

(uplifting music)

In my opinion, no one should have to go
without hearing aids that really needs them.
The Miracle-Ear Foundation was established in 1990.
And so for more than 30 years
we've been delivering the gift of sound to those in need.
You know, in our business
we're here to help everyone with hearing loss.
And if we're not helping everybody, we're not doing our job.
I have a heart for wanting to do better and do more.
And the Foundation kind of fits right into that.
I think the Foundation is great
because for people that can't afford them,
to get this help is very essential.

(uplifting music)

When someone is approved for the Foundation,
they're treated just like any other customer
that comes into Miracle-Ear.
They're provided hearing exams.
They're provided hearing aids
and follow-up and after-care, annual exams.
We are there for them at every step.
Most of the time, where do you go and get something
that offers free service, free lifetime care?
There's no cost. There's no out-of-pocket.
The team here, they have really been excellent.
If there's been an issue or some adjustment,
it's always been taken care of.

(uplifting music)

I'm a person that has to be active.
So it's made big difference.
I meet with more people my age and that.
I go into different groups for coffee
and I can talk and hear.
I know for a fact that there is one or two other people
in the group that they don't have the hearing aids I do,
and they can't hear.
And they just sit there and unless you turn right to them
and talk real loud, you know, well, I don't have that.
I have all, all this contact.
From the very first time I had the hearing aids,
I was amazed at how clear and easy it was to hear things.
Everything has changed.
And it's just sort of an overall improvement
in communication.

(relaxing music)

People get into this business
because they want to help others.
They want to make a difference, but this is one resource
that they have in their toolbox to really help
every single person that walks in those doors.
You know, getting the email
when we've got a new Foundation fitting,
it's really kind of fun.
When you first put the hearing aids in,
it's like someone turns the lights on.
Their face lights up.
A lot of times, there's a little bit of shock.
They can't believe what they've missed for so long.
And to see that come back in their eyes
and to hear it in their voice, the excitement and the joy
of being able to hear their loved one,
it's incredible to see how it changes people.
(uplifting music)
Every purchase that somebody makes here,
we donate money to the Foundation
and we're always looking for ways to increase that.
When you choose Miracle-Ear,
you choose a company that's different
and that gives back and really cares for their community
because they're serving those people in their community
that otherwise couldn't afford hearing aids.
We're making such an impact.
And our customers are helping us make that impact
because they chose Miracle-Ear.
And that's a pretty cool thing.
(uplifting music)