



2024

ANNUAL REPORT

Enhancing lives through the Gift of Sound®

REFLECTION ON PASSION, PROGRESS, AND POSSIBILITY

Perspective from Miracle-Ear Foundation® Director, Jana Anderson

Dear Friends,

This past year stands as a powerful testament to what can be achieved when compassion, expertise, and a shared commitment to service come together. Across communities nationwide, the Gift of Sound® has opened doors to connection, confidence, and possibility for thousands of individuals, and it is my privilege to share the impact of our work with you.

In 2024, through our partnership with Miracle-Ear® stores, we delivered life-changing hearing healthcare to 3,095 individuals, providing more than 6,000 hearing aids to people who otherwise would not have access to the care they need. This remarkable reach is made possible by the unwavering dedication of the Miracle-Ear network. Today, 87% of franchise owners participate in the Gift of Sound program, demonstrating extraordinary leadership and reinforcing our shared belief that everyone deserves the ability to hear the world around them.



Our commitment to equitable access extended even further through **three Miracle Missions** held in Dallas, Texas; Omaha, Nebraska; and Brooklyn, New York. These events brought essential hearing care to underserved communities, resulting in the donation of more than 800 hearing aids to over 400 individuals. Each mission not only addressed an immediate need but ensured every recipient will continue to receive ongoing, comprehensive unlimited aftercare through Miracle-Ear, an investment in long-term wellbeing, not a single moment of assistance. The stories and transformations that emerged from these missions reflect the profound difference accessible hearing healthcare can make in a person's life.

At the heart of these achievements are our **Miracle Makers**, the Hearing Care Professionals who embody the spirit of service that defines our mission. This year alone, they volunteered more than 15,000 hours to support individuals in their communities. Their expertise, generosity, and steadfast dedication ensure that the Gift of Sound is delivered with dignity, compassion, and exceptional care. They are the true ambassadors of our mission, and we are deeply grateful for their partnership.

As we look ahead, we remain committed to expanding access to hearing healthcare and deepening our impact in the communities we serve. The progress reflected in this report is a direct result of your support, your belief in our mission, and your shared commitment to helping people reconnect to the moments, relationships, and experiences that matter most.

Thank you for standing with us in delivering the Gift of Sound.

With gratitude,

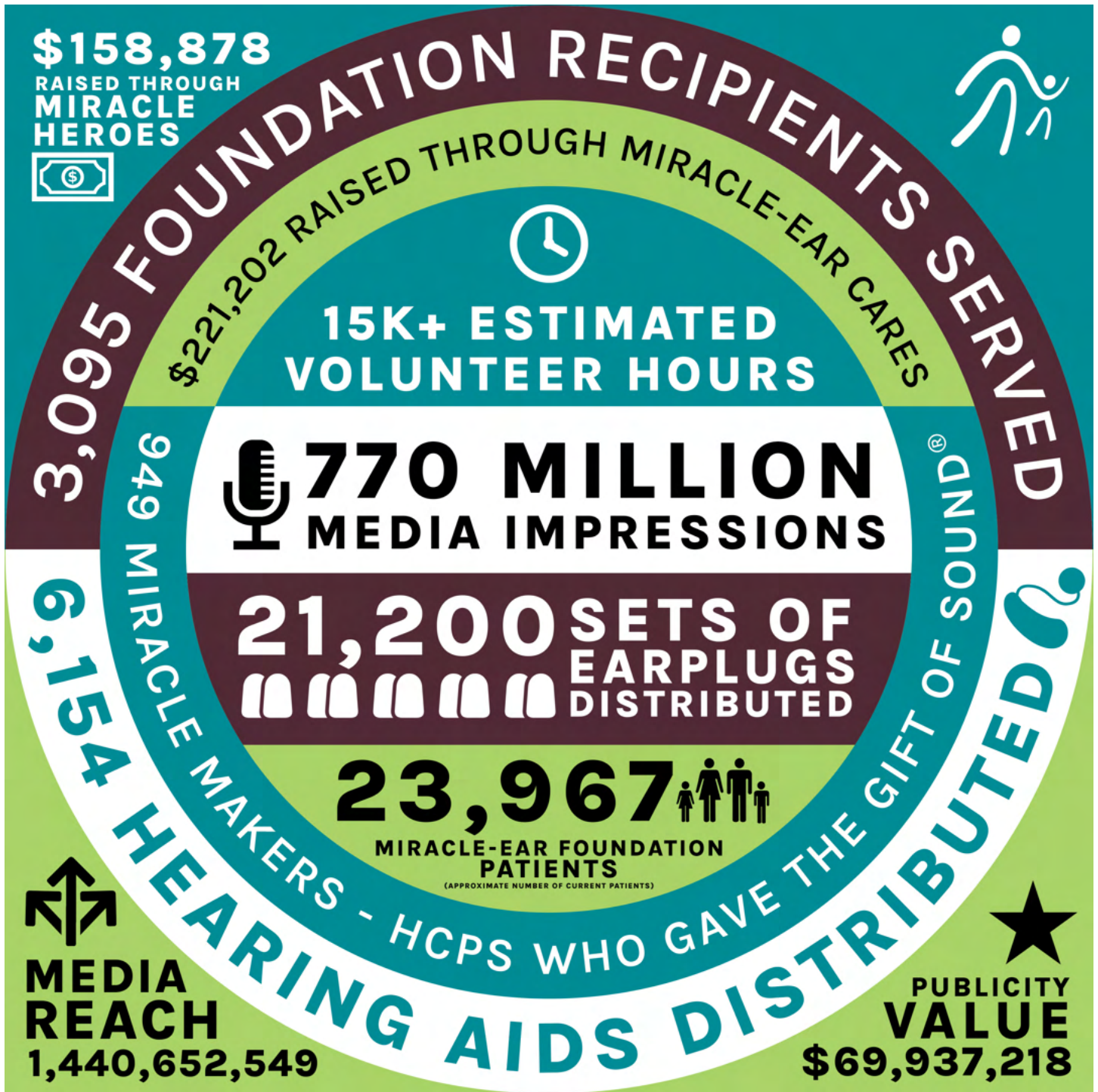
A handwritten signature in black ink that reads "Jana Anderson".

Jana Anderson
Director, Miracle-Ear Foundation

GIFT OF SOUND® - IMPACT IN ACTION

The Miracle-Ear Foundation® helps children and adults with limited financial resources reconnect to the sounds of life by providing access to life-changing hearing aids through its Gift of Sound program. Together, with our Miracle-Ear® stores, franchisees, and donors, we have been making a resounding impact on communities nationwide since 1990.

Here are some key numbers from 2024:



FEATURED RECIPIENTS



Travis Feltner with Hearing Care
Professional Josh Kelly
Hamilton, OH

As a preschooler, Travis was diagnosed with hearing loss due to a genetic condition. After Travis's hearing aids were stolen, he struggled to hear the world around him - including his wife and kids. The Gift of Sound® helped this father of three reconnect with his community and hear the little things - like the swish of the net at his son's basketball games.



Jane Barnholdt with Hearing Care
Professional Dave Bugin
Cicero, NY

Jane is a caregiver for her grandson. It was difficult due to her hearing loss, but Jane couldn't access the care she needed as a widow on a fixed income. Now, with the Gift of Sound, she's caring for her grandson with greater ease and fewer miscommunications. She's also savoring time in the kitchen again, often bringing treats to the Miracle-Ear® team in Cicero, NY!



Leia Fanning with Hearing Care
Professional Raquel Dickinson
Chula Vista, CA

Seven-year-old Leia is a softball player and a HUGE Star Wars fan. During her fitting, Miracle Maker Raquel Dickinson affectionately referred to her as "Princess Leia" as the two bonded over their love of the series. Today, the Gift of Sound is helping Leia thrive in the classroom and reconnect with her friends on the softball field.



Maria Brosius with Hearing Care
Professional Ameena Al-Jame
Gainesville, FL

Maria lives with her son in Gainesville, FL. The two love watching Family Feud, but Maria's hearing loss made her constantly reach for the remote to turn up the volume. She needed it so loud that her son gave up watching with her. Now that Maria received the Gift of Sound, she's back to watching her favorite game shows.



John Cartee Fit by Hearing Care
Professional Angelia Marzka
Anderson, SC

John had been told that his hearing loss was too advanced and that he couldn't afford care, but he found hope and clarity through the Gift of Sound. Hearing Care Professional Angelia Marzka said, "He desperately needed hearing aids and was discouraged about his ability to ever have a normal life. The Foundation changed that!"



Gloria Thibault with Hearing Care
Professional Tammy Johnson
Torrington, CT

Gloria is happy as can be with her new hearing aids! She arrived for her fitting at Miracle-Ear Torrington, Connecticut, looking her very best. She said it was the first time she had gotten dressed up since her 90th birthday. We're delighted we could give her a moment worth celebrating while ensuring she'll hear clearly during future memorable moments.

FEATURED RECIPIENTS



Carl Starrett with Hearing Care
Professionals Susan Phangrath & Mark Pfohl
 Denton, TX

Carl's broken hearing aids were out of warranty, but he was eligible to reapply for a new pair through our Gift of Sound® program! He's excited to enjoy the rich sounds of the great outdoors and the mighty roar of cheering fans while supporting his favorite team.

Darrell Stapp with Hearing Care
Professional Larry Hill and Front Office Manager Cynthia Roberts
 Citrus Heights, CA

Darrell's hearing loss made his job as an ironworker a real challenge. He tried addressing his hearing loss with amplifiers from a big-box store, but found they didn't fit well and had feedback issues. Thanks to our generous donors and volunteers, we were able to provide Darrell with new, quality hearing aids!

Israel Osorio with Hearing Care
Professional Jennifer McCumbee
 Yuma, AZ

Israel is a singer and loves music. He first noticed his hearing loss back in 1990, but waited several years to address the problem. With his new hearing aids, he's experiencing his favorite songs like never before. When he left his fitting, he was most excited for long phone conversations with his son.



Jesus Salazar with Hearing Care
Professional Bryan Tully
 Cerritos, CA

Jesus lost hearing in his left ear at just seven years old. When he was fit with the Gift of Sound, he was so grateful to have sound return. Hearing Care Professional, Bryan Tully says, "He was beyond words. He was finally able to hear with a CROS on his left ear. He is the type of person who gives even when he does not have the means to. And this time it is his turn to receive."

Karen Burke with Hearing Care
Professional Yvonne Hatt
 South Windsor, CT

Karen has worn hearing aids since childhood. She recalls being very embarrassed in school when a third-grade teacher singled her out in front of her entire class after watching a video about ear anatomy. Karen first turned to us for assistance in 2019 and, in March 2024, received the Gift of Sound® for a second time! She loves the outdoors and sounds of nature.

Marquis Sanders with Hearing Care
Professional Raquel "Rockey" Green
 Muscatine, IA

29-year-old Marquis had old hearing aids held together by duct tape. Having had hearing loss since childhood, it affected relationships with his family and friends, and caused difficulties in the workplace. He was fit with brand-new hearing aids through the Miracle-Ear Foundation and can now clearly hear every coo and babble from his newborn son.

2024 TOP PROVIDER TEAM: CAPE GIRARDEAU, MISSOURI

The Cape Girardeau, MO, Miracle-Ear team was awarded Top Provider in 2024 – a milestone moment, as they’re the first time a team to win this prestigious award two years in a row. In 2024 alone, they fit 27 individuals with no-cost hearing aids and raised over \$10,000 to help those in need!

This remarkable team is composed of Hearing Care Professional Kyle Griffin and Front Office Associates Barbara Kirn and Amy Hopper – and led by Franchisee Molly Ford. Their unwavering passion to help everyone who walks through their doors is truly inspiring. Griffin, Kirn, and Hopper were named Top Provider out of 943 Hearing Care Professionals who gave the Gift of Sound® in 2024.

The team was recognized at the 2025 Miracle-Ear® annual conference on January 20th in Nashville, TN. “I work with a group, my boss and within Miracle-Ear, that not only allows me to do good things to help people, but encourages me. That’s fantastic! Who else does that in the world today?” said Griffin. This crew got creative in their fundraising efforts, hosting yard sales, raffles, silent auctions, fundraising dinners, and more to raise over \$10,000.

Molly Ford, Managing Partner of Miracle Ear Centers Serving Southeast Missouri, gushed about her team, saying, “they want to be the best, they want to break all the records, they want all the accolades, but at the end of the day, they care about actually helping people, too. So, it’s the perfect mix of drive and heart.” In 2023, Ford and her team hosted a five-day Miracle Mission with us in Poplar Bluff and Kennett, MO, providing an astounding 308 hearing aids to nearly 160 recipients.

“I think it’s amazing to be able to give individuals the Gift of Sound, knowing what a change - an impact - it makes in their lives,” says Griffin.



FROM LEFT: Bridgette Swinford, Amy Hopper, Kyle Griffin, Molly Ford, & Barbie Kirn



Miracle-Ear Foundation Director Jana Anderson, Amy Hopper, Kyle Griffin, & Barbie Kirn at the 2025 Annual Miracle-Ear Conference

MIRACLE MISSIONS

DALLAS, TX

April 13th, 2024 - Dallas College - Pleasant Grove Center

We brought the Gift of Sound® to Dallas in a BIG Texas-sized way! This was our largest-ever Miracle Mission, fitting just over 260 individuals in a single day! This generosity was made possible through our partnership with Miracle-Ear® and 100 passionate volunteers and staff.

“I believe this is the reason why we are in this industry; to help everyone. We wanted to be the largest mission ever done - everything is bigger in Texas.” - Michele Caputo, Sr. Vice President, Miracle-Ear Flagship



Omaha, Nebraska

Sept. 7th, 2024 - The Scott Conference Center at The University of Nebraska Omaha campus

This milestone 10th Miracle Mission was a resounding success! We ventured to Omaha, NE, partnering with Franchisee, Cory Popelka and Frasier Enterprises, and enhancing the lives of 62 recipients. Our passionate team of 40 volunteers fit 124 hearing aids in just eight hours.

A highlight of the day: we fit several mother-daughter duos during our time in Omaha, highlighting the meaningful impact we're making by reconnecting families across generations. It's also a motivational reminder that when we remove barriers to hearing healthcare, we're not just changing one person's life - we're enhancing life for everyone around them too.



Thank you to the Minneapolis Foundation for awarding the Miracle-Ear Foundation a \$45,000 grant from its 2024 Hear the Impact Fund to be utilized in 2025 for a Minnesota-based Miracle Mission activity.



**MINNEAPOLIS
FOUNDATION**

MIRACLE MISSIONS

Brooklyn, New York

November 18th, 2024 - The Palace Hall

In advance of the commemoration of the 80th anniversary of the liberation of the Nazi concentration camp Auschwitz-Birkenau, we provided the Gift of Sound® and lifetime aftercare to 100 Holocaust Survivors in Brooklyn, NY. The efforts of our staff and volunteers improved quality of life for these Survivors and helped ensure they can continue to share their profound and invaluable testimonies. It was a humbling experience to provide assistance and spark joy in the face of the unimaginable hate they endured.

This powerful Miracle Mission was co-hosted by Rick and Mary Fox-Frasier of Frasier Enterprises, in partnership with the Auschwitz Jewish Center Foundation, the Jewish Community Council of Greater Coney Island (JCCGCI), and the Claims Conference (Conference on Jewish Material Claims Against Germany).

Because of our efforts, we were honored with the 'Rick and Mary Fox-Frasier Miracle-Ear Foundation Humanitarian Award' by the Auschwitz Jewish Center Foundation. "Each of this year's honorees embodies the courage, compassion, and moral clarity that our world so urgently needs." - Jack Simony, Director General, Auschwitz Jewish Center Foundation (AJCF)

"Many survivors experience hearing loss, and we are honored to enhance the hearing capabilities of this special population, helping to restore their dignity and improve their quality of life." - Rabbi Wiener with JCCGCI. "It's the difference between day and night." - Ervin Leitman, Gift of Sound Recipient

During this mission, we fit Alfred Lock who, despite the horrors of the Bergen-Belsen concentration camp, has lived a full life and had just celebrated his 102nd birthday ahead of the event. The Gift of Sound is improving his quality of life and enhancing those cherished phone calls with his grandkids. He made that first call to them while on-site at The Palace Hall.



FUNDRAISING ENDEAVORS

Staff at Miracle-Ear® locations across the United States raise funds in their communities to help individuals in need through the Miracle-Ear Foundation®, contributing nearly \$170,000 in 2024!

16TH ANNUAL FRASIER GOLF OPEN

Rick Frasier, Mary Fox-Frasier, and their ‘tee-rific’ team have done it again. 148 golfers took to the green during the 16th Annual Frasier Miracle-Ear Foundation Golf Invitational, raising over \$140,000! This annual tournament remains one of the largest events in the Johnstown community and, since its inception, has raised around 1.2 million dollars! A huge congratulations to Rick and Mary for opening their 600th Miracle-Ear location just prior to this event.



IOWA'S FUNDRAISING ROCKSTARS



Franchisee Cory Popelka and his team are among our most passionate and active fundraisers each year. In 2024 they hosted a rockin’ awards banquet in Cedar Rapids, IA, where a custom Miracle-Ear Foundation guitar was sold during a live auction that raised over \$5,000! Popelka’s 6th annual golf tournament was a smashing success! The Pleasant Hill, IA, team raised over \$10,000 benefitting our Gift of Sound® program. In total, their dedication and efforts raised over \$21,000 in 2024.

SKY-HIGH AMBITION

Janine Vesper jumped at the opportunity to give the Gift of Sound - literally! Janine works at Miracle-Ear headquarters in Minneapolis, MN, and set out to raise \$1,300 as she skydived from 13,000 feet. She exceeded her goal, raising over \$3,000 thanks, in part, to a \$1,300 match from the Amplifon Senior Leadership Team! Janine lives life to the fullest and is always ready to help others. In addition to this unique fundraiser, she’s a regular supporter of our events and enthusiastically volunteered at our 2022 Kansas City Miracle Mission.



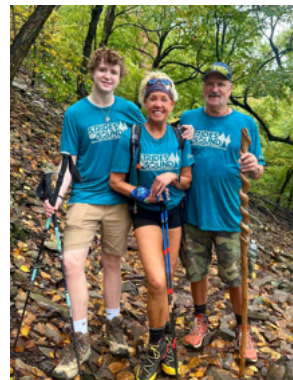
PHENOMENAL FUNDRAISERS

Motivated people throughout the Miracle-Ear® system stepped up with creative fundraising efforts in 2024, including:

- Office Manager Rocky Dickinson is an ace with a pool cue and raised funds with her 10-ball tournament in Chula Vista, CA
- The Cape Girardeau, MO, team collected donated items and hosted a charity yard sale, raising nearly \$2,000
- The Poplar Bluff, MO, location raised over \$1,000 at a dinner and auction event
- In February, the Waco, TX crew created an array of Valentines-themed baskets that were raffled to raise funds for our Gift of Sound® program and they auctioned off a beautiful hand-made quilt in October
- Hearing Care Professional Amy Dunmyer and Office Manager Krista Kelly in Somerset, PA, raised \$700 at their 3rd annual cornhole tournament
- Hearing Care Professional Nancy Domanski closed out the year in Morehead City, NC, by crafting and selling festive Miracle-Ear holiday ornaments



STRIDES FOR SOUND



On September 28, 2024, nearly 150 participants across the nation gathered with their families and colleagues and stepped up to help others through our virtual Strides for Sound 5K, which raised over \$26,000 in support of our Gift of Sound program.

IN THE COMMUNITY ELEMENTARY SCHOOL OUTREACH

The Miracle-Ear Foundation® partnered with Amplifon Americas employees, volunteering to provide hearing and vision screenings to students at Edinbrook Elementary in Brooklyn Park, Minnesota. Over two days, 42 volunteers served a collective 196 hours, assisting 475 kids.



ANNUAL CONVENTION

The 2024 Miracle-Ear® annual Franchise Convention was held in gorgeous Punta Mita, Mexico, from January 31 to February 3 at the Secrets Bahia Mita Surf & Spa Resort. We celebrated with Miracle-Ear franchisees, employees, and their families at the Foundation Awards Gala. Punta Mita was a breathtaking setting for this time of collaboration, learning, and recognition.



We celebrated record-setting generosity - over 3,800 individuals received the Gift of Sound® in 2023! We also unveiled our new brand guidelines - the latest evolution in our look and messaging. Our new vision is a future where the millions of people living with unresolved hearing loss no longer see financial insecurity as a barrier to living a fuller life with hearing aids. It's a goal that's more representative of the ambitious non-profit org we've developed into today.



We awarded our Top Provider, reflected on the remarkable impact of 2023 Miracle Missions, and celebrated Franchisee Julie McKelvey's completion of the Seven Summits - a feat that only 500 people in the world have achieved and fewer than 100 women have ever completed! In doing so, she raised over \$250,000.

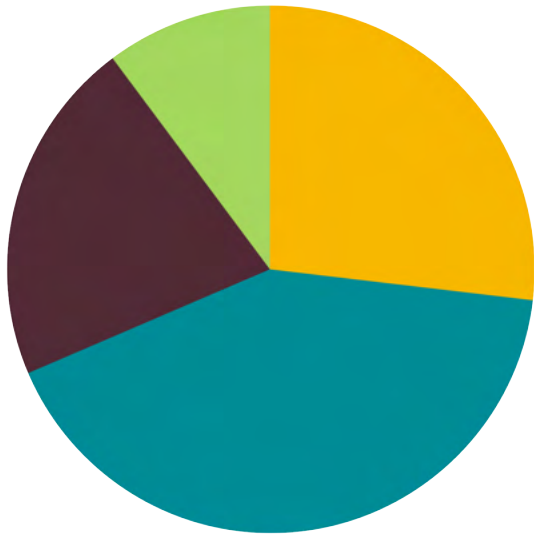


Next, we heard an inspiring testimonial from Alisha Wallis, a Gift of Sound recipient we've assisted on her hearing health care journey for over 30 years. She was first fit with hearing aids in kindergarten when we were still the Miracle-Ear Children's Foundation. After being fit, her grades improved, and new friendships developed. All these years later, she's finding success in her work, and experiencing clarity in her new hearing aids. Reflecting on the staff at her neighborhood Miracle-Ear in Cape Girardeau, MO, she said, "they're like family and I couldn't ask for better care."



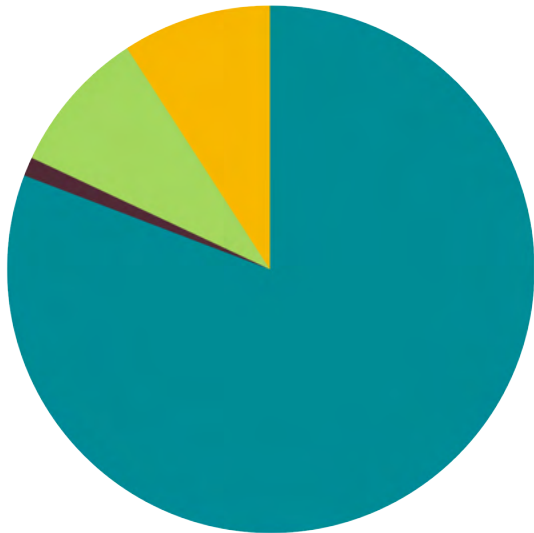
The 2024 Miracle-Ear Convention activities raised more than \$543,000 in total pledges to fund the Gift of Sound program. This is truly remarkable! We're proud to partner with you and Miracle-Ear as we continue to enhance lives through the Gift of Sound.

2024 FINANCIAL STATEMENT



REVENUE

- 42%** CONTRIBUTIONS
- 27%** APPLICATION FEES
- 10%** CONTRIBUTIONS (IN-KIND/NONCASH)
- 21%** AUCTION NET OF DIRECT EXPENSES



EXPENSE TO ACTIVITY

- 81%** GIFT OF SOUND INCLUDES MISSIONS
- 9%** FUNDRAISING
- 9%** ADMINISTRATIVE
- 1%** ONE DAY WITHOUT SOUND

CONTRIBUTIONS: \$1,777,500
EXPENSES: \$1,546,995
NET INCOME: \$230,505

OUR MISSION AND VISION

MISSION:

To provide access to life-changing hearing aids to those who have no other means of obtaining them.

VISION:

A future where the millions of people living with unresolved hearing loss no longer see financial insecurity as a barrier to living a fuller life with hearing aids.

BOARD OF DIRECTORS 2024



LEFT TO RIGHT:

Emiliano Di Vincenzo - President & CEO Amplifon® Americas
 Trevor Klopp - Digital Marketing Coordinator
 Todd Lau - Miracle-Ear® Franchise Owner
 Julie Beall-McKelvey - Former Miracle-Ear Franchise Owner
 Jenni Hargraves - Former VP Miracle-Ear Foundation®
 Mary Fox-Frasier - Miracle-Ear Franchise Family Member
 Jana Anderson - Director, Miracle-Ear Foundation
 Cory Popelka - Miracle-Ear Franchise Owner
 Marco Casale - SVP Miracle-Ear Franchise

NOT PICTURED:

Sarah Gorsuch - General Counsel, Amplifon® Americas
 Molly Hill-Ford - Miracle-Ear Franchise Owner
 Alberto Bertacchi - CFO Amplifon Americas
 Michele Caputo - SVP Miracle-Ear Corporate Retail

YOUR MIRACLE-EAR FOUNDATION TEAM



LEFT TO RIGHT:

Bethany Bradley - Development Manger
 Catherine Wilson - Systems Specialist
 Jana Anderson - Director
 Trevor Klopp - Digital Marketing Coordinator
 DeeAnne Palan - Data Entry Specialist



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