

The National  
Domestic Violence  
Hotline creates  
access by  
providing 24-hour  
support through  
advocacy, safety  
planning,  
resources, and  
hope to everyone  
affected by  
domestic violence.

2007 Annual Report

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National Domestic Violence  
**HOTLINE** 

[www.ndvh.org](http://www.ndvh.org)

**1-800-799-SAFE (7233)**

1-800-787-3224 TTY For the Deaf



## National Teen Dating Abuse Helpline Launched

Ending domestic violence requires interrupting patterns of abuse before they are firmly established. As teens begin dating, some are confronted with verbal, emotional and physical abuse that they are not prepared for. In 2007, with support from Liz Claiborne, Inc., NDVH opened the National Teen Dating Abuse Helpline (NTDAH) to provide support to teens in need and to end the cycle of domestic violence before it starts. Over the year, thousands of teens were able to talk live with a peer Advocate, via the telephone or the *LoveIsRespect.org* online chat, to learn about the signs of dating abuse and what actions they can take for more healthy relationships.



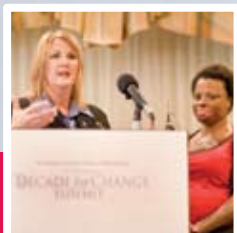
NTDAH offers live 24-hour telephone assistance from trained teen and adult advocates at 1-866-331-9474 (TTY 1-866-331-8453). In addition, *loveisrespect.org* is the first interactive dating abuse website, staffed by trained peer advocates, where teens can receive immediate assistance in a one-on-one private chat room.



In the fall of 2007, the Helpline updated *loveisrespect.org* and launched a MySpace profile for NTDAH. The enhanced website offers more informative and interactive content, safety tips, quizzes, blogs, contests, and a new dating bill of rights.



Domestic Violence Hotline



DECADE FOR CHANGE  
SUMMIT

# Decade for Change Summit

On the occasion of the 10th Anniversary of the National Domestic Violence Hotline, the Hotline hosted a Decade for Change Summit, convening leaders in the domestic violence field and new partners at meetings held in Washington, DC, Dallas, and Los Angeles between October, 2006 and February, 2007. The Summit brought together 100 national leaders and advocates to focus on a 10-year blueprint for preventing domestic violence in this country.

On October 3, 2007, NDVH hosted a reception at the White House to roll out the final report of the Decade for Change Summit, reflecting the strategic recommendations and stated priorities for domestic violence prevention articulated by Summit participants.



GFWC  
Voices  
DOMESTIC

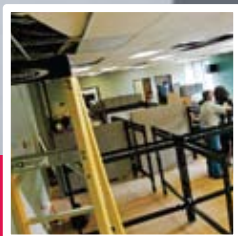


# Million Voices Campaign Launched

With a formal reception at the General Federation of Women's Club (GFWC) headquarters in Washington, DC, on October 9, 2007, NDVH and GFWC officially launched the Million Voices Campaign to End Domestic Violence. The Million Voices initiative aims to enlist more than 1 million individuals calling for a country free from domestic violence and wanting to create change by engaging their communities through volunteerism and public awareness activities.

Members of the Million Voices Campaign agree that domestic violence must be stopped in America, will use their voices to speak out against domestic violence, and will inform friends, family, and co-workers about NDVH as a source for help.

-M  
To End  
VIOLENCE



# Target Renovations

In a generous display of support for the work of NDVH, Target worked with members of the Hotline Team in 2007 to refurbish the Hotline offices. After an initial reconstruction of the Hotline rooms early in the year, Target agreed to donate new furniture and décor. After touring the Hotline area to get a sense of the needs of the Advocates, Target developed a plan that included larger cubicles with more sound insulation, matching chairs that adjusted to the ergonomic needs of the Advocates, and a decorating scheme that would create an atmosphere of warmth and tranquility. After months of planning and construction, Hotline Advocates were welcomed into their transformed space in late fall of 2007.



## NDVH/NTDAH Donors

The Texas Council on Family Violence expresses appreciation to the following donors for the period between January 1, 2007 and December 31, 2007.

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### \$1 Million and up

#### Verizon Wireless

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#### \$100,000 and up

Altria Group, Inc.  
Liz Claiborne, Inc.  
The Allstate Foundation  
Mary Kay Ash Charitable Foundation  
Target  
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#### \$10,000 and up

Ms. Foundation for Women  
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#### \$50,000 and up

The Body Shop  
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## NDVH National Media

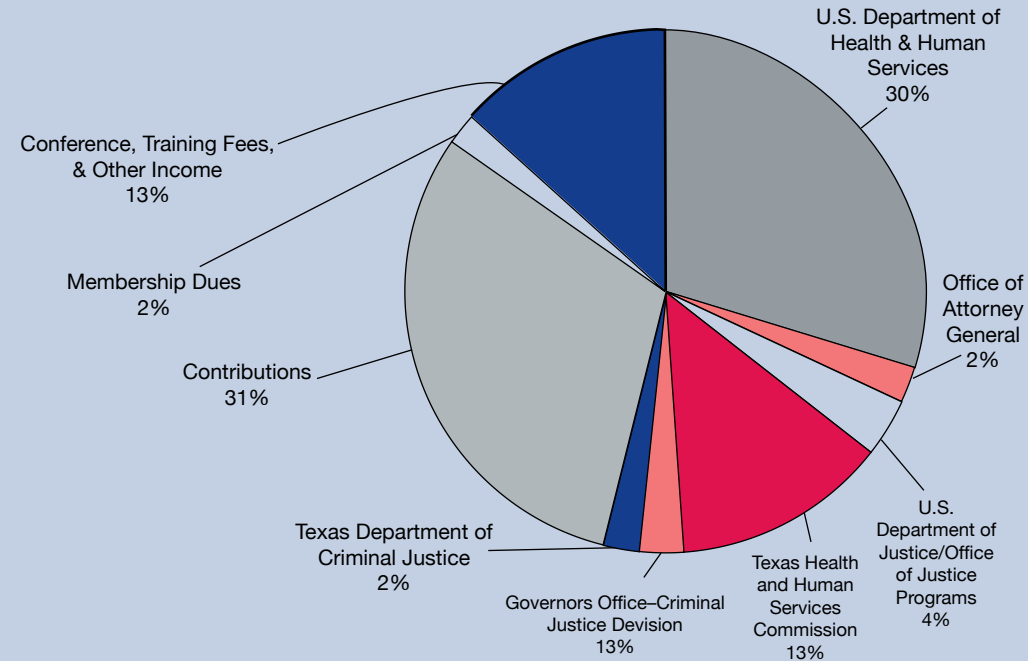
In 2007, NDVH garnered a wealth of media attention from a variety of sources. Television programs in a variety of genres aired information about NDVH, including The Oprah Winfrey Show and ABC's Prime Time. Another large portion of NDVH media came from newspapers and magazines. Nationally syndicated columns Dear Abby and Ask Amy, articles in the Chicago Tribune and Cosmopolitan magazine were among some of the publications which provided important information about the Hotline. NDVH information also appeared in online news sources like the CBS Early News site and radio stations such as the Women's Radio Network.

Additionally, NDVH received media attention from several nonconventional sources around the country, including the Washington YMCA, which promoted the use of NDVH public service announcements in their area, and Kroger grocery stores, which printed the NDVH phone number on thousands of their pharmacy bags in Ohio and Missouri.

### Percentage of coverage in each media outlet:

<b>Newspapers/Magazines</b>	<b>47.5%</b>
<b>TV</b>	<b>30%</b>
<b>Online Sources</b>	<b>10%</b>
<b>Radio</b>	<b>5%</b>
<b>Other</b>	<b>5%</b>
<b>Books</b>	<b>2.5%</b>

## Fiscal Year 2007 Revenues



The National Domestic Violence Hotline (NDVH) was established in 1996 as a component of the Violence Against Women Act (VAWA) passed by Congress. NDVH is a nonprofit organization that provides crisis intervention, information and referral to victims of domestic violence, perpetrators, friends and families. The Hotline answers a variety of calls and is a resource for domestic violence advocates, government officials, law enforcement agencies and the general public.

NDVH serves as the only domestic violence hotline in the nation with access to more than 5,000 shelters and domestic violence programs across the United States, Puerto Rico and the U.S. Virgin Islands. Advocates answer approximately 19,500 calls each month. The Hotline is toll-free, confidential and anonymous. NDVH operates 24 hours a day, 365 days a year, in more than 170 different languages through interpreter services, with a TTY line available for the Deaf, Deaf-Blind and Hard of Hearing. The staff at NDVH and the Texas Council on Family Violence is also available to provide assistance and guidance in a variety of areas including media, public relations, fundraising, public policy, legal advocacy and public education and training.

The past year has been one of tremendous achievements and continued growth for the National Domestic Violence Hotline (NDVH). In 2007 we were able to address the effects of domestic violence on thousands of families across America. We also took significant steps this year to strike at the underlying causes of this devastating epidemic.



In 2007, NDVH call volume grew by 10% as a result of increased demand and promotion of the NDVH telephone number in print media, on television and radio, and from other referrals. The number of calls swelled to 236,907, with over a thousand calls a month coming from Spanish-speaking persons from across the nation.

To support this work, we continued to improve our technical and resource database capabilities. Having accurate information about local resources is critical to making sure that callers get the help they need to get to safety. These technical capabilities also assist us in capturing confidential, unidentifiable information about domestic violence, directly from victims, which provides a current, relevant picture of domestic violence today.

Throughout 2007, NDVH continued to share this data and information with constituents across the nation regarding trends that affect our work. A high priority has been placed on developing close working relationships with these state coalitions, and local and national organizations.

In addition to engaging national leaders from corporations, government and the media to use their influence to change public opinion, NDVH, with its partner the General Federation of Women's Clubs, launched a volunteer grassroots campaign to enlist millions of people to join together to further end domestic violence. Through the Million Voices Campaign, we are providing volunteers the inspiration and tools to reach out into their local communities with a message of change.

With the generous support of Liz Claiborne, Inc., NDVH opened the first national teen dating abuse helpline to help teens learn the signs of dating abuse and how to have healthy relationships. LoveIsRespect.org, the National Teen Dating Abuse Helpline, provides 24-hour access to trained peer advocates, via telephone and online chat, for teens, parents and other concerned adults. In speaking with national leaders and grassroots volunteers, we are hearing the same urgent call to end the impact of domestic violence on our families. As we engage more people from more diverse walks of life, momentum is developing. Momentum for change. There is hope for a nonviolent future. You can do it. We can do it. We will do it together.

NDVH Chief Executive Officer

## Fiscal Year 2007 Expenses

