



SELF HELP FOR HARD OF HEARING PEOPLE

Telephone (505) 881-8824 (ask for SHHH Specialist) • www.abqshhh.homestead.com
P.O. Box 36792 • Albuquerque, NM 87176

Friday, April 8, 2005

Ms. Cindy Baldonado
Blue Cross & Blue Shield of New Mexico
12800 Indian School Road NE
Albuquerque, NM 87125

Dear Ms. Baldonado,

I am writing to you in response to our telephone conversation concerning the Albuquerque Chapter of Self Help for Hard of Hearing People (SHHH), an 18-year-old local nonprofit support group for people learning to deal with hearing loss.

At our monthly SHHH meetings, we have had programs on the latest hearing aid technology, on Cochlear Implants, on how to deal with Tinnitus (ringing in the ears), general coping strategies and a myriad of other topics of concern to the Hard of Hearing, their friends and families. We are also simply able to learn from talking with each other.

We are planning a new outreach effort to alert the estimated 60,000 hard of hearing people in Greater Albuquerque of our group and the support we can offer as they struggle to cope with their hearing loss. We are hoping to produce a brochure that can be left in the offices of audiologists and hearing aid dispensers and other appropriate locations throughout the city telling their patients of our group.

In the past we have had a very simple brochure printed in black and white at a copy center that we could give out to visitors to our meetings or send to people who inquire about the group. We were able to cover the cost of those brochures through fees paid by our members. To expand that outreach effort will take more money than we would be able to spend, so we are hopeful that BC/BS might be willing to provide some assistance in the funding of this new undertaking.

We are not talking about a large sum of money but the amount is sufficient that we cannot bear this expense by ourselves. We have been quoted a cost of approximately \$650 to \$700 to do a color brochure like the sample enclosed but printed on heavier stock and on slick, coated paper. This sample was done on my home computer so it is not perfectly centered etc. as it would be when done professionally but it give you the general idea of the piece. There would then be a cost of another \$100 or so for the clear plastic stands to be distributed with the brochures for their display, so we're looking at a total cost in the area of \$825. As we have non-profit status, there would be no sales tax applied to these costs.

In addition to the attached samples of the current black and white brochure mentioned above and the color sample of the new brochure we hope to have printed, I have also enclosed a sample of our most recent monthly newsletter to give you a better picture of who and what we are. We also maintain a web site: www.abqshhh.homestead.com where you could find out more about our group and see the newsletters from the last several years.



International Symbol for Hearing Loss

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As you can see on page 9 of the newsletter, individuals and firms who make donations to the Chapter are listed for twelve months on that donors page of the newsletter and those donations are, of course, tax deductible. In the case of the brochure, were it so desired, we could also include a notation on the back crediting the donor for the funds for its printing.

We received a substantial grant from Intel recently that has paid for some new state of the art audiovisual equipment that has made our meetings more accessible to deaf and severely hard of hearing individuals. Members of the NM Court Reporter's Association use that equipment when they provide pro bono closed captioning of our meetings. We also have the donated services of American Sign Language Interpreters at most meetings.

We hope that Blue Cross/Blue Shield will be receptive to our request for financial assistance on this new outreach program. Use of the above phone number and mailing address would delay any response to me so please use the contact information listed below in responding or if you have questions on this inquiry. I will call you in a few days to confirm your receipt of this letter and other material and to answer any questions you might have.

Best regards,

Stephen O. Frazier, SHHH Vice President for Public Relations
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