity to sincerely thank everyone who has supported this cause to date – all those who have made donations, the volunteers and of course our many celebrity ambassadors. Special thanks to Bryan Adams, who has made such an impact in communicating the mission of *Hear the World* across the globe with his inspiring photography.

We aim to get involved in as many countries as possible and to support projects in many different areas. One topic, however, is particularly near and dear to our hearts: We want all the children affected by hearing loss to have the same future opportunities as children who hear normally.

Particularly in poorer countries, children with hearing loss are at an enormous disadvantage. It doesn't have to be that way! Even children with significant hearing loss can learn to hear and speak with the help of hearing systems, speech therapy and specially trained instructors. This is where we can provide help that has a lasting impact. You can make a valuable contribution to help these children have a brighter future.

Please use this report to gain an overview of our efforts – hopefully it will encourage you to join us in supporting this worthy cause.



All the best,

A handwritten signature in dark ink, appearing to read 'Valentin Chapero', written in a cursive style.

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



## HELP NOW – *Enhance the* FUTURE

In the context of the *Hear the World* initiative, Phonak set up the nonprofit *Hear the World* Foundation in 2006. Both the initiative and the foundation have a common vision:

### *A world in which*

- hearing is valued and protected,
- people hear more consciously,
- it is no longer a taboo to wear a hearing system and
- people with hearing loss are not discriminated against, but enjoy equal opportunity.

### *Aim of the foundation*

The *Hear the World* Foundation aims to provide assistance in settings where people with hearing loss are helped or where studies and campaigns designed to create greater quality of life for people with hearing loss are conducted. Support is provided financially, by the provision of hearing systems or by the deployment of a dedicated team of specialists.

### *Principle of sustainability*

Sustainability is the basic principle used to select and realize the projects. That's why the *Hear the World* Foundation primarily supports projects whose positive effects can be considered as sustainable. What exactly does that mean? It means, for example, that when hearing systems are provided, we make sure that the recipients of the devices can be regularly checked by hearing specialists and/or doctors. This cannot always be taken for granted, particularly in developing countries, and in many places it is necessary to specially train personnel. It is also necessary to ensure a steady supply of batteries. Accompanying intervention such as speech therapy is also essential for children. These are just some of the important follow-up measures that have to be taken into consideration beyond the initial assistance. The project in Nairobi is a very good example of how the principle of sustainability is understood and lived by the *Hear the World* Foundation – read more about it on page 9.



### *Help us to help!*

Each day, the staff at the *Hear the World* Foundation are forced to face the fact that they can only support a fraction of the people who actually need help. You, dear reader, can help people to hear again. You can help to make sure that children with hearing loss get a school education. Please help us to help!

Thanks to the exact description of purpose and transparent processes, the *Hear the World* Foundation guarantees everyone who makes a donation that it goes directly and in the full amount to those who need help. In the same way, 100 percent of the proceeds from a subscription to the HEAR THE WORLD magazine go directly to the foundation's projects – find out more on page 17.

Even the smallest donation is welcome and can help.  
The *Hear the World* Foundation sincerely thanks all its supporters.

The bank details for any donations are:  
UBS AG Zurich  
Account: *Hear the World* Foundation  
Account number: 230-477384.01U  
IBAN: CH12 0023 0230 4773 8401 U  
SWIFT: UBSWCHZH80A

# PROJECT OVERVIEW 2009





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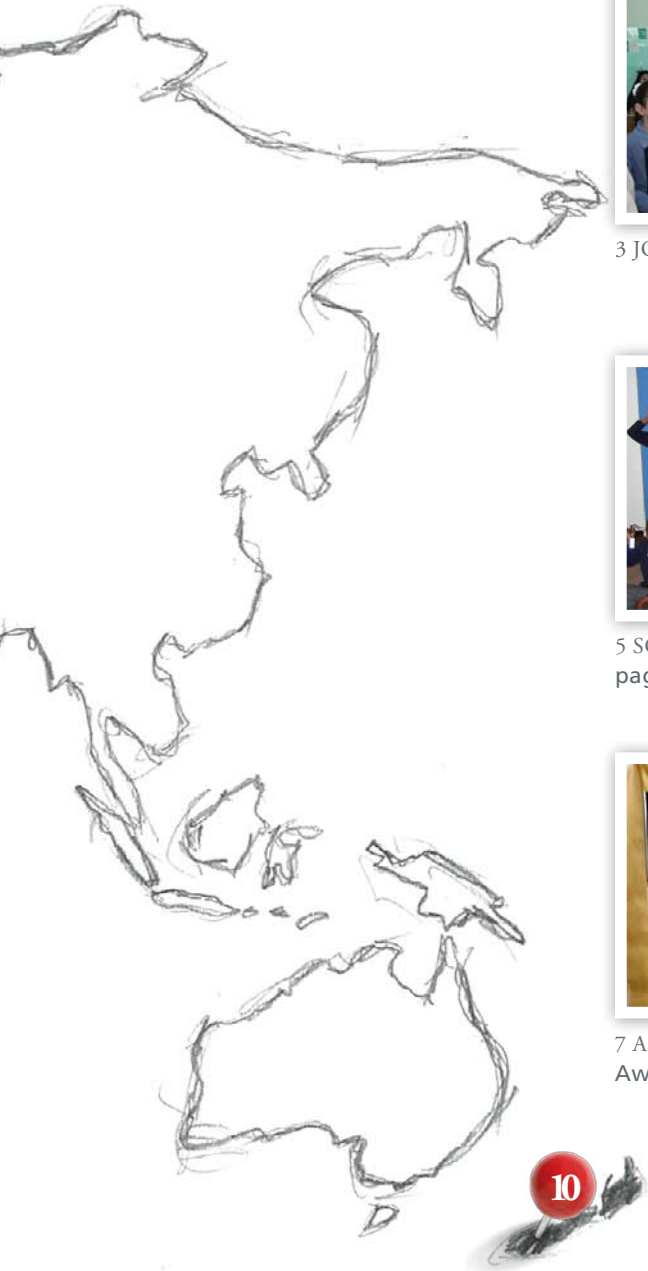
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# *Switzerland:* HELPING CHILDREN *to become* INDEPENDENT

*SVEHK annual meeting*

Helping children with hearing loss to become independent adults who can be successful in the "world of the hearing" – this is the goal of the Swiss Association for Parents of Children with Hearing Loss (SVEHK). The SVEHK is a self-help organization that was formed in 1974 by and for parents of children with hearing loss. In addition to mutual support and the regular exchange of experiences, the parents' organization represents the specific interests of the parents as far as institutions, schools, social insurance and society are concerned.

This year, the *Hear the World* Foundation supported the parents' organization by funding their annual meeting. Participating in this family weekend is the only opportunity for many children with hearing loss and their siblings to meet other children with a hearing loss and to keep these contacts alive. While the parents were talking with each other, listening to lectures, taking part in workshops and discussions to obtain the latest information and to find solutions to their specific problems in their day-to-day situations, the children were supervised in different groups depending on their ages.

[www.svehk.ch](http://www.svehk.ch)





# *Provide a* FUTURE FOR CHILDREN *in* NAIROBI

## *Regain Hearing – Join Life*

In Nairobi, Kenya, children with hearing loss live for the most part outside of “normal” society. They are usually unable to enjoy age-appropriate development – physically as well as intellectually and socially. In close cooperation with Lufthansa Cargo, the *Hear the World* Foundation has set up a hearing center in the Cargo Human Care Medical Center in Nairobi. German ear, nose and throat specialists hold surgery hours on a regular basis, conduct hearing tests and fit people with hearing aids – free of charge. Only those people who can afford it pay a symbolic amount. The *Hear the World* Foundation also supplies hearing aids to needy children.

To provide these children with a brighter future and to support them on a sustainable basis, the *Hear the World* Foundation has set up a care circle: In addition to the ear, nose and throat specialists in the Hearing Center, there is a hearing specialist along with a parent self-help group and, in the near future, regular speech therapy will be offered directly on location. Close contact to the families is designed to ensure that the children really do benefit as much as possible from this support. The foundation also provides for the continuous supply of batteries for hearing aids.

[www.cargohumancare.de/CHCMC](http://www.cargohumancare.de/CHCMC)



Jasmin Oduor

Jackie Oduor, mother of Jasmin, who is hard of hearing, is setting up a self-help group in Nairobi for parents of children with a hearing loss and is the chairperson in the Jabali kindergarten, whose teaching staff recently attended an advanced course to learn to “Teach for Better Hearing” in Pretoria.

Jackie Oduor:

*“On visiting the Hear the World website, I realized there was hope for my child who has a hearing loss. We had lost hope, there is not much information available in my home country and many doctors had closed the door on us and told us nothing much could be done with our daughter as she was deaf and dumb! A hearing loss is considered a taboo in our tradition and those concerned are often shunned away from society. With the help from the foundation my daughter has been fitted with hearing aids and in just nine months she has picked up on speech. Now we can communicate without signing. I long for the same for the other children.”*

# INTERVIEW

## *with Dr. Fuchs*

*Dr. Michaela Fuchs, an ear, nose and throat specialist from Germany, has been devoting her free time to working in Nairobi for several years and heads the Hearing Center in the Cargo Human Care Medical Center on location.*



*What makes the situation of children with hearing loss in Kenya so difficult?*

For most cases, the situation of children with any kind of disability is very problematic in Kenya. The families are strained to the limit, they have no consulting facilities to go to and they do not expect to receive any help. The children have no chance of integration, the schools will not accept them, there is no support or financial aid and any chance of living a normal life is virtually impossible. We have seen really bad cases where the children are simply locked away and simply vegetate in complete isolation. For poor families with hard of hearing children, it has been a situation with no way out until now.

*What kinds of problems do the parents face?*

The parents didn't know where to turn, where they could even hope to get help. In addition, most families are unable to bear the costs involved with supplying their children with good hearing aids and the follow-up costs, such as those for batteries. There was no type of support available to the children, such as speech therapy or training in how to use hearing aids.

*How effective can the support on location be?*

A hearing center has been set up with the help of the *Hear the World* Foundation in the Cargo Human Care Medical Center in Kiambu, near Nairobi, as a contact point for children with hearing loss from Nairobi and the surrounding area. Once the diagnosis of hearing loss has been confirmed by the ear, nose and throat specialists at the Medical Center, the children are provided with hearing aids by the *Hear the World* Foundation. A local ear, nose and throat specialist takes care of the logistics. Additionally, the children are integrated into a recently formed self-help group and get the further help they need, for example, from speech therapists, and support for their school attendance and ongoing development. I think this is what we would call optimal location support.

*How can you make sure that the children are helped in the long term and that the support provided at the moment doesn't simply run out of steam?*

In the long term, the self-help group will gain a firm footing with our support, and schooling concepts will see significant improvement. Similar to a successful concept in South Africa, the goal would be to integrate the children into a specially equipped kindergarten/school.

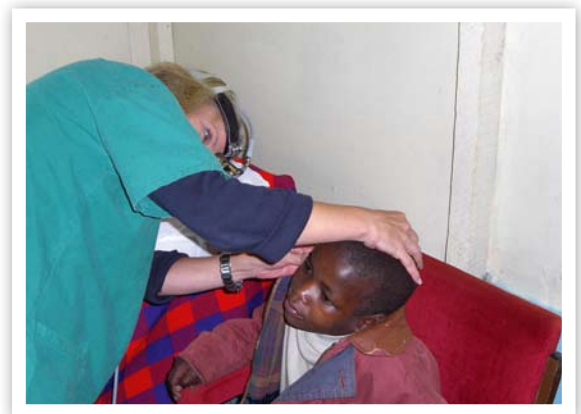
*What kind of response has there been to the support provided on location – what reactions have there been?*

There has been a lot of gratitude and the people have welcomed this support with open arms. It has given back some families a feeling of hope for their children.

*What is your personal vision for the Regain Hearing – Join Life project?*

It is my vision to establish basic hearing screening in Kenya as well as to provide deaf children with access to optimal hearing aids. To ensure sustainability, a dream for the future is to set up an integrated kindergarten/school for early intervention.

For our particular case, I wish in the short term that all children suspected of suffering from a hearing loss will be sent to our joint Hearing Center for a proper diagnosis.



# GIVING CHILDREN *the gift of* HEARING

## *Madrasati*

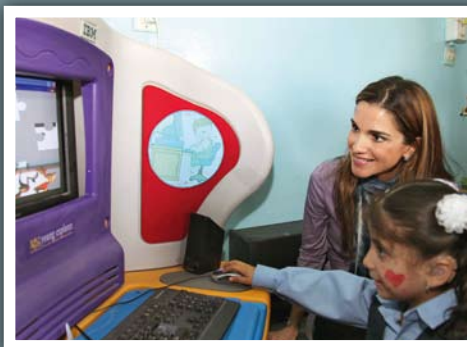
Al-Amal in Zarqa, Jordan: Children with hearing loss go to school here. Until now, they have had no hearing aids, which is why the children could hardly communicate with one another and their speech development was slow. During a visit to the school in the spring of 2009, the members of the Young Global Leaders Forum realized that hearing aids would be able to make a radical change in the children's lives and established contact with the *Hear the World* Foundation. At the beginning of September, Valentin Chapero, CEO of Sonova and president of the *Hear the World* Foundation, presented a hearing-aid donation worth more than EUR 80,000. The children then received powerful hearing aids, with the help of which they are now able to fully develop their potential, communicate once again with other children and regain significant quality of life. The latest FM systems also guarantee that the classrooms are well equipped and optimally designed to meet the needs of children with hearing loss.

The Al-Amal School is part of the Madrasati Initiative sponsored by Queen Rania Al Abdulla of Jordan. Madrasati means "my school" in Arabic and the initiative aims to improve the learning environment in public schools in Jordan to provide the children with the prerequisites they need for a better future. Queen Rania of Jordan expressed her sincere thanks to the *Hear the World* Foundation on behalf of the children.

Queen Rania Al Abdulla of Jordan:

*"I can only imagine what these hearing aids will mean to the children of the Al-Amal-School... the chance to finally be part of the conversation... to enjoy the incidental nuances of life: birdsong, the call to prayer, the laughter of friends. Not to mention what it means for their future job security and personal happiness. For them, the gift of hearing means a fuller, more lyrical life; and for that I know they're grateful."*

[www.madrasati.jo](http://www.madrasati.jo)



# BREAKING *through the vicious* CIRCLE OF POVERTY

*Gonzague Pierre Louis Special Learning Center*

A life in poverty is usually the fate of children without the ability to hear on the island of Mauritius. That's why the Gonzague Pierre Louis Special Learning Center was set up in 1993. This school seeks to meet the special needs of children and young people with limited hearing and vision. In addition to general schooling, they also learn skills at an early point in time that will enable them to lead an independent life in later years. The students run the canteen, cultivate the vegetable garden, do the beekeeping and learn different trades.

This year, ten new students were accepted. The *Hear the World* Foundation provided funding to the Learning Center to expand the school. With this funding it was possible to hire one new teacher which in turn guaranteed the continued optimal supervision of the students. Each teacher is responsible for a maximum of eight students, which provides for an individual, sustainable learning environment.

[www.gplslc.free.fr](http://www.gplslc.free.fr)



# *Better* HEARING = *Better* LEARNING

*Mamela*

The Dominican Grimley School for children with hearing loss in Capetown, South Africa, aims to help each student to hear better. The prerequisites for success are obviously evident in the Dominican Grimley School: There is a maximum of ten children per class, all the classrooms in the school building are equipped to meet the needs of children with hearing loss and speech therapy is available to the children free of charge. This eases the transition into a regular school and into a successful career after that. This summer, the *Hear the World* Foundation equipped the school with FM systems for the children and the classrooms for the elementary grades and supplied 28 children with the corresponding hearing systems. The school audiologist conducted training courses with all the classes and the teachers on the correct use of the FM systems.

[www.dominicangrimley.org](http://www.dominicangrimley.org)





Thank  
you



Lee-Ann, a teacher in the third grade:  
*"The children are absolutely thrilled with their FM systems and act very responsibly with the equipment. The children now articulate much better – they are also more focused and pay better attention."*

# AWARENESS = *Prevention*

## *Sound Sense*



With the support of the *Hear the World* Foundation, The Hearing Foundation of Canada launched the development of a noise-induced hearing loss prevention program for Canadian high school students. This program helps to raise awareness among grade 9 students about the impact of hearing loss on quality of life, educates them on personal strategies to prevent hearing loss, and mobilizes them to be champions of the hearing protection message.

The development of the program involved 30 hearing and hard of hearing students, along with researchers, hearing professionals, educators, musicians and communications experts, participating in a Youth Listening Summit to discuss the issue of noise-induced hearing loss. Together, they helped to design a school assembly program, iHearYa!, which was piloted to approximately 750 students and teachers in the province of Ontario. The iHearYa! presentations, as well as the interactive website ([www.ihearya.org](http://www.ihearya.org)), which uses social media like Facebook and Youtube and encourages students to submit their creative poems, music and videos related to noise-induced hearing loss prevention, were extremely well-received by the high school students.

This pilot project has heightened an interest in hearing protection among the students: Prior to the presentations, 27 % of students reported taking safety precautions to protect their hearing; the day after the presentation, this number jumped to 40 %, and then 43 % a month later. Following evaluation of the pilot, The Hearing Foundation of Canada is currently developing a plan for rolling out the iHearYa! program in the near future.

[www.thfc.ca](http://www.thfc.ca)



# 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. The HEAR THE WORLD magazine aims to raise and sharpen people's awareness of the topic 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 sound. In the HEAR THE WORLD magazine, you can also read about the involvement of the celebrity *Hear the World* ambassadors – the cover of each of the 12 issues so far features one of the famous personalities making the typical *Hear the World* gesture, a hand cupped behind the ear.

The magazine is financed by Phonak; as a result, the foundation does not incur any costs. The proceeds received from the sale of the magazine go completely to support the *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](http://www.hear-the-world.com/en/the-magazine).



## “HEAR *the* WORLD *Ambassadors*” exhibition stops off in LONDON



Following the resounding success of the exhibitions in New York, Berlin and Zurich in 2008, Phonak presented the “*Hear the World Ambassadors*” exhibition in the Saatchi Gallery in London in July 2009. The exhibition featured a selection of the *Hear the World* ambassadors photographed by Bryan Adams – each of them posing with a hand cupped behind one ear, as a symbol for conscious hearing. The ambassadors – who include such world-famous artists as Harry Belafonte, Dionne Warwick, Plácido Domingo, Annie Lennox, Joss Stone, Amy Winehouse, Franka Potente, Bobby McFerrin and Mick Jagger – have committed their support to this project, which aims to make people all over the world more aware of and more sensitive to the topic of hearing and the consequences of hearing loss.

Bryan Adams, the Canadian rock musician, who has worked as a professional photographer for such renowned magazines as *Vogue*, *Vanity Fair* and *Harper’s Bazaar*, has been the official photographer for *Hear the World* since 2006. At the opening of the exhibition in London, many famous guests were on hand – many of them took the opportunity to have their hearing tested at one of the testing stations. The proceeds from the sale of the pictures go directly to the *Hear the World* Foundation.

[www.hear-the-world.com](http://www.hear-the-world.com)

# Outlook: HELP for thousands

Zambia Hark

Sound Seekers, a British nonprofit organization, has been successfully and sustainably supporting people with hearing loss in the Commonwealth countries since 1959. Zambia is one of the poorest countries in the world – the care of people with hearing loss has been very inadequate and in many places virtually nonexistent in the past. In cooperation with the Zambian Ministry of Health, the “Zambia HARK!” project has been designed to improve the offer of screening, diagnosis and treatment; clinics in Lusaka and Kitwe are being equipped with the required technology – the staff is trained as needed. People are also being trained to technically maintain and service the hearing systems and to prepare ear impressions. Mobile teams based in the clinics will provide help to people in more remote areas. The goal is to create capacities for the care and supervision of up to 10,000 people a year. The *Hear the World* Foundation supports this project with financial aid.

[www.sound-seekers.org.uk](http://www.sound-seekers.org.uk)

The screenshot shows the homepage of the Sound Seekers website. The browser address bar displays "http://www.sound-seekers.org.uk/index.html". The page features a navigation menu on the left with links for Home, About Us, About Deafness, Projects, Case Studies, and How you can help. The main content area includes a "Welcome to Sound Seekers" section with a photo of children and text describing their work. A "DONATE NOW" button is prominently displayed, powered by Charity Choice. A "justgiving" logo is also visible. The right sidebar contains contact information, a "BUY ONCE GIVE TWICE" fundraising banner, and a "Fancy doing a parachute jump for Sound Seekers?" promotion. The footer includes a copyright notice for Maybour Design and a list of navigation links.

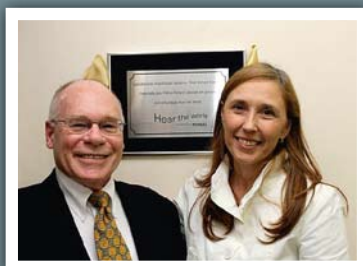
# *Richard Seewald* AWARD TO THE ARGENTINIAN CENTER *for the IDENTIFICATION of Hearing Loss in Infants*

The 2009 recipient of the Richard Seewald Award, awarded by the *Hear the World* Foundation with a USD 20,000 endowment, is the independent Argentinian national philanthropic nonprofit organization, the Center for the Identification of Hearing Loss in Infants in Buenos Aires, Argentina. This organization serves as a pediatric hearing health care referral center for the northern region of the Province of Buenos Aires. It provides hearing screening, diagnostic and habilitative services to infants and children in 14 cities from this region (~12,000 births per year). The organization will use the award money to construct a new, state-of-the-art pediatric hearing aid fitting treatment facility. The award was named after Prof. Dr. Richard Seewald, who is distinguished by his decades of tireless commitment in pediatric audiology. Professor Seewald contributed to the development of the Desired Sensation Level (DSL) method, a process for fitting hearing devices for infants and children. Professor Seewald is a co-founder of the National Center for Audiology in London, Ontario, Canada, and is a member of the *Hear the World* Foundation Advisory Board.

[www.ceidhi.org.ar](http://www.ceidhi.org.ar)

The Richard Seewald Award is awarded every year to an established hearing center for infants and children in order to improve the service delivery, e.g. diagnostics or hearing instrument fitting. When choosing the recipient of the award, the following elements are crucial:

- Knowledgeable and passionate leadership.
- Service delivery to all children including those from low economic backgrounds.
- The center is involved in providing student educational experiences.



Pictures from  
Richard Seewald  
Award project  
2008 in Sorocaba,  
Brazil

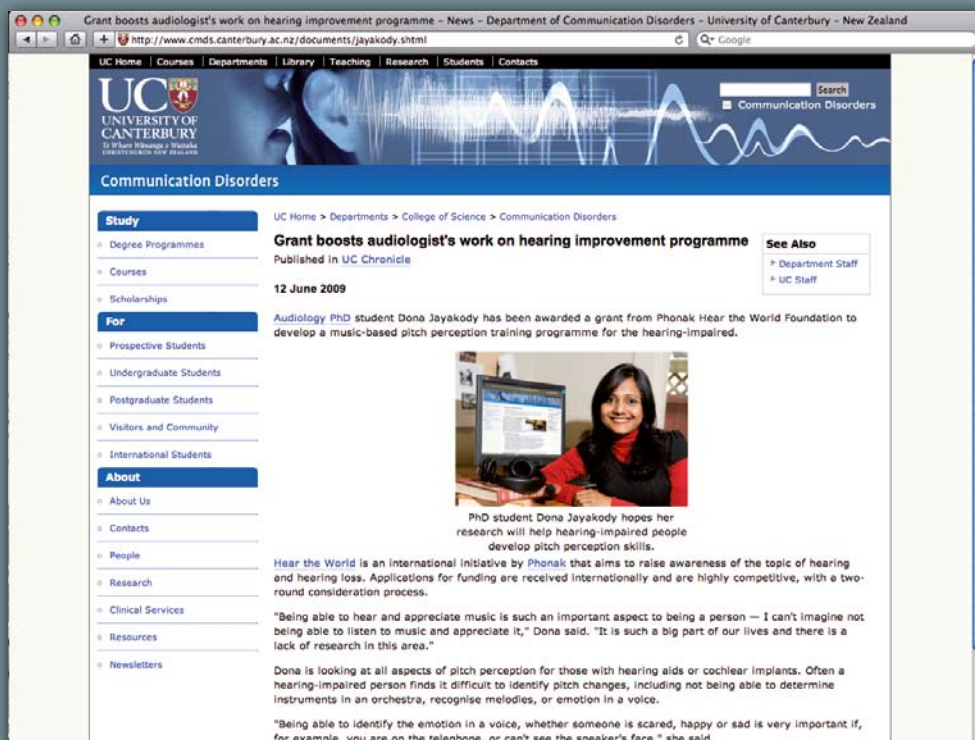
# RESEARCH – *In* HEARING *the smallest nuances make a big difference*

## *The development of a pitch-perception training program*

Dona Jayakody, an audiology PhD student at the University of Canterbury (New Zealand) is developing a computerized pitch-perception training program for people using hearing aids or cochlear implants. People using these devices often report difficulties with listening to music and/or speech perception in noise. Research has suggested that these issues are largely due to difficulties with pitch perception. Therefore, the aim of the study is to help people with significant hearing loss to improve their pitch perception, which hopefully will translate to better music perception, more accurate identification of inflections in speech, better speech perception in noise and, in turn, improved quality of life. If this program is effective, its applicability could be extended to help speakers of tonal languages, where pitch is critical to accurate speech perception.

Funding from the *Hear the World* Foundation has helped with – developing the software that the training program is implemented on, purchasing the necessary equipment, and will assist in its evaluation of children and adults with a hearing loss.

[www.cmds.canterbury.ac.nz/documents/jayakody.shtml](http://www.cmds.canterbury.ac.nz/documents/jayakody.shtml)



The screenshot shows a web browser window displaying a news article. The browser's address bar shows the URL: <http://www.cmds.canterbury.ac.nz/documents/jayakody.shtml>. The page header includes the University of Canterbury logo and navigation links: UC Home, Courses, Departments, Library, Teaching, Research, Students, and Contacts. The main content area features a blue banner with a waveform graphic and the text "Communication Disorders". Below this, a navigation menu lists categories like Study, For, and About. The article title is "Grant boosts audiologist's work on hearing improvement programme", published in UC Chronicle on 12 June 2009. The text states that PhD student Dona Jayakody has been awarded a grant from Phonak Hear the World Foundation to develop a music-based pitch perception training programme for the hearing-impaired. A photograph of Dona Jayakody is included, along with a quote from her: "Being able to hear and appreciate music is such an important aspect to being a person — I can't imagine not being able to listen to music and appreciate it," Dona said. "It is such a big part of our lives and there is a lack of research in this area."

# *Outlook: “HEARING DIFFERENTLY” while dancing*

## *Silent Drum*



The film entitled *Silent Drum* wants to transport its audience into a world of silence and African sounds – the world of the students at the Machakos School for the Deaf in Kenya. It is a portrait of the dance team at the school, which is made up of children with significant hearing loss and deaf children. The film shows how the children are given the opportunity to express themselves through dance and music. The girls in the group manage to make rhythm and sound perceptible in a unique way. *Silent Drum* transforms this process into a visual experience.

The *Hear the World* Foundation supports the production of the film, which, in addition to the presentation of this music project, aims to objectively call attention to the unfortunate situation of children with hearing loss in a developing country like Kenya. *Silent Drum* does not intend to teach a lesson or make a comment; it simply wants to encourage – encourage people to follow their dreams and to tackle their problems with a smile, following the example of the children at the Machakos School.



## *About the HEAR the WORLD Foundation*

The *Hear the World* Foundation was founded as a nonprofit organization headquartered in Zug, Switzerland, in December 2006. The purpose of the foundation is to support projects related to the topic of hearing and hearing loss financially as well as by providing technology and informational material.

The *Hear the World* Foundation is supported financially on a regular basis by its founder, Phonak. It is, however, legally and organizationally independent. Further funding is 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 foundation awards. Personalities 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 on a time and material basis. Additional work-intensive services may be reimbursed accordingly on a case-by-case basis.

### Foundation Board:

- Valentin Chaperro, CEO Sonova
- Alexander Zschokke, Group Vice President Marketing Phonak
- Ora Bürkli, Vice President Product Marketing Phonak

### Advisory Board:

- Prof. Dr. Richard Seewald, holder of Canada Research Chair in Childhood Hearing at the National Center for Audiology, Ontario, which he cofounded, and professor in the School of Communication Sciences and Disorders, University of Western Ontario, Canada
- Prof. Dr. John Bamford, holder of Ellis Llwyd Jones Chair of Audiology and Deaf Education
- 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, University of Manchester



Prof. Dr. Richard Seewald



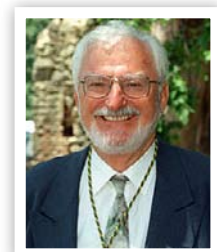
Prof. Dr. John Bamford



Plácido Domingo



Dr. Clemens Hellsberg



Prof. Dr. Heinrich Rohrer

# HEAR *the* WORLD *Foundation* – *Annual Financial Statement*

## *Balance sheet and profit and loss statement 2008/2009*

The presented financial summary is the annual financial statement – from April 1, 2008 to March 31, 2009 – 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 Foundation Board is comprised of the following:

- Valentin Chapero
- Alexander Zschokke
- Ora Bürkli

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 served as auditors for the fiscal year 2008/2009. 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 (provision of hearing instruments, etc.) ..... 2 %
- Financial support for international projects ..... 54 %
- Financial support for domestic projects ..... 7 %
- Expenses for fundraising ..... 30 %
- Administrative and operational costs ... 7 %

### *3. Financial assets and explanations regarding assets and liabilities*

The foundation does not have long-term assets. Its assets are comprised of invested capital that is available on short call. The capital was invested with UBS AG with an average interest rate of 0.25 %. The capital 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.



# INCOME STATEMENT

*Income statement for the period  
April 1, 2008 to March 31, 2009  
(in Swiss francs)*

Proceeds from donations	87 047
Other income	10 729
	97 776
Technological contributions to projects abroad	6 108
Financial contributions to projects abroad	162 599
Technological contributions to projects in Switzerland	0
Financial contributions to projects in Switzerland	21 712
Administrative expenditures	20 097
Expenses for fundraising	90 169
Other operating expenditures	327
<b>Earnings before interest and taxes (EBIT)</b>	<b>-202 582</b>
Financial income	427
<b>Annual loss</b>	<b>-202 145</b>

*Balance sheet as at March 31, 2009  
(in Swiss francs)*

## Assets

Current Assets	
<i>Liquid funds</i>	302 455
<i>Other receivables – from third parties</i>	401
<b>Total Assets</b>	<b>302 857</b>

## Liabilities

Debts	
<i>Transitory liabilities</i>	43 000
Equity	
<i>Foundation capital</i>	462 002
<i>Balance sheet loss</i>	-202 145
<b>Total Liabilities</b>	<b>302 857</b>

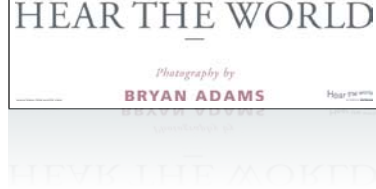
# ARTISTS *support the* CHARITABLE CAUSE

*Hear the World Calendar 2010*



For anyone who wants a unique gift for their loved ones and who at the same time wants to make a contribution to a worthy cause, *Hear the World* has the ideal holiday gift just in time for the holiday season: the official 2010 calendar. Well-known stars such as Peter Gabriel, Elle Macpherson and Jude Law have been photographed for the calendar by Bryan Adams, the official photographer for the initiative, in the *Hear the World* pose with a hand cupped behind one ear – the gesture that indicates conscious hearing. Together with *Hear the World*, the artists all want to call attention to the topic of hearing and hearing loss. The calendar is financed by Phonak, so that the *Hear the World* Foundation does not incur any costs. The proceeds from any sales go directly to the foundation in the full amount.

[www.hear-the-world.com](http://www.hear-the-world.com)



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The nonprofit *Hear the World* Foundation was established by Phonak in the context of the *Hear the World* initiative to improve the quality of life of people with hearing loss through financial and technical assistance. The foundation is committed to the prevention of hearing loss as well as the support of people with hearing loss and their families.

*Hear the World* Foundation  
c/o Domanda Verwaltungs GmbH  
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Hear the world  
FOUNDATION