

# Oticon: One Generous Company, Two Great Fundraising Events

## Double Your Dollars for Pediatric Audiology

**W**hen Oticon Pediatrics scheduled a knowledge-sharing weekend focusing on “More of What Children Need” in Washington, DC, Peer Lauritsen, president of Oticon, Inc., announced a new partnership with the American Academy of Audiology Foundation (AAAF)—a matching gift program targeted to audiologists who participated in the learning experience.

Through the Double Your Dollars for Pediatric Audiology philanthropic initiative, Oticon, Inc., matched all donations made to the Foundation by those who attended the September meeting. The final outcome—a \$6,000 gift to the AAAF from pediatric audiologists and Oticon!

Peer Lauritsen, president of Oticon, Inc., announced the matching gift initiative with those at the conference, “Oticon Pediatrics shares a commitment with our valued partners in pediatric practice to optimize hearing care and solutions for the youngest and most

vulnerable members of the hearing impaired population.”

In addition, Kathleen Devlin Culver, director of development for the AAAF, spoke with conference guests while they were in Washington, and had the chance to inform them about the pediatric programs their gifts would support. Culver further explained,

The AAAF was so excited to have the opportunity to meet this great group of dedicated audiologists who treat infants and children. It was truly a pleasure to work with Peer; Sheena Oliver, manager of Oticon Pediatrics; and the Oticon team on this project that allowed us to “double our dollars” for pediatric audiology. On behalf of the Foundation board, many thanks to all those who made generous donations. We look forward to continuing this partnership that allows us to support great programs in the hearing sciences.



Max Hansen, manager at Oticon Pediatrics (far left), and Kathleen Devlin Culver, Foundation director of development (third from right, standing), discuss AAAF's funding initiatives with pediatric audiologists from New Jersey attending the Oticon meeting last September.



## Hearing with Our Hearts

Oticon, Inc., announced last month that it has formed a partnership with the AAAF on a new philanthropic initiative at AudiologyNOW!® in Dallas. The Hearing with Our Hearts program will provide those who attend AudiologyNOW! with a unique opportunity to choose how an Oticon donation of up to \$50,000 will be dispersed among AAAF initiatives. Through the Hearing with Our Hearts program, Oticon will donate \$10 for each AudiologyNOW! participant who casts a heart-shaped ballot for any of three AAAF initiatives supporting programs of excellence in education, research, and public awareness in audiology and hearing science.

“Our goal is to engage audiologists and empower them to designate where the donation from Oticon will be applied within American Academy of Audiology Foundation programs,” states Oticon President Peer Lauritsen. “AAAF accomplishes much good for the audiology community and for the hearing impaired community, and the Hearing with Our Hearts program will enable hearing care professionals to participate in this good will on a very personal level.”

Hearing with Our Hearts ballots will be attached to the tote bags distributed to registered attendees at AudiologyNOW! 2009 in Dallas. To cast their ballots, participants must visit the Oticon exhibit (booth #1621) and select the program areas they would like to support. Oticon is also planning a special benefit event during AudiologyNOW! in support of the Hearing with Our Hearts program.

Among the programs that will benefit from the Hearing with Our Hearts campaign are:

1. Public awareness fund, including the Turn It to the Left® program, public service announcements, and other media aimed at seniors and their families;
2. Education fund, supporting science fair outreach and awards in audiology and acoustics and scholarships for graduate students to attend the CAPCSD Summer Institute and other educational conferences; and
3. Research fund, including an annual awards program that funds several different types of awards as well as scientific gatherings such as the upcoming meeting on new research in geriatric audiology.

Following the conference, Oticon will tally the votes and disburse the company's donation proportionate to the number of votes each project area receives.

“We encourage all of our friends to visit the Oticon exhibit at AudiologyNOW! 2009 and cast their heart ballot for the program area of their choice,” says Brad Stach, chair of the AAA Foundation Board. “If everyone gets behind this campaign, we will be able to take full advantage of Oticon's generous offer to support the Foundation's initiatives, benefiting public awareness, education, and research. The AAAF appreciates Oticon for being a generous partner in audiology philanthropy.”

