



## 2019 WALK4HEARING ALLIANCE GROUP AGREEMENT Q&A

### **What is an Alliance group?**

Walk4Hearing Alliances ("Alliance") are local 501(c)(3) nonprofit organizations such as educational programs, schools, hospitals, hearing health care-related groups, or any organization with a charitable goal of offering services and programs for people with hearing loss. An Alliance is a group that wants to team up with the Hearing Loss Association of America (HLAA) Walk4Hearing to raise money by participating in a Walk4Hearing in their city. 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.

### **How are funds raised by Alliances distributed?**

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

The Alliance receives 40 percent of the funds they raise to offer programs, services and support for people with hearing loss in their communities.

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

The Walk receives 10 percent of funds raised to help pay local expenses such as park permits, refreshments, portable toilets, tent rentals, sound systems, entertainment, and more.

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

Fifty percent of an Alliance's funds raised help defray the many expenses of putting on the Walk itself. This includes the cost of providing participants with materials such as brochures, t-shirts, incentive prizes, and helping to support the backend costs such as maintaining the Walk website, staff support, administrative costs, insurance, and more.

### **What procedures need to be taken to obtain an Alliance group agreement?**

Please submit your request to join as an Alliance to [walk4hearing@hearingloss.org](mailto:walk4hearing@hearingloss.org) with the location of the Walk you wish you participate in. The form needs to be completed and signed by the Alliance group and all parties involved will be informed of the Alliance's wishes to join the Walk4Hearing. During the online Walk registration, the Alliance's name will be listed as an option for the "portion of funds designation" question in the Additional Information section." Alliances are also recognized on the Walk homepage.