



Our Vivid Vision to 2024

Working Together to Empower and Support

At Chime, our mission is to empower people through advocacy, technology, community support and specialist services, all delivered with a deeply caring and personal approach that puts our clients at the heart of everything we do.

Now leap forward to the year 2024 with us and see how we have brought this mission to life in the most amazing, vibrant way, impacting lives and transforming attitudes.

We have established ourselves as leaders in shaping a better society, championing for equal rights, greater accessibility, and greater opportunities for those we are proud to serve.

We pride ourselves on providing high-quality services for our clients, combining caring hearts with a highly professional and practical approach. We have never had more impact.

It's in our very DNA that we go above and beyond to impact the lives of those we work for. This innate attitude of going the extra mile encompasses everything from our welcome and the caring support we provide to the warmth and accessibility of our locations, our digital channels and other marketing materials.

It also includes a flexible and agile approach that ensures our clients get what they need when they need it, and all our services are offered in ISL and English, according to our client's preference.

Chime's Community and Specialist Services are now fully integrated into an all-encompassing holistic philosophy. We are dedicated to supporting the whole person, with an emphasis on their emotional wellbeing, communication and social participation.

Our Specialist Services

Our Specialist Services are designed to support those who need additional levels of support and guidance, enabling them to reach personal fulfillment in more difficult circumstances. We are here for people at every stage of their journey, from childhood to young adults and onwards into their adult lives.

The flagship of our children's service is a central Children's Hub that provides access to vital clinical supports in a fun and engaging playground-style setting. It is very much a centre of excellence. The vital spokes to our hub are our internal staff and external partners. Our new children and family support team are central to this success. We now support over 1,000 children every year through this holistic approach. We are deeply excited by the impact that this early intervention approach brings about.

Through our critically important Explore Young Adult Mentor Programme, we help empower young adults as they enter exciting new chapters in their lives. Our expert mentors have supported over 150 young adults as they look to find direction in their lives, helping them to develop the skills they need to make their own dreams and aspirations come true.



Our support services for DARAS (Deaf Adults Requiring Additional Support) have gone from strength to strength. There are three key pillars to these services:



SOCIAL WORKERS

Our team of Social Workers provide key supports across a broad spectrum of areas.

They are at the coalface of our service delivery, and combine a genuinely supportive approach with a deep knowledge of their subject.



DEDICATED DAY CENTRES

Our dedicated Day Centres cater for 40 clients and provide a regular and consistent link between our clients and the services that they require.



HOME OF CHOICE

A cornerstone of this work is the provision of our own Residential Service as well as advocating for supported community living. We now support 10 people to live an empowered, independent life in their new Home of Choice through their preferred language.

Our Community Services

Our Community Services form the bedrock of our highly personal and professional support, provided right across Ireland to people whose lives are impacted by Deafness and hearing loss. We now have a consistent, fully defined set of core services operating out of our Resource Centres, and these are having a huge effect in turning our 2024 Vision into a reality.

The scale of our achievement is impressive. We have established hearing loss support, deaf support, tinnitus support, cochlear implant support and an assistive technology service. Using

a person-centred approach, we have over 200 new support plans in place and carry out an impressive 5,000 audiology appointments every year.

Our group sessions are a lifeline for many of our clients, providing the reassurance of knowing that there are others with the same needs. They now serve 720 attendees annually across all service areas, while we also support and make a real and measurable difference in the lives of over 5,000 clients across the 480 Outreach clinics we provide every year. This is game-changing.

We are also acutely aware that access to technology is a vital element to improving our clients' day-to-day experiences. In providing technology, however, we are not in any way the same as commercial providers. We operate, instead, in a people-centric way and ensure that all products are delivered by experienced, caring professionals, with an approach and pricing structures that reflect our charity status.

The net effect of this is that Chime supplies 1,000 hearing aids and 1,000 other pieces of equipment every year to clients from all corners of Ireland — offering an excellent quality service that in turn generates additional funding for Chime's range of other activities and services.



Our People. Our Values

Our people make us who we are, and we are motivated by a set of common values that unite us in everything we do. Driven by these values, the Chime team is unstoppable. They are deeply engaged and seriously hard-working and have a strong sense of clarity about their individual roles and how they fit into Chime's overall purpose. This has created an environment in which our people truly thrive.

Our organisational values are not empty words or aspirations but are evident in the work that we do every day.



**AIM HIGH
AND THINK BIG**



**MAKE A
DIFFERENCE**



**DO THE
RIGHT THING**



**TOGETHER
IS BETTER**

The Chime Culture Audit has ensured that our team members are part of an environment that fosters diversity and equality and embraces change. Engagement among the team has never been higher with 82% of the team being "Chime Promoters". We act with a high level of trust.

The people strategy we developed in 2022 brought about highly positive results and continues to bear fruit. The culture of Chime is vibrant, fostering diversity and equality and embracing change. We know this to be true as we review it regularly.

Our investment in staff learning and development opportunities has doubled in recent years, and has paid off in a big way, with everyone in the organisation embracing their individual development plans. The organisation is the sum of all our people, and the Chime team have stepped up to the mark in extraordinary ways.

The Chime team are performing better than ever before and, as a result, our organisation continues to improve and grow. We are leaders in the sector and are deeply and personally motivated to bring about real and lasting change.

Deaf Society, Reach Deaf Services, the HSE and all the Deaf Schools are central to this. Together is truly better.

We continue to work tirelessly to bring about changes in society. Through the collective work of the sector, we've reached 3 key milestones since 2020:



Children can now readily access Speech & Language therapists



Audiology waiting lists are down 50%



The mental health service for Deaf people is vibrant and making a difference

Our tracking of attitudes and behaviours on Deafness and Hearing Loss on the part of the general public has been instrumental in bringing about deep-rooted social change. We're proud of the fact that now, on average, people take action on hearing loss, earlier than before.

While we know the work continues, the world for Deaf and Hard of Hearing people is now more welcoming, more sympathetic, and more supportive than ever, and this trend can only continue in the years and decades ahead.



Our Hopes & Dreams

Chime exists for a reason: to support all those who are Deaf, Hard of Hearing or living with hearing-related issues to reach their potential in life.

We have big, ambitious goals as we aim to empower our clients and help lighten their burden. This is a challenge that truly excites and energises our organisation.

We reach out to the communities within which we operate and invite them to join us on our journey as we make our vision for 2024 a reality.



The National Charity for
Deafness and Hearing Loss

Company limited by guarantee
registered in Ireland No. 21627.

The Power of our Brand

We are now a brand that is recognised by large sections of the public. We are also a brand that people can relate to and can trust, and they know how easy it is to contact us.



Our vibrant orange logo is instantly identified with Chime — and with our cause. We've absolutely smashed our awareness ratings. Spontaneous awareness is now 15%, while prompted awareness stands at 33%. This explosion in awareness levels has resulted in a 20% rise in referrals.

Ultimately, people know us and how to reach us. They recognise us as being the leading charity in our field and associate us with a welcoming and highly personal approach that delivers real and lasting results.



15%
Spontaneous awareness

33%
Prompted awareness.



20%
Rise in referrals.

Leading with Professionalism & Purpose

No vision can come to life without committed professionals acting with real purpose and intent, changing lives through an action-led approach. We pride ourselves on being an influential and passionate organisation with purposeful leadership throughout.

We now independently verify the impact of our work through our Annual Quality and Impact Report, while External Service Evaluation Reviews ensure we continually challenge ourselves as an organisation and raise the bar even higher.

We continue to fully adhere to the Charities Governance Code, which guarantees that we work to the highest standards of accountability and transparency. This means that all of our stakeholders can have full confidence in all we do.

Our financial performance now acts as an enabler for the organisation, building financial independence and enabling new services. We've grown our net income from Assistive Technology and Fundraising by 50% since 2020. Our HSE-funded services are at break-even and we have maintained 10 weeks of unrestricted reserves.

Building a Better World

At Chime, we recognise that we are only a part of someone's life, only one leg of their journey. It's essential, therefore, that we adopt a culture of partnership and advocacy, working with others to help build a better world for Deaf and Hard of Hearing people.

By partnering in bold and creative new ways, we ensure that people who use our services are better linked in than ever before, making their total journey as seamless as possible. Beaumont Hospital, Cork Deaf Association, Our New Ears, Irish

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