



2 millionth call

Annual Report 2008  
The National Domestic Violence  
**HOTLINE**  
1.800.799.SAFE (7233) • 1.800.787.3224 (TTY)



I am sure that the Hotline and its project, loveisrespect, National Teen Dating Abuse Helpline, are not the only programs looking back at a 2008 that delivered mixed blessings. The Hotline received its two millionth call just in time to celebrate Domestic Violence Awareness Month in October. As we recognized this milestone, we acknowledged that it was both cause for celebration and a tragedy. It was also a reminder that the demand for Hotline services is increasing rapidly. When the one millionth call was received in August 2003, it had taken seven years. Reaching the two millionth call took only five years.

Now more than a year old, loveisrespect is unique for its IM-style live chats, in addition to its Helpline, and trained teen advocates. Like the Hotline, the demand for services from loveisrespect is growing rapidly, with total contacts up 53 percent for 2008 from 2007. In 2007, we received 5,396 calls and 2,938 chats for 8,334 total contacts. In 2008, we received 8,296 calls and 4,454 chats for 12,750 total contacts.

In September, loveisrespect launched the “Love” campaign. It focused on how to have a healthy relationship and to identify relationships that aren’t healthy. During development, the campaign was tested in both California and Texas, our top two call and chat producing states. We listened to the language teens use and used it to communicate to them about how love should feel. We also learned that for teens relationships are all about Love. In addition to materials for schools, we produced public service announcements that were cool and glittery and young. Teens responded well, and adults who work with teens knew immediately that this website was a winner. MySpace Impact channel placed the PSA on its site, generating the busiest call day in the history of loveisrespect, September 22. The video generated 22,000 hits on MySpace Impact channel.

Also in the fall, with support from the Mary Kay Ash Charitable Foundation, loveisrespect launched an online quiz called “Does Your Relationship Need a Makeover?” The quiz was prominently placed on [www.loveisrespect.org](http://www.loveisrespect.org) and was used in advertising at movie theatres in three Texas markets, Austin, Houston and Dallas, and three California markets, San Francisco, Sacramento and San Diego. The goal of the quiz is to determine whether the quiz taker’s current relationship is healthy or unhealthy.

The fall of 2008 proved to be a busy time for the Hotline as well. Calls to the Hotline were at an all-time high. For September, calls were up 21 percent from the previous September. In October, calls were up 18 percent. Hotline advocates were reporting that more callers were referencing economic stress as a factor in their home, and the news media had begun to ask whether there was a link between domestic violence and the economy. To answer the question, Hotline advocates surveyed callers from November 12 until December 31. Survey data revealed that 54 percent had experienced a change in their household’s financial situation in the past year. Also, 64 percent reported that abusive behavior had increased in the past year.

This past year has been one of the most challenging I have seen in my career. But, it has not changed the commitment of those of us who work to end domestic violence. We are working harder to maintain the level of services that we have provided in the past. We are seeking partnerships from new arenas and approaching our work with a greater creativity or the “new normal” as it is being called. Thank you for your commitment and contribution to the National Domestic Violence Hotline and to ending domestic violence in our lifetime.

Sheryl Cates  
Hotline Chief Executive Officer

# VITAL LINK AWARDS HONOR INDIVIDUALS AND ORGANIZATIONS

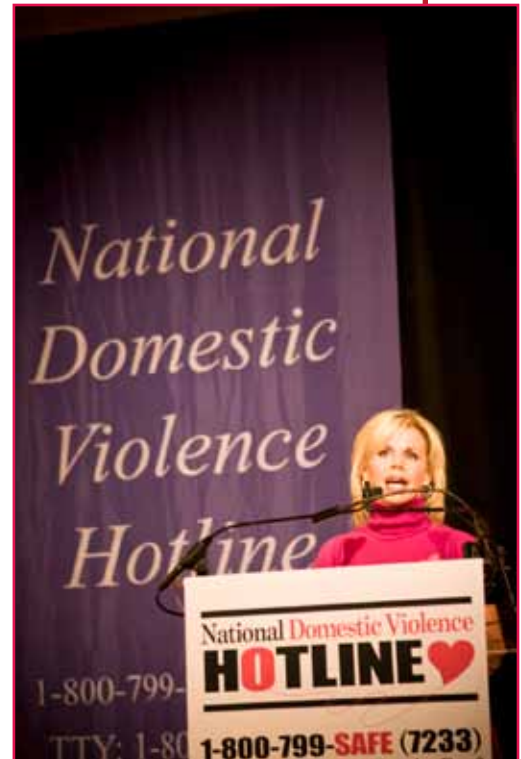


The Vital Link Awards, held in New York City October 28, 2008, recognized outstanding service of individuals and organizations in domestic violence prevention.

Honorees included Verizon, Seventeen Magazine, MySpace, S. Epatha Merkerson, who won an Emmy for her role on NBC's Law & Order, actor, author and former Miami Dolphin Victor Rivas Rivers, and Linda Fairstein, a New York Times bestselling crime novelist who also served 25 years as the bureau chief of the famed Sex Crimes Prosecution Unit of the New York County

District Attorney's Office. Also honored were Volunteers for Change Jacquelyn Pierce and Nannette White, for their leadership in the General Federation of Women's Clubs in its partnership with the Hotline during 2006-08 for the Million Voices Campaign.

FOX & Friends morning anchor Gretchen Carlson was Master of Ceremonies for the event.



## HOTLINE RECEIVES TWO MILLIONTH CALL IN OCTOBER

Just in time to celebrate Domestic Violence Awareness Month in October, 2008, the National Domestic Violence Hotline received its two millionth call. This milestone represents two million families who have received help and hope since the Hotline's beginning in 1996, under the Violence against Women Act (VAWA).

"This milestone is both a celebration and a tragedy," said Hotline CEO Sheryl Cates. "It is a celebration that two million families have been given help and hope for a brighter future. Lives have been saved. But, it is also a tragedy because we continue to see an increasing epidemic in society that continues to devastate families."

When the one millionth call was received in August 2003, it had taken seven years. The two millionth call took only five years.

The Hotline received 255,047 calls during 2008 which is an 8 percent increase from 2007. Call volume for September was up 21 percent and 18 percent for October. The average number of calls received per month in 2008 was 19,500.





## HOTLINE SURVEY INDICATED LINK BETWEEN ECONOMIC CHANGE AND DOMESTIC VIOLENCE

During the last two months of 2008, advocates for the Hotline asked callers to answer two short questions in a survey between November 12 and December 31 to determine whether the increase in call volume was linked to changes in the economy.

Final results suggested a link between financial stress and domestic violence. For victims who called the national Hotline during the six week study, 54 percent reported a change in their household's financial situation in the past year.

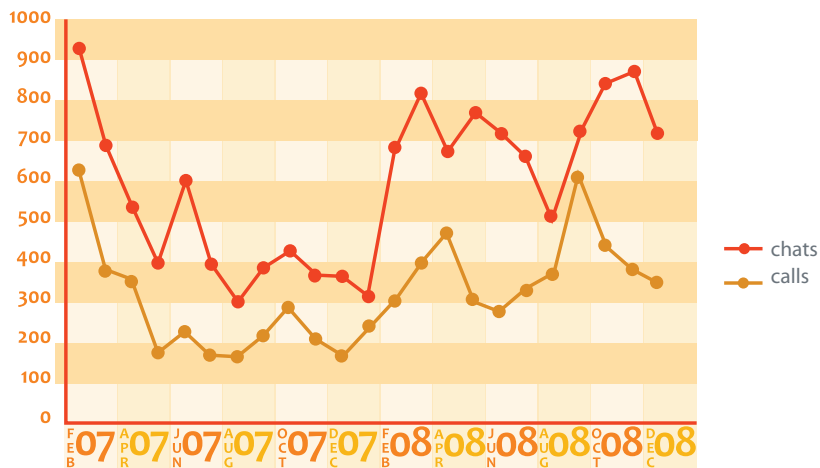


The survey was developed in response to both an increase in anecdotal information from callers about how the economic downturn has affected their families, and from questions from news media all over the country who asked whether the increase in the demand for Hotline, residential and non-residential services was related to the economy. Hotline calls in the third quarter of 2008 were up significantly over 2007, with September up 21 percent, prompting an increase in media inquiries and the development of the survey.

Sixty-four percent also answered the second question affirmatively, which was "Do you believe the abusive behavior has increased in the past year?"

## LOVEISRESPECT SHOWED TREMENDOUS GROWTH IN 2008

loveisrespect, National Teen Dating Abuse Helpline has shown a tremendous increase in activity since its inception in February 2007. The Helpline received 8,296 calls in 2008, compared to 5,396 in 2007. Chat sessions also increased with 4,454 chats in 2008, compared to 2,938 in 2007. The growth in popularity can be attributed to new developments such as the Love Campaign and unique website widgets such as the Avon Foundation funded "Does your Relationship Need a Make Over?" quiz. Extensive media coverage and a Webby Award win in the Activism category also propelled loveisrespect to even greater success. The adjacent chart displays call and chat statistics for both 2007 and 2008.



# HOTLINE FEATURED IN NBC'S THE MORE YOU KNOW



The National Domestic Violence Hotline was featured in the NBC's *The More You Know* public service campaign which was developed in the fall of 2008 and began running in early 2009. Two spots by two NBC actresses focused on domestic violence with the Hotline number shown on the screen.

The NDVH spots featured *Law and Order: Special Victims Unit* actress Mariska Hargitay and *Medium's* Patricia Arquette. Both shows have previously featured domestic violence story lines.

*The More You Know* is the longest running network public service campaign. Through its on-air public service announcements and website, *The More You Know* reaches more than 53 million viewers each week.



Both spots are featured on our website at [www.ndvh.org](http://www.ndvh.org).

## MILLION VOICES CAMPAIGN UPDATE



The Million Voices Campaign to End Domestic Violence was created with founding partner General Federation of Women's Clubs, to engage communities through volunteerism and public awareness in order to initiate change. Members include individuals and organizations in America who have made the pledge to educate, inform and raise awareness about the problem of domestic violence and sources of help.

Today, the Campaign is thriving with membership numbers growing each day. Since its October 2007 launch, the Campaign had grown to over 11,331 members by the end of 2008. Members have worked hard this past year to raise money and awareness through various fundraising initiatives. The following are just some of the milestones achieved in 2008:

### May 1st 2008

The campaign reaches its first 10,000 members, thanks mainly to General Federation of Women's Clubs members from all over the country

### June 5th 2008

The first issue of the Million Voices Campaign eNewsletter is published

### June 27th 2008

A Call To Men, a men's domestic violence prevention organization partners with the National Domestic Violence Hotline for the Million Voices Campaign



## LOVEISRESPECT LAUNCHES THE “LOVE” CAMPAIGN

In an effort to decrease the number of teens affected by dating violence, loveisrespect, National Teen Dating Abuse Helpline launched the “LOVE” campaign in 2008 as a tool for parents, teachers, and teens to educate themselves and others about healthy relationships and teen dating abuse.

The “LOVE” toolkit offers campaign posters, video public service announcements, wallet cards, website artwork, and other educational collateral. The toolkit has been sent to every high school across Texas and to over 800 organizations that serve Texas teens. With the toolkit, other promotional materials, and viral social marketing strategies, the “LOVE” Campaign brings the sensitive issue of teen dating abuse to the fore in a state in which 75 percent of teens have reported experiencing dating abuse or knowing someone who has, and 50 percent of teens reported having experienced dating violence or abuse personally.\*



Goals of the campaign include raising awareness of healthy dating behaviors, preventing future or current dating abuse among 13 to 18 year olds, connecting teens, parents and schools to the loveisrespect website, and helping Texas high schools meet the requirements of House Bill 121, which requires school districts to adopt and implement dating violence policies.

*\*Equation Research 2006 for the Texas Council on Family Violence*

## LOVEISRESPECT WINS 2008 WEBBY AWARD FOR BEST ACTIVISM WEBSITE



The 12th Annual Webby Awards named loveisrespect, National Teen Dating Abuse Helpline website, [www.loveisrespect.org](http://www.loveisrespect.org), the Best Activism Website of the year. Candice Hopkins, Director of loveisrespect, accepted the award in June when [loveisrespect.org](http://loveisrespect.org) was honored at the 12th Annual Webby Gala in New York City.

“The Webby Awards honors the very best of the Internet,” said David-Michel Davies, executive director of The Webby Awards, which is presented by the International Academy of Digital Arts and Sciences. “[loveisrespect.org](http://loveisrespect.org)’s win is a testament to the skill, ingenuity, and vision of its creators.”

Launched in 2007, [loveisrespect.org](http://loveisrespect.org) bases its website content on user needs, offering teens a visible and interactive experience through its IM-style live chat function while still reflecting the sensitive issue of teen dating abuse. “The web is a very important tool for reaching teens about dating violence,” said Sheryl Cates. “For teens,” she said, “the web is their home medium. Only the best work will resonate.”



# 2008 DONORS



<b>Target</b>	<b>200,000.00</b>
<b>Altria Group Inc.</b>	<b>50,000.00</b>
<b>Limited Brands Inc./Limited Brands Foundation</b>	<b>50,000.00</b>
<b>The Allstate Foundation</b>	<b>50,000.00</b>

<b>The Body Shop</b>	<b>40,504.00</b>
<b>CTIA-The Wireless Foundation</b>	<b>34,557.00</b>
<b>FedEx</b>	<b>25,000.00</b>
<b>Verizon Wireless/Verizon Foundation</b>	<b>30,000.00</b>
<b>General Federation of Women's Clubs</b>	<b>16,650.00</b>

Middle Atlantic Region  
New England Region  
Connecticut  
Maine  
Massachusetts  
New Hampshire  
Rhode Island

Vermont  
Southern Region  
South Central Region  
Illinois  
Louisiana  
Michigan  
New York

New Jersey State Federation of  
Women's Clubs of GFWC  
GFWC Federation Guild Association  
Jacquelyn Pierce

<b>Liz Claiborne Inc.</b>	<b>15,000.00</b>
<b>Greg Behrendt</b>	<b>13,725.00</b>
<b>Hearst Magazines</b>	<b>10,500.00</b>
<b>American Express Foundation</b>	<b>10,000.00</b>

Lifetime Networks	7,000.00
Burson-Marsteller	5,000.00
Gap Inc.	5,000.00
Hopeline in Honor of Celina Vasquez	5,000.00
Kaiser Permanente	5,000.00
Michael Bolton Charities	5,000.00



# MEDIA COVERAGE:

Media coverage of the Hotline took a turn towards the hi-tech in 2008. While coverage was level in traditional media outlets, such as newspapers and television, online mentions of the Hotline number and website saw a significant increase. Websites mentioning the Hotline ran the gamut from news sources such as HuffingtonPost.com, to blogs and gossip sites like DailyKos.com and PerezHilton.com, to Barack Obama’s campaign website, BarackObama.com. Newspapers like *USA Today* and the *Washington Times*, as well as regional papers across the country, included information about the Hotline in stories about domestic violence. The Hotline was also featured in magazines such as *Cosmopolitan*, *Essence*, and *Redbook*. TV shows such as *The Oprah Winfrey Show*, *Larry King Live*, and *The Tyra Banks Show* aired the Hotline number during domestic violence-related segments on their programs, as did radio programs like *The Steve Harvey Morning Show*.



## Percentage of coverage in each media outlet:

Online Sources	57.9%
Newspapers/Magazines	21.9%
TV	15.7%
Radio	2.6%
Other	1.9%

### NCFV Board of Directors

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# FINANCIAL INFORMATION



## REVENUE

### Support for Statewide Programs & Administration

Government Grants	2,407,776	
Contributions	743,783	
Membership Dues	175,203	
Conference, Training Fees & Other Income	67,980	
Investment Loss	(168,780)	\$3,225,926

### Support for National Programs & Administration

Government Grants	3,628,907	
Contributions	728,971	
Conference, Training Fees & Other Income	15,000	
Investment Loss	(34,995)	\$4,337,883
<b>Total Revenue</b>		<b>\$7,563,845</b>

## EXPENSES

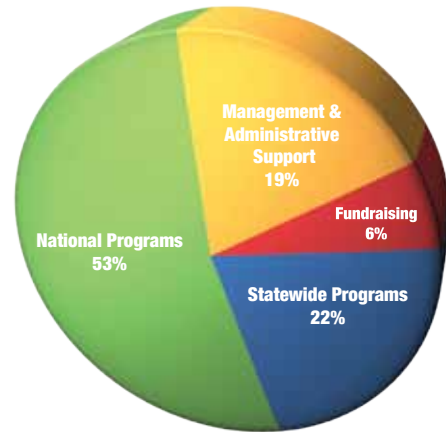
### Statewide Programs

Domestic Violence Coalition - Support to Service Providers & Membership	897,004	
Domestic Violence Coalition - Policy	867,731	
Domestic Violence Coalition - Prevention	349,523	\$2,114,258

### National Programs

National Domestic Violence Hotline	4,071,732	
National Teen Dating Abuse Helpline	971,803	\$5,043,535
Management & General Administration Support		\$1,716,223
Fundraising		\$589,547
<b>Total Expenses</b>		<b>\$9,463,563</b>
<b>Change in Net Assets</b>		<b>\$(1,899,718)</b>

National Council on Family Violence  
Total Expenses



National Domestic Violence Hotline  
Expenses by Project

