



## 2019 WALK4HEARING ALLIANCE GROUP AGREEMENT Q&A

### **What is an alliance group?**

An alliance group is an entity such as a non-profit organization, local school, hospital, hearing health care related group or house of worship that wants to team up with the Hearing Loss Association of America (HLAA) national office to raise money by participating in a local Walk4Hearing site. An example of an alliance group is Child's Voice, which is an oral school for children with hearing loss.

### **What is the purpose and benefits of an alliance group agreement?**

The purpose of an alliance group agreement is to bring local community groups and organizations together to raise money for and support the cause of the Walk4Hearing. It is a revenue sharing plan to give other hearing loss related groups a financial incentive to join the Walk. The alliance group benefits by retaining a portion of the total amount of money raised by the Walk for their own cause.

### **Who is eligible to be an alliance group?**

Any entity which helps or supports programs or services for people with hearing loss is eligible to be an alliance group. The portion of money retained by the alliance group must be used for programs or services benefiting people with hearing loss. Another example of an alliance group is the Children's Hospital of Philadelphia. They used their Walk funds one year to provide an informational and educational conference for parents with children who have a hearing loss.

### **How is the money raised by each Walk divided?**

HLAA national receives 50 percent of what is raised by a Walk to support its national programs and activities that include:

- Public policy and advocacy
- Annual HLAA Convention
- *Hearing Life* and *Hearing Life e-News* (online newsletter)

It is also used to cover national expenses relating to the Walk, such as:

- Distribution of marketing materials such as brochures and posters
- T-shirts given to every walker who raises \$100 or more
- Production and maintenance of the website ([walk4hearing.org](http://walk4hearing.org))
- Provision and maintenance of Luminare Online to collect donations online in a secure way
- Production of press releases, public service announcements and videos to promote the Walk4Hearing nationally and locally
- Support and guidance for Walk site volunteers by two full-time staff persons
- Expertise of a nationally recognized Walk consultant

The local walk site then gets the remaining 50 percent but it only keeps 10 percent of that amount to pay for local Walk site related expenses, such as:

- The Walk permit, equipment rentals and signage for the Walk day
- Kickoff event expenses
- Mailing expenses

The remaining 40 percent is then allocated to the alliances chosen by team captains and individual walkers. Team captains choose one alliance to receive 40 percent of all of the donations raised by their team members; individual walkers not on a team can also choose one alliance to receive 40 percent of all of their donations raised.

**What procedures need to be taken to form an alliance group agreement?**

The form needs to be completed and signed by the alliance group. The alliance group and local Walk site should keep a copy for their records and the original document should be sent to the national office. The walk chair should also be notified about an alliance group and he or she should inform the national organization. The national organization will then put the alliance group's name in the dropdown box menu on [walk4hearing.org](http://walk4hearing.org) for their walkers to select when they register online.