

2021 – 2022

Inaugural Impact Report

*Reporting on Starkey's corporate
social responsibility program,
Starkey Cares, launched in May 2021*

Starkey
cares 

Our Corporate Social Responsibility





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Starkey has a rich history of compassion and generosity that continues through Starkey Cares, our corporate social responsibility program.

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Starkey is built on a foundation of caring for others. Starkey's owner and chairman, Bill Austin, recognized the impact he could make by providing the gift of hearing to those in need and has worked tirelessly to do just that over six decades. Starkey has a rich history of compassion and generosity made possible through the work of Starkey Hearing Foundation and continues through Starkey Cares, our corporate social responsibility program. For decades, people around the world have experienced the gift of hearing health through the Foundation's work. When the COVID-19 pandemic struck in 2020, life changed for everyone, and Starkey was no different. Friends and family members were lost, travel stopped, and so many connections and relationships were disrupted. As such, Starkey Hearing Foundation's mission has evolved to focus on training hearing professionals in developing parts of the world.

Starkey Cares is our public commitment to corporate social responsibility designed to bring people together under the common bond of caring for one another. Whether it's through better hearing healthcare, community service, or supporting our friends and co-workers, Starkey employees and customers live the value of caring each day. No matter how we do it, we know that caring for one another is at the core of Bill Austin's vision and remains our mission.

We're excited to share with all of you the important and impactful work that's been accomplished through Starkey Cares.

Brandon Sawalich
President & CEO
Starkey

The pillars of Starkey Cares:



Commitment to our local communities in need

Starkey is committed to helping communities that are not able to afford hearing aids through our Neighbors in Need program.



Commitment to veterans & active-duty military

Starkey supports veterans' organizations through sponsorships and partnerships to bring our heroes the best in American innovation.



Commitment to our world

Starkey's core value of caring for others is a universal commitment that we put into action through partnerships with global organizations.

Starkey is a privately-owned company, founded by Bill Austin. It's built on the simple idea of helping others. Bill knew that if he created a successful business, it would positively impact the lives of many with a mission to always put the needs of the patient first.

At Starkey, caring is our top value and has always been at the core of everything we do. It's our "why" and something that we weave into every area of our company. Our passion for changing the world starts with our product innovation and comes to life through the people and communities whose lives are forever made more vibrant as a result of better hearing.

Starkey Cares is our public commitment to corporate social responsibility designed to bring people together under the common bond of caring for one another. We express this value in the three pillars of Starkey Cares: communities in need, supporting our veterans and active-duty military, and our global commitments.

On the following pages we'll showcase how each of those pillars has grown and continues to be not just our corporate responsibility but our "why" for how we operate each day.

Our impact at a glance



2,000+

Total Starkey Cares partner locations in the US



6

Coordinated Special Olympics fitting events



674

Free hearing aids delivering the gift of better hearing



572

Volunteer hours by employees in their local communities



110+

Special Olympics athletes and coaches fitted with free premium hearing aids



***Special
Olympics***



\$2,940,818.26

Total Starkey Cares financial impact



“Does what I do matter?”

It may seem like a strange question to ask, but truth be told, it's one of the most important questions we have to ask and answer every single day. Making sure what we do matters is at the core of ensuring we are making a difference in the lives of others and, by extension, the world itself. This is especially true in the world of corporate social responsibility.

Starkey Cares is our effort to start with what we do best and use our strengths to help others achieve their goals – to make sure they matter! That is what Starkey Cares is – creating meaning through impactful action. We are proud of the exciting and dynamic work that's been completed in the first 18 months of our program!

In May 2021, we launched Starkey Cares with a focus on helping our neighbors get the hearing health they deserve. As that program grew, we created internal systems and aligned our priorities to expand our efforts and reach more

communities. By the summer of 2022, our Neighbors in Need program had grown from 350 hearing provider locations to over 2,000 locations. Their desire to help people get the hearing health they need means that we now have a Starkey Cares partner located in every state in the country! We're also very proud to have supported those who have served in uniform by sponsoring wreath placement at Ft. Snelling through the Wreaths Across America program, Beyond the Yellow Ribbon charity events, and many others.

With respect to our Global Commitments, we were thrilled to launch our partnership with Special Olympics International, providing free hearing aids and care to Special Olympics athletes and coaches. We were honored to fit athletes at the Special Olympics USA Games in Orlando, the Special Olympics Unified Cup in Detroit, and at a Special Olympics Healthy Hearing event in Puerto Rico.

Through all of this, our employees and customers volunteered to make sure the Starkey Cares program could help even more people through a broader reach. The reality is that everyone at Starkey, from our President and CEO, Brandon Sawalich, to our Chief Philanthropy Officer, Tani Austin, to our employees and customers, is a part of Starkey Cares. It has been a team effort to achieve the impact we've seen over the past 18 months.

We do this work every day to make Bill Austin's vision a reality and so we know each day that what we do matters, and that you know that you matter!



Jake Spano
Director of Corporate Social Responsibility

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Neighbors in Need

Starkey was founded on the principle of helping others. The core of our business is to provide a more robust and equitable life experience for those who are hearing impaired.

In May of 2021, we recognized that we had an opportunity to help our local communities hear better, so started a new program called Neighbors in Need with a few hundred locations around the country. The program provides those with financial barriers access to cutting-edge hearing technology and professionals for only the price of an application fee. The response we received from hearing professionals and their patients made it clear that we needed to expand our Starkey Cares network to include our customers who were looking for impactful ways to care for their communities.

We expanded participation in Starkey Cares to our customers in June of 2022 and the response was

overwhelming—doubling the size of the network in two days! This response ensured that there was a Starkey Cares partner, ready to provide free service to their neighbors in every state in the country, and the District of Columbia.

Through this network, we were able to provide hearing aids and hearing healthcare services to hundreds of people through the Neighbors in Need program. We are proud not only to be able to support those who need it, but also proud of our partners, who share our enthusiasm for giving back and caring for others. As Starkey Cares partner, Karin Schmidt of Hometown Hearing in Vincennes, Indiana put it simply, “My philosophy and my employees’ philosophy is we are in the business of improving hearing and quality of life, not selling a hearing aid.”



School teacher Rachel White, fit via Starkey Cares. Credit: KARE 11

James Jakowich, his wife Teresa, and Starkey hearing care professional, Jose Rodriguez of SoundPoint Audiology and Hearing Center in Casa Grande, Arizona. James was fit with state-of-the-art hearing aids through our Neighbors in Need program. Teresa says the new hearing aids were “...life changing” for the whole family!



Credit: Jose Rodriguez



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My philosophy and my employees' philosophy is we are in the business of improving hearing and quality of life, not selling a hearing aid.

— Karin Schmidt
Starkey Cares partner

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Mary Stabile from New Jersey



Credit: Mary Stabile

Mary Stabile lives in New Jersey and has been a force for good in her community for a long time. She has volunteered with the National Patient Advocacy Foundation for over 15 years, as well as the Hunterdon-Mercer Chronic Disease Coalition, and other human service non-profit organizations throughout her region. Mary even created her own nonprofit, "Living for A Cause" which works to eliminate food insecurity for seniors and school children, supports the arts in her area, and even collaborates with area food shelves to ensure they are stocked with nutritious pet food so that those who come to feed themselves, can also care for their beloved pets.

Doing all of this requires an ability to connect to the world but as time went on, Mary realized she was missing things, and she saw her critical community connections growing fainter and fainter. "As you get older and you aren't hearing people, you can be dismissed as not being cognitively connected," Mary said. The result was a growing social and emotional isolation which is so common amongst those with hearing loss, especially people as active as Mary. "As your hearing diminishes, you feel isolated.

You lose out on important conversations. You don't hear laughter as loudly," Mary shared.

When Mary reached out to Starkey Cares, we were eager to help. Mary and Dr. Jackie Churchill, of Evans Audiology and Hearing Aid Center in Hamilton Township, NJ worked together through our Neighbors in Need program to get Mary hearing aids with some of our most advanced technology. "A new world opened up and a new journey began the moment I put hearing aids in. There was such joy and I felt alive and felt part of the world again. I could really go out and do my passion which is advocacy," Mary explained.

Equally important as her hearing health was making sure Mary kept her dignity, "What I like about working with Starkey is they never let me feel less than for having financial insecurities," she noted. Starkey appreciates our customers, like Jackie, who care deeply for patients like Mary. People who band together to make their communities better, one place at a time, one day at a time.



When Mary reached out to Starkey Cares, we were eager to help get her back in the game! Mary and Dr. Jackie Churchill, of Evans Audiology and Hearing Aid Center in Hamilton Township, NJ worked together through our Neighbors in Need program to get Mary hearing aids with some of our most advanced technology. “A new world opened up and a new journey began the moment I put hearing aids in.”

Starkey
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Our Corporate Social Responsibility



Connecting those who've served at home and abroad

As the only American-owned hearing aid company, Starkey believes that those who dedicate their lives in service of our country deserve our gratitude and assistance as they navigate their service careers and eventually move into the next chapter of their lives.

As such, Starkey supports veterans' organizations in the United States through sponsorships, partnerships, and by bringing the best in American innovation to those who helped us safeguard it.

In 2021 and 2022, Starkey employees volunteered to place hundreds of wreaths on the graves of American service members at Ft. Snelling Cemetery. In 2022, we provided thousands of dollars in sponsorship to Beyond the Yellow Ribbon, a Minnesota-based organization whose mission is to build a comprehensive support network made of community, civic, and corporate partners connecting Minnesota's military veterans, service members, and families in all military branches to the agencies, organizations, and people who can support them in all facets of their lives.

Starkey has also proudly hosted veterans at US Bank Stadium for Minnesota Vikings games. Some of the players have even come around after the game to thank our service members in person for their sacrifice and heroism.



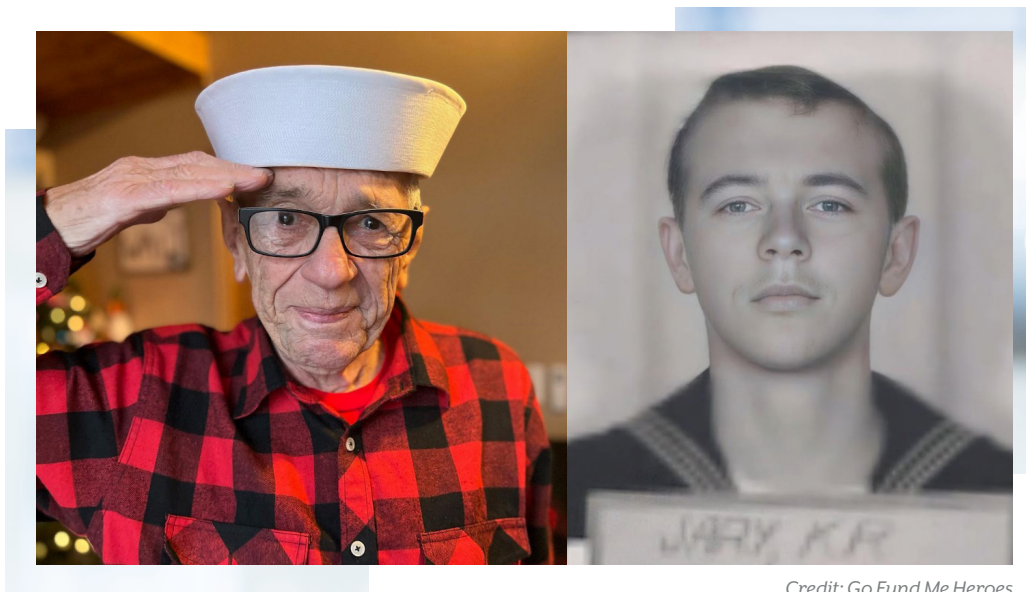
Credit: Starkey



From left: Chris Noonan, Jake Spano (Starkey Director of Corporate Social Responsibility), Henry Weinzierl (Enterprise Project Manager at Starkey), and Mike Hutson. Chris and Mike are friends of Starkey and supporters of those who've served in uniform.



Navy Veteran “Patriotic Kenny”



Credit: Go Fund Me Heroes

Kenny Jary, or “Patriotic Kenny” as he is known to his over two million TikTok followers, is an 80-year-old Navy veteran with a heart of gold, a smile a mile wide, and an unmatched sense of enthusiasm. Kenny has spent a lifetime in the service of others. From the 1960s when he served on the USS Okinawa to today, Kenny always puts helping others ahead of helping himself.

Kenny’s infectious optimism might never have been known outside of his hometown were it not for a chance encounter at a coffee shop and a broken-down mobility scooter. Turns out Kenny and Amanda Kline had a mutual friend who worked at a local coffee shop who insisted the two would be fast friends if they ever met. As fate would have it, they met the very next day and talked for hours as if they’d known each other their whole lives. Amanda even created a TikTok account to share Kenny’s stories with others and it quickly took off.

Soon after the meeting, Kenny’s mobility scooter broke down. The ensuing isolation from the social interaction that was such a part of his life took its

toll on Kenny and in response, Amanda created a GoFundMe campaign with the modest goal of raising a few thousand dollars towards a new scooter. In the end, Kenny and Amanda raised over \$150,000 and true to form, Kenny took that money and decided to pay it forward by creating a GoFundMe account with a goal to give scooters to other veterans in need. So far, he’s given away over 50 scooters across the country and sees no end in sight.

When Starkey Cares heard that Kenny struggled with hearing loss, we saw an opportunity to help a person dedicated to helping others by inviting him into our headquarters to be fit with hearing aids. After being tested, touring, and meeting some of the professionals who made his hearing aids, Kenny said of his newfound hearing health, “It feels wonderful! It reminds me of when I was in high school!”

We’re proud of being a part of Kenny’s story and thrilled to have been able to help one of the genuinely great helpers.



Credit: Go Fund Me Heroes



Credit: Go Fund Me Heroes



Credit: Go Fund Me Heroes



Credit: Starkey

Starkey
cares 

Our Corporate Social Responsibility



Supporting the Special Olympics and our global partners

Our hearing technology is only effective if it reaches the individuals for whom we create our products: individuals from different backgrounds, geographies, and economic statuses. That's why we proudly donate to and support organizations and charities that are making an impact such as the Pacer Center in the United States, or all over the globe with partners including the Elton John Aids Foundation International and Special Olympics International.

Part of the mission of Starkey Cares is to go to the places where people need us most. Our Starkey team in Europe heard about families with young children fleeing the fighting in the Ukraine with only the clothes on their backs. The Starkey team was determined to help these refugees recover their hearing health with free hearing aids and care. That included Lev, a very playful and active boy who left the Ukraine with his parents, but without his hearing aids. Kacper Olekszyk from Poznan in Poland fit Lev with new Starkey hearing aids and the little boy's joyful reaction to hearing again was infectious and heartwarming. Lev's parents say the help they received from Starkey Cares and Kacper has made a world of difference. "We are so happy and grateful now," said Lev's mother. "We want to thank Kacper and Starkey Cares for all they are doing to help the children of the Ukraine."

March of 2022 marked the beginning of our partnership with Special Olympics International as their global hearing health partner. In addition to our sponsorship of their work, the Starkey Cares team, including some of our customers who volunteered their time, traveled to events fitting Special Olympics athletes and coaches with free premium hearing aids as part of the Special Olympics "Inclusion Revolution".

The Partnership began when Special Olympics CEO, Dr. Timothy Shriver, approached Starkey Chief Philanthropic Officer, Tani Ausin, and Starkey Cares Global Ambassador, Steven Sawalich, with a problem that needed solving. Many Special Olympics athletes lack access to comprehensive hearing health. **In fact, according to Special Olympics, 83% of Special Olympics athletes have never been tested for hearing loss. That's where Starkey Cares came in.** Working with Special Olympics volunteers and hearing professionals, we collaborated on a new hearing health protocol, screened and assessed the hearing health of thousands of athletes, and fit those with a loss with state-of-the-art hearing aids.

We look forward to many more years of supporting Special Olympics athletes and coaches so they can stay connected to the world around them and live the fullest life possible!



Credit: Kacper Olekszyk



Left to right: Dr. Dave Fabry (Chief Innovation Officer), Steven Sawalich (Starkey Cares Global Ambassador), Tani Austin (Chief Philanthropy Officer), Dr. Timothy Shriver (CEO Special Olympics International), and Michael Scholl (Chief Compliance Officer and Executive VP of Corporate Relations).



Starkey Founder and Chairman Bill Austin with a Special Olympics athlete and coach at the 2022 Special Olympics USA Games in Orlando, Florida.

“Through the leadership and support of Starkey Cares, the athletes of Special Olympics are provided with key access to care that so many individuals with intellectual disabilities are denied around the world. From hearing instruments to technical assistance to hearing health education and community referrals and so much more, Starkey Cares’ commitment to inclusive health is truly changing the game for our athletes in every neighborhood, every community, and every nation around the world.”

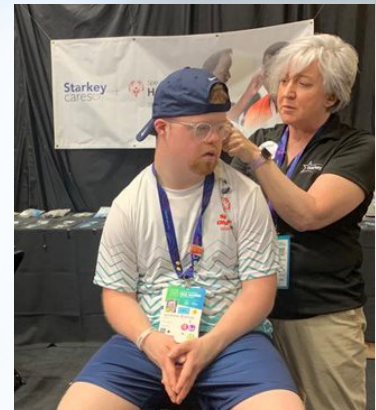
— Dr. Timothy Shriver, CEO
Special Olympics International



Starkey Audiologist Melissa DiStefano and an athlete who was fit with hearing aids at the 2022 Special Olympics USA Games in Orlando, Florida.



Starkey employee Sarah Roggenbuck (center) with athletes at the 2022 Special Olympics Unified Cup in Detroit, Michigan.



Starkey Audiologist Justine Hammer fitting an athlete at the 2022 Special Olympics USA Games in Orlando, Florida.

Special Olympics Photos Credit: Starkey

Special Olympian Joseph Eden



Joseph and his coach in Orlando, Florida at the SO USA games



Joseph being fit by Starkey Audiologist, Melissa DiStefano in Orlando

Hearing is our connection to the world around us, so imagine playing on the football field, unable to hear plays called, hear your teammates call your name, or hear the fans cheer for you. That was Joseph Eden's experience. Joseph is 22, plays flag football through Special Olympics, and has a hearing loss. Over the years, he tried hearing aids but he wasn't comfortable wearing them for various reasons. In June, Joseph's flag football team arrived in Orlando to compete in the USA games, and he visited Starkey through the Special Olympics Healthy Athletes program. The Starkey team fit him with hearing aids and his dad is happy

to report that Joseph now wears his hearing aids every day and can hear his coach's play calls and communicate with his teammates in the huddle.

So many Special Olympics athletes don't have the support or opportunities to advocate for their hearing health – whether that be family support, financial support, or even access to a trained hearing professional. Starkey Cares is committed to ensuring that athletes like Joseph have access to the technology, the care, and support they deserve..



Credit: Steven Sawalich

Partnership in action



See you at the
2023 Berlin Games!

Employee volunteer stories

As a company that is focused on caring for others, service is at the core of everything we do. That's why Starkey allocates time for employees to volunteer with a 501(c)(3) charitable organization of their choosing each year. Through this Volunteer Time Off benefit, employees are encouraged to volunteer their time to an organization that is meaningful to them. As a result, Yi Cao on our Firmware Verification team was able to help his daughter's school raise \$72,000 for their parent teacher association. It allowed Sue Kieser on our Manufacturing team to volunteer through "McLeod Tomorrow," a rural community-building partnership between county government and the

University of Minnesota, to create community gardens in rural communities. And it means that one of Starkey's mechanical engineers, Tim Wertz, can volunteer with the National Ski Patrol, providing volunteer emergency medical services.

In the end, dozens and dozens of groups as diverse as Second Hand Hounds, the Immigrant Law Center, Big Brother/Big Sister, and COVID vaccination sites, received over 570 hours of additional support to fulfill their missions.

Below are just a few stories our team members shared about how they're caring for others, and our future, using this incredible benefit!

I believe everyone should do something for their community. We need people to volunteer, to give blood, to help feed the hungry. I think everyone needs to volunteer for something. This was how I chose and continue to choose to contribute to my community.

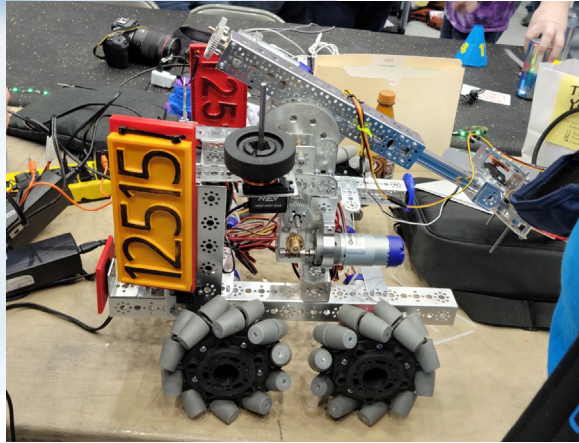
— Bill Chase, Starkey employee and leader of Starkey's Adopt-a-Highway program



Starkey Marketing Team members at Feed My Starving Children event.

Feed My Starving Children

Nine members of Starkey's Digital Retail Marketing Department volunteered at Feed My Starving Children (FMSC) in October 2022. According to Starkey employee Rachel Haas, the group selected FMSC knowing it offered a fun bonding experience and allowed them to give back to the community. "The FMSC staff made the experience enjoyable from start to finish but also made sure to emphasize the importance and impact of what we were doing and why it mattered," Rachel said. The group filled 13 boxes which contained 2,808 meals to feed seven kids for one year! "We changed seven lives within a very short period of time — talk about an impact!" added Rachel.



Credit: Jonathan Cannon

2022 FIRST Robotics Competition

Jonathan Cannon is a talented programmer at Starkey working in our Software Engineering Department. When his daughter chose to participate in For Inspiration and Recognition of Science and Technology (FIRST), he decided to combine two of his passions – programming and kids – by volunteering at FIRST, one of the world’s leading youth-serving nonprofits advancing science, technology, engineering and math (STEM) education. “My hope is that by giving these kids an introduction to engineering, at least some of them will decide that this is what they want to do,” said Jonathan. He loves the time spent with young minds so much that even though his own kids have graduated out of the program, he plans to continue to give his time and talents to our future leaders.



Credit: Bill Chase



Eric Hanson, Chief Information Officer (kneeling on right), and the IT team.

Moments of connection

Starkey Chief Information Officer, Eric Hanson, initiated a program called “moments of connection” in an effort to help his team to come together, invest in relationships, and demonstrate Starkey values in and out of the company. Eric and approximately 35 members of his team came together in October for one of these “moments of connection” to pack meals for Meals for Minneapolis (M4M), a local nonprofit organization. Eric says that in addition to supporting M4M, these moments of connection are “...important for building a sense of values and connection between the team, especially in a time where remote work makes that more difficult. We look forward to doing these events again next year!”

Adopt-a-Highway program

For more than 20 years, Starkey has participated in the Adopt-a-Highway program, which is administered by the Minnesota Department of Transportation to turn community involvement into cleaner roadsides. Businesses can adopt a highway by picking up litter on both sides of a road at least two times per year for at least two years. Starkey’s responsibility consists of a 3+ mile stretch located next to Starkey’s Headquarters.

Adopt-a-Highway statistics:

- 68 Starkey roadside cleaning events
- 245+ volunteers
- 130+ hours volunteered



Walk to End Alzheimers 2022. Credit: Starkey



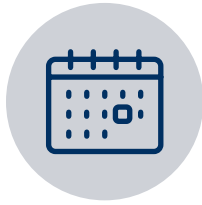
Starkey team members at the Hearing Loss Association of America Benefit Walk. Credit: Starkey



Tour de Tonka 2022 – Paul Phillips (Senior Vice President of Sales, Asia-Pacific, Latin America and Africa) and Sara Burdak (Chief Audiology Officer and Executive Vice President of Product Strategy). Credit: Starkey



Tour de Tonka photo. Credit: Starkey



A look ahead

Starkey Cares has made significant strides in each of its pillars and is excited about amplifying our impact in 2023. Here are some of the goals we have for this upcoming year:

- **For communities in need:**

We plan to expand our network to 3,000 Starkey Cares locations this year and look forward to the incredible impact of 800+ new locations across the country. This ambitious goal will bring hearing health even closer to people's homes across America.

Our new goal for the Neighbors in Need program includes the delivery of 800 hearing aids in 2023. This will triple the number of hearing aids delivered throughout 2021 and 2022, providing state-of-the-art hearing aids to hundreds of individuals otherwise unable to afford hearing care.

- **For our support of those in the military:**

Working with our employees, we will begin the process of having Starkey proclaimed a "Beyond the Yellow Ribbon Company" by the Minnesota Army National Guard. In doing so, we commit to supporting our service members and military families as an organization both in and out of the workplace.

We also plan to launch a military sponsorship program this August, which will provide organizations around the country with financial support to help meet the needs of those who have served in uniform.

- **For our support of our global commitments:**

We will continue our global partnership with Special Olympics International at the 2023 Special Olympics Berlin Games along with other games and events locally, regionally, and internationally. Our continued support of these incredible athletes is paramount to our impact in the coming year.

We also will continue to find opportunities to support people and organizations around the world who are committed to caring for others.

- **Starkey employees making a direct impact:**

We will double employee volunteerism in 2023 through our "Volunteer Day" benefit. Starkey employees are, and will, continue to be key contributors to the progress of Starkey Cares inside and outside of Starkey.

In closing, 2021 and 2022 marked the evolution of something that is at the center of Starkey's culture - expressing the core value of caring for one another - now through Starkey Cares. We look forward to 2023 and the many ways we can support and connect people around the world and in our home communities. **As Tani Austin, our Chief Philanthropy Officer says, "Connection is the new currency!" and connect through caring we will!**

Starkey
cares 

Our Corporate Social Responsibility



Hear better. Live better.

For more information about
the Starkey Cares program, email
starkeycares@starkey.com or
call **(855) 686-2202**.

Starkey Cares is not affiliated with Starkey Hearing Foundation,
which focuses on education and training for hearing health
professionals in developing nations.