

Hotline

_____ **Domestic Violence**

The Need for the Hotline is Greater Than Ever

In June 2016, the Hotline answered its four millionth

contact. That contact represented one of four million interactions that advocates from the Hotline have had with those affected by relationship abuse in the two decades of its existence. While that number signifies the unfathomable number of people in need, it also reflects the enormous courage of each to seek help and guidance.

The last three years have seen the Hotline launch various initiatives to improve and ensure its ability to provide assistance to every contact. It created loveisrespect as a resource for youth in preventing dating abuse. It expanded services to the deaf and initiated chat services in Spanish. It updated its website, upgraded its contact systems, and moved to a new state-of-the-art building.

The current climate brings with it both opportunities and threats to the Hotline's fulfillment of its mission. While the #MeToo movement has increased awareness of issues around assault and abuse, the continuing uncertainty of shifting funding priorities hangs over the Hotline's work. The stigma around domestic violence persists, proving that awareness and understanding are not one and the same.

The four millionth contact underscores the harsh reality that the need for the Hotline remains and is greater now than ever. This strategic plan outlines the Hotline's renewed commitment to being there to answer the five millionth contact, while simultaneously working to slow—if not stop—that number's march forward.

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The Hotline Will Be There To Answer the Call

Through the implementation of this strategic plan, the Hotline helps ensure that it will be there to provide assistance to its five millionth contact.

Yet this plan also recognizes that the Hotline is uniquely positioned in the field to have an even broader impact. It is the only 24/7 national hotline for dedicated to relationship abuse. It receives calls from survivors in the Northeast and chats from teens in the Midwest, emphasizing how the breadth of its reach is indeed unparalleled. And, as a result of that reach and its 20 years of existence and experience, the Hotline has access to a robustness of data around relationship abuse that it has yet to truly tap and that has the potential to move thinkers, influence policymakers, and reframe how we think about relationships.

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Meaningful Change Begins with A Compelling Vision

During the strategic planning process, the Hotline reaffirmed its mission, vision, and values.

Our Mission

We answer the call to support and shift power back to those affected by relationship abuse.

Our Vision

We envision a world where all relationships are positive, healthy, and free from violence.

Our Values

INTEGRITY

We conduct every aspect of our work to the highest ethical standards and hold ourselves accountable to them. We value transparency and staunchly safeguard the confidentiality of the people we serve.

THOUGHT LEADERSHIP

We are committed to learning constantly, developing innovative practices, and evolving strategies as necessary to achieve our mission and vision.

EXCELLENCE

We value performance and results. We always aspire to do our best and to embrace the challenge of exceeding expectations.

COLLABORATION

We work as a team within the organization and with a wide range of partners outside of it in the belief that only through these partnerships will we achieve the broadest impact.

SOCIAL JUSTICE

We value diverse perspectives and strive to incorporate an anti-oppression lens in all aspects of our work.

CARING

We conduct our work with compassion and in the spirit of inclusion, and we meet all individuals with respect and without judgment.

SURVIVOR-CENTERED

Our work begins and ends with the interests of survivors of relationship abuse in mind.

A Strategic Framework to Help Us Answer the Call

The Hotline has developed an integrated three-pronged approach to help it achieve its vision.

Be the national resource for relationship abuse by:

1 Responding to all in need

Strengthening the Hotline's capacity to receive and respond to all incoming contacts

2 Promoting healthy relationships

Reframing the conversation on abuse by emphasizing its prevention

3 Leveraging our data and expertise to advocate for change

Using the data that only the Hotline has access to in order to gain insights and maximize its impact