

A cochlear implant is an electronic device designed to provide hearing to children and adults who have a severe to profound hearing loss in both ears and show no meaningful benefit from hearing aids.

### A COCHLEAR IMPLANT CONSISTS OF THE FOLLOWING

**Internal part:** the receiver, surgically inserted in the bone behind the ear, with the electrodes inserted in the inner ear or cochlea.

**External parts:** the microphone and sound processor convert sound into an electrical signal which is sent to the electrodes in the inner ear. These then send the signal via the hearing nerve to the brain where it is perceived as sound.



## CHANGING LIVES

*“The day of the switch-on I could not believe I was hearing the rain, the wind and the music on my car radio. Two months on I am back at work, involved in meetings and hearing my colleagues around a conference table”*

Diane Gurland increasingly deaf since the age of 40 years

*“This cochlear implant has given my daughter a voice, a voice for a better future. Thank you, Hear US for helping her hear with a cochlear implant”*

Singathwa, mom of Mbali

*“A new world opened for us when Lindi received her first cochlear implant at the age of 6 months. It is wonderful to see how she responds to her name and other sounds. Just before her first birthday she received her second implant”*

Parents of Lindi

*“After 35 years of deafness, now at the age of 61 I am back in life, because I can HEAR”*

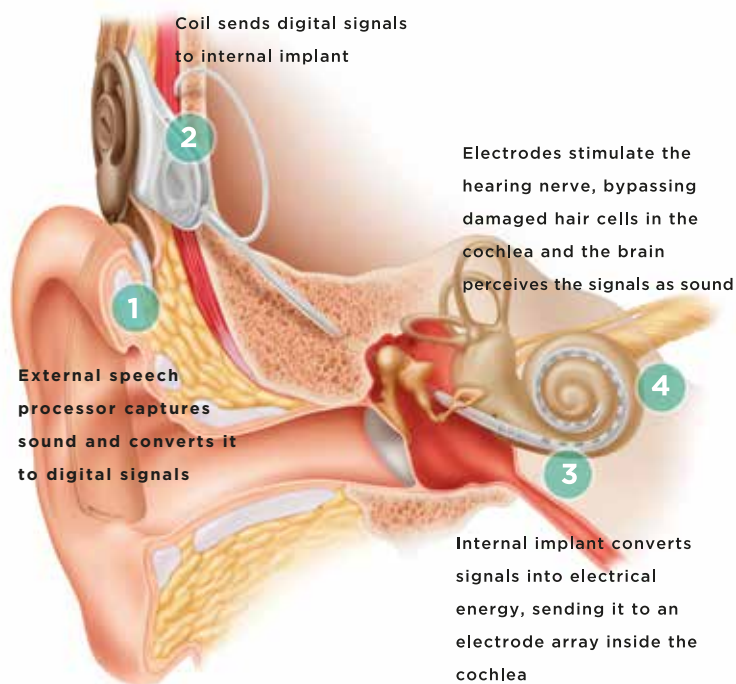
Hester

*“How this gift has changed our lives? She speaks with more confidence; she moves around freely when I talk to her instead of having to stand still and try and focus on reading my lips”*

Candice, mother of Aloshey who lost her hearing due to life-saving medical intervention.

### WE KNOW THAT

- Cochlear implantation is safe and reliable
- Cochlear implantation is cost effective for adults and children of all ages
- The earlier children are implanted the better the outcomes
- Bilateral implantation has been shown to improve ease of listening, listening in noise and localisation of sound which are all important in everyday listening situations



GIVE SOMEONE  
THE GIFT  
OF HEARING



### WHY SUPPORT HEAR US?

HEAR US was established to raise funds to assist individuals who are unable to cover the cost of a cochlear implant. There are many children and adults and children and adults in South Africa who have a severe to profound hearing loss, which can have a devastating effect on their lives as well as their families.

Deafness is the one disability that isolates you from communicating with the hearing world. Children born deaf will not reach their full potential. For young people and adults, everyday communication in the classroom or at work is compromised. Telephone use is impossible.

Cochlear implants provide hearing for the first time or restore hearing to people who are deaf and give them the opportunity to live a full life.

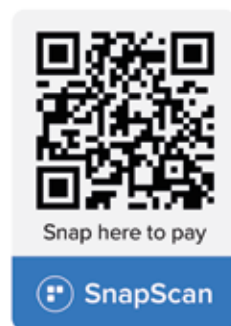
However, the cost of this medical miracle is very high and most medical aids do not cover the full cost of the implant. There are also additional expenses incurred after implantation. We therefore appeal to you to support the vision of HEAR US.

### DONATE

Yes, I would like to make a difference and give someone the gift of hearing.

- Make a direct deposit/EFT
- Make an annual contribution
- Monthly debit order
- Make a bequest in your will
- Support a specific cochlear implant user
- Make HEAR US your charity of choice
- List us as beneficiary on your Woolworths MySchool card

HEAR US Bank: ABSA  
Durbanville branch code: 632005  
Account number: 4053388469  
SWIFT CODE: ABSAZAJJ



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HEAR US operates in close association with the  
Tygerberg Hospital-Stellenbosch University  
Cochlear Implant Unit

### A SOUTH AFRICAN COCHLEAR IMPLANT ASSOCIATION



HEAR US was established in 2001 by parents of deaf children who received cochlear implants. The HEAR US vision is to assist children and adults to obtain and maintain a cochlear implant so as to facilitate their learning to speak and become part of the hearing world. HEAR US is a registered a non-profit organisation and has no commission structure. Since inception, over a hundred cochlear implant beneficiaries have been supported by this organisation.

Non Profit Organisation 017-207

