

---

## Hearing Loss Association of America Walk4Hearing 2021 Alliance Agreement Q&A

### **What is a Walk4Hearing alliance?**

Walk4Hearing alliances are 501(c)(3) nonprofit organizations or educational institutions, such as schools, hospitals, hearing health care facilities, foundations, or any organization or program that provides services to individuals with hearing loss and their families.

### **What is the benefit of becoming an alliance?**

This alliance arrangement is a revenue sharing plan that gives hearing loss related entities a financial incentive to join the Walk4Hearing. Alliances that team up with the Hearing Loss Association of America (HLAA) agree to support our mission and to raise funds for both their organization and HLAA.

### **How are the funds distributed?**

#### **Alliance: 40%**

The alliance receives 40% of the funds designated to them by a team captain or an individual walker to offer programs, services, and support for people with hearing loss and their families.

#### **Local Walk4Hearing: 10%**

The Walk receives 10% of funds raised by a team or an individual walker to help pay local expenses such as park permits, refreshments, portable toilets, tent rentals, entertainment, production costs, and more.

#### **HLAA: 50%**

HLAA receives 50% of funds raised by a team or an individual walker to help defray the expense of hosting the Walk4Hearing. This includes the cost of providing marketing materials and incentive prizes, as well as, backend costs, such as website maintenance, staff support, administrative costs, event insurance, and more.

### **How does my organization become an alliance?**

Organizations that wish to become a local alliance must enter into an agreement with HLAA Walk4Hearing. This allows the organization to be listed as an alliance on the website for their local 2021 Walk4Hearing event. When Walk participants register, they are given the opportunity to choose an alliance to which they may designate a portion of their funds.

Please submit your request to join as an alliance to [walk4hearing@hearingloss.org](mailto:walk4hearing@hearingloss.org). Be sure to specify the Walk location you are interested in joining.