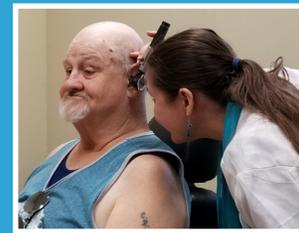




The Miracle-Ear Mission Uplifts Kansas City with \$1 million in Free Hearing Aids and Services for Those in Need

The Miracle-Ear Foundation and Miracle-Ear Midwest Fight Hearing Loss and Poverty



Miracle-Ear Midwest and the Miracle-Ear Foundation are on a mission to help individuals suffering with hearing loss who lack the financial means for hearing aids in the Kansas City region.

The Miracle-Ear Mission will be held October 1, 2022, at Kauffman Stadium.

The one-day community outreach event will bring access to hearing aids for those in need. When a qualified applicant walks out of Kauffman Stadium, they will leave with a free pair of prescriptive hearing aids and a lifetime of free aftercare for the devices.

“We’re proud to support better hearing in the Kansas City communities,” said Tiffany Davis, president of Miracle-Ear Midwest. “When given the chance to improve lives through the “Gift of Sound,” we want to ensure every Kansas City area resident has the opportunity.”

Historically, hearing loss is not an issue often in the spotlight of philanthropic causes. The Miracle-Ear Mission is going to change that.



Children with minimal or unilateral hearing loss typically score two standard deviations below normal on math and reading tests.

An understanding of the need for help can be a first step in creating change in the social and charitable outcome for underprivileged individuals. Medical research shows the undisputed negative impact of hearing loss, such as cognitive abilities, social isolation, depression, economic and educational disadvantages, and the overall quality of life.

To help as many people as possible, it takes the effort of an entire community. This includes help from local governments, non-profit organizations, community and celebrity influencers, and local businesses, such as...

- Entertainment and celebrity autograph/photo areas for those waiting to be called for their appointment.
- Local transportation services to help those in need on the day of the event.
- Partnerships with local nonprofit organizations and others to help identify those in need and spread event information.
- Tiered sponsorship opportunities will help support the event and gain awareness. Packages will consist of local television, radio, social media promotions and logo placement on the event website, shirts, event signage, and more.

Local media coverage will be crucial to spread awareness for the event. Marketing and media company donations for promotions, interviews, social media campaigns and outreach will make a difference in getting event information in the hands of the people who need it. Event information will also be sent to local nonprofits, appropriate healthcare providers, religious institutions, and community venues.

MIRACLE-EAR SUPPORTS VETERANS AND CHILDREN!

Overview: Purpose and Target Audience: The purpose of the Miracle-Ear Mission is to dispense 400+ free hearing aids to those who lack access and finances for hearing help in the Kansas City area during a one-day community outreach event. This includes military veterans that do not qualify for hearing help with the U.S. Department of Veterans Affairs and underprivileged children suffering from

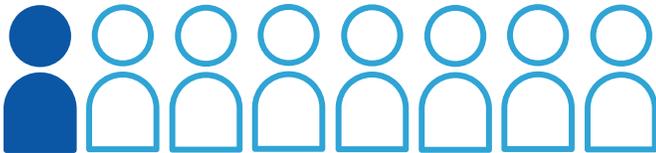


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hearing loss that do not qualify for state assistance. Also, to spread awareness about the Miracle-Ear Foundation program and the resources available at the local Kansas City Miracle-Ear locations.



"A reported one in eight people in the U.S. aged 12 or older have hearing loss in both ears. Low income people are much more likely to suffer from hearing loss."

Importance of Event: "Access to regular and preventative health care can be scarce so the prevalence of health problems tends to be higher overall, including that of hearing loss." The poverty rate in the Kansas City metro area, including Missouri and Kansas, has most recently been calculated at 10.5% with a population of 2.16 million. That means 226,800 individuals within its boundaries live in poverty. In addition, the Kansas City metro area has a child poverty rate estimated at 15%. Overall, that means a quarter of a million

people are living without the financial means to access hearing healthcare. No one should suffer from hearing loss without access to help. It is important to help as many people as possible gain access to hearing aids. Providing hearing aids to those in need will empower them to gain better employment and improve their overall well-being.

Recipient Processes: Local Kansas City Miracle-Ear locations will provide all equipment and licensed staff needed to perform applicant hearing tests and fittings. The day of the event, 30 patient care stations will accommodate up to 200+ applicants. The Miracle-Ear Foundation will provide the hearing devices.

To receive help, an individual will be able to apply directly with assigned Miracle-Ear agents. The process can be initiated via email, phone or by submitting their contact information on the www.miracleearmission.org website. Walk-in applications on the day of the event will also be available while supplies last, to ensure we can help as many people in need as possible. **For application submissions and questions: email applications@miracleearmw.com or call 816-370-5851.**

INCOME GUIDELINES

HOUSEHOLD	APPROXIMATE MEDICAID CAP	NEED GAP SERVED BY M.E. MISSION	MIRACLE-EAR FOUNDATION CAP
1	\$17,130	17,131 to 27,179	\$27,180
2	\$23,169	23,170 to 36,616	\$36,620
3	\$29,207	29,208 to 46,059	\$46,060
4	\$35,245	35,246 to 55,499	\$55,500
5	\$41,283	41,284 to 64,939	\$64,940
6	\$47,321	47,322 to 74,379	\$74,380
7	\$53,360	53,361 to 83,819	\$83,820
8	\$59,398	59,399 to 93,259	\$93,260

In Missouri... Medicaid does not cover hearing aids for anyone over 18 unless they are blind or in a nursing home, so the Miracle-Ear Mission can help fill a need for those in this situation. Children above the Missouri Medicaid threshold but below our Foundation cap would be eligible as well. For more information about eligibility requirements, visit miracleearmission.org

website: www.miracleearmission.org | phone: 816-996-4106 | email: mission@miracleearmw.com

To Apply For Help: Phone: 816-370-5851 Email: applications@miracleearmw.com
Date & Event Address: Kauffman Stadium: 1 Royal Way, Kansas City, MO 64129 - October 1, 2022