



**con • tact** *noun* – the act or state of touching;  
a touching or meeting, as of two things or people.

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## **CONTACT** Crisis Line

2007: A Year in Review



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## Our Mission

Every day we serve people from teens to seniors, facing daily life challenges. Through our 24-hour free confidential listening, comfort, and a connection to resources, education, and emergency assistance, we give people the ability to take back control of their lives.

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**Adult Help Line: (972) 233-2233**

**Teen Help Line: (972) 233-TEEN**



2007 marked a milestone year for CONTACT Crisis Line, for the Dallas community, and for crisis intervention services in our country.

Forty years ago, three Dallas area ministers had a vision that would become CONTACT Crisis Line. These three individuals, drawing from their own experiences with middle-of-the-night telephone calls from congregation members going through crises in their lives, decided that Dallas needed a 24-hour crisis hotline service. Learning about the newly formed Lifeline program in Sydney, Australia, these ministers started a similar program at the Munger Place United Methodist Church in Dallas under the name CONTACT. In 1966, a class of 150 people began extensive training as telephone help line volunteers. On March 27, 1967, CONTACT Dallas became the first center in the United States and model agency for a nationwide network of crisis intervention lines known as CONTACT USA.

On March 27, 2007, CONTACT Crisis Line celebrated 40 uninterrupted years of providing free, immediate, and confidential 24-hour one-on-one telephone crisis intervention and referral services by trained empathetic listeners who help people in our five-county area suffering with feelings of isolation, desperation, confusion, fear and loneliness. Over these 40 years, we have answered and helped more than one million callers and provided more than half a million referrals to community resources—a remarkable achievement.

The year 2007 was remarkable in other ways as well.

- CONTACT moved its administrative offices and call center to a new, larger space and re-dedicated the call center as the Susan and Ben Odom Call Center in honor of two of our most dedicated volunteers.
- New technology enhanced the ability of our volunteers to more effectively help the callers we serve.
- The Teen CONTACT program expanded its staff with the addition of a new Assistant Director, helping us meet the ever-growing demand from schools, churches, and youth centers for large and small group presentations.
- The first Teen Conference, “Let’s Talk About It,” was held and received rave reviews. We plan to make this an annual event for educators, counselors and parents.

In response to shifts in our population, CONTACT began looking at how to better address the needs of the Spanish-speaking members of our community and the many challenges they face. To that end, we successfully applied for and received a grant from the Meadows Foundation to launch a Community Engagement Program in 2008, including the addition of two Spanish-speaking lines in our call center.

It is with excitement and anticipation and through the leadership of a dedicated board, staff, and volunteers that we move into the next 40-year chapter of CONTACT’s history, where we will continue to strive to make an everyday difference in the lives of those we serve.

**Craig A. Harris**  
2007 Board President

**Benaye Y. Rogers**  
Executive Director



**“To listen well is as powerful a means of influence as to talk well and is as essential to all true conversation.”**

~ Chinese proverb

## **Listening and Comfort**

Listening is at the core of what we do in the Susan and Ben Odom Call Center at CONTACT Crisis Line. Nearly 37,000 calls were taken in 2007 by a dedicated group of 100 volunteers, and they listened. They listened to people with relationship issues, family issues, financial problems, mental illness, legal problems, medical issues, loneliness, isolation and some who felt they could no longer go on. Sometimes callers need someone they don't know and will never see to listen to them. Sometimes callers need someone to comfort them. And sometimes they need resources that they didn't know existed. Whatever the reason for their call, our committed volunteers are there for our callers, day or night, every day.

CONTACT volunteers do more than just listen. Through the Emergency Aid program, the only program of its kind in the Dallas area, victims of domestic abuse, runaways and homeless individuals are taken by cab to emergency shelters. Our prescription assistance program provides life-sustaining medications to those no longer able to afford them because of specific hardships. Our exhaustive database allows our volunteers to connect callers to partner agencies and other vital resources in the community.

CONTACT's volunteers undergo extensive training on active listening skills and are taught to work with law enforcement, emergency personnel and other life-saving resources in the community. This enables them to assess the severity of a person's distress and take the appropriate action when needed.

CONTACT Crisis Line continues its partnership with the National Suicide Prevention Lifeline, which in 2007 released several studies showing the validity of crisis lines in preventing suicide. These studies represent the first outcome measurements on the effectiveness of crisis lines. In conjunction with the National Suicide Prevention Lifeline, CONTACT also implemented a suicide assessment tool which more accurately measures a person's suicide lethality.

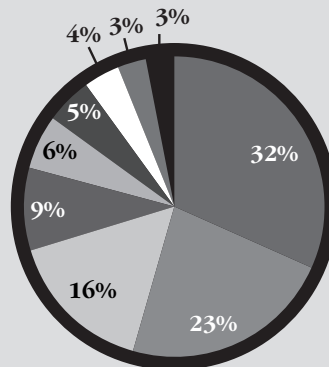
In addition to taking calls from the National Suicide Prevention Lifeline, volunteers in the Susan and Ben Odom Call Center also take after-hours calls from the Parkland Rape Crisis Center. CONTACT is a member of the American Association of Suicidology and is accredited by CONTACT USA.

**In 2007, CONTACT Crisis Line served the community in the following ways:**

- Responded to more than 36,980 calls.
- Received and processed more than 1,125 requests for emergency aid, including free transportation to remove individuals from life-threatening situations.
- Granted 564 taxi rides, transporting approximately 1,000 battered women and children, stranded adults, and runaway children to Metroplex agencies and hospitals.
- Answered and processed 1,563 suicide calls.
- Processed 4,319 calls regarding mental health issues such as depression and anxiety.
- Provided callers with more than 27,684 referrals to various Metroplex resources.
- Responded to more than 1,362 calls concerning sexual assault.

**Calls by Category:**

- ▶ 32% Individual Issues
- ▶ 23% Relationship Issues
- ▶ 16% Mental Health
- ▶ 9% Medical Concerns
- ▶ 6% Other
- ▶ 5% Suicide
- ▶ 4% Violence or Abuse
- ▶ 3% Substance Abuse & Addiction
- ▶ 3% Emergency Aid





**“The capacity for hope is the most significant fact of life. It provides human beings with a sense of destination and the energy to get started.” – Norman Cousins**

### **Teen CONTACT Growing to Meet New Challenges**

The year 2007 was a landmark year in many respects for the Teen CONTACT program. Now in its 21st year, the demand for services and programs has exploded as teen issues have become more complex.

Through Teen CONTACT’s Gatekeeper Training program, we provided presentations and training in schools throughout the Dallas Metroplex, including Dallas ISD, Richardson ISD, Rockwall ISD, Garland ISD, Plano ISD, Carrollton-Farmers Branch ISD, and area charter schools. In addition, the Teen CONTACT program responded to requests for presentations from numerous other community agencies such as the Salesmanship Club, Baylor Medical Center, Dallas Youth and Family Centers, Dallas Children’s Advocacy Center, CITY House, and Girls to Women. Educators from around the country have requested information from Teen CONTACT to use in their curriculums.

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**“I like the experience I’ve gone through with Girl Power. Why? Because it’s a place where you know you are not gonna get misjudged and also to talk about your problems and show people how you really are. Also to get a chance to express the way you feel about situations in your life. Girl Power has given me confidence and strength.” – Jennifer P.**

Small group presentations were expanded to include new “Girl Power” and “Guy Power” groups, with teens from Texans CAN! Academy and Jubilee Center in Fair Park participating in these ongoing programs.

The Teen Board, a group of student leaders who work to increase awareness within their school community, was expanded to 15 members with the addition of students from seven new schools: Madison High School (DISD), Hockaday, Greenhill, Plano West High School, Plano East High School, Plano Senior High School, and Highland Park High School. These new students joined existing members from Ursuline Academy, Vines High School, Parish Episcopal School and Lutheran High School. Working together, these students participated in Yellow Ribbon Week, which promotes suicide awareness and prevention; Red Ribbon Week, designed to promote awareness of drug and alcohol abuse; and a host of other community outreach activities.

With the growth of the program, a bilingual Assistant Director for Teen CONTACT was added through a generous donation provided by CONTACT Connection, CONTACT’s auxiliary group. This enabled the Teen CONTACT program to reach more students in schools and community centers. In addition, presentations are now available in both English and Spanish.



Another milestone in 2007 was the first Teen Conference, “Let’s Talk About It,” held for both teens and adults at the Meyerson Symphony Center. The conference, presented by Alliance Data and co-hosted by the Dallas Symphony, gave more than 100 teachers, counselors, parents and teens the opportunity to hear presentations on Internet safety, anger in adolescence, the teenage brain, teen dating violence, self-injury and cutting, and gatekeeper training. Positive feedback from this first conference led to the decision to make this an annual event.

### **In 2007, Teen CONTACT served the community by:**

- Responding to more than 1,938 calls from teens.
- Providing school and community presentations to 6,000 Dallas & Fort Worth area students and adults.
- Designing presentations for schools on Diversity, Leadership, Communication, Bullying/Mean Girls, Rebuking, Gatekeeper, Anger, Healthy Relationships, Teen Dating Violence, Sexual Assault, Harassment, Sex, Cutting, Money Management, Drugs and Alcohol and Peer Pressure vs. Peer Power.
- Implementing the first Teen CONTACT Conference for both teens and adults at the Meyerson Symphony Center.
- Distributing 1,500 DVDs on teen depression and suicide to area teachers and counselors.
- Establishing new programs with the Dallas County Juvenile Detention Center, Richardson ISD, Dallas ISD, and Miracle Dallas.
- Collaborating with area DISD schools as well as five other agencies during the Red Ribbon Campaign in October. More than 5,000 ribbons and information postcards were distributed.
- Distributing more than 5,000 yellow ribbons for Yellow Ribbon Week for Suicide Awareness resulting in a story about the week airing on CW 33 highlighting the Teen CONTACT Board and program.
- Distributing Teen CONTACT materials, including key tags and calling cards, to students in Dallas ISD, Rockwall ISD, Garland ISD, Plano ISD, Richardson ISD, Carrollton-Farmers Branch ISD, and area charter schools, creating awareness of Teen CONTACT and its resources.
- Connecting area schools and agencies with speakers and referrals from our speaker database.

**“I just want to give you a big thanks for what you are doing for us in school. You took your own time to come talk to us and it really helps us out. I want out of the thug life and the drugs and all those bad things. I want to go to college and to do something. So thank you very much.”**

– Danilo P.



## 2007: A Year of Celebration and Growth

### Successful Bingo Bash Provides Support to Teen CONTACT

CONTACT Connection's 8th Annual Bingo Bash raised more than \$26,000, providing funding for a new Assistant Director for the Teen CONTACT program. More than 250 guests enjoyed bingo games, lunch and prizes at the sold-out event, which was emceed by FOX-4 TV anchor Baron James. CONTACT Connection, the auxiliary for CONTACT Crisis Line, works to promote awareness and raise funds for the agency. CONTACT Connection member Judy Smith chaired the event, which is the auxiliary's major fundraiser.



### Awards and Laughter Highlight 40th Anniversary Celebration

CONTACT Crisis Line celebrated 40 years of continuous service to the community at the agency's Spirit of CONTACT event held on March 24, 2007. Long-time agency supporters Nancy Ann and Ray Hunt were presented with the Spirit of CONTACT award highlighting their many years of service to CONTACT and the Dallas community, impacting the lives of those most in need. The event raised more than \$540,000 to help the agency's programs of 24-hour



telephone crisis prevention and intervention, as well as connecting people to resources, education and emergency assistance.



Comedic talents Dennis Miller and David Spade rounded out the evening's festivities with performances. PJ Bate and Mary Blake

Meadows chaired the event, and Gene and Jerry Jones served as Honorary Chairs. Many thanks to the sponsors who helped make CONTACT's 40th Anniversary celebration a most memorable one.





### **Three Volunteers Receive Volunteer of the Year Awards**

Three special members of the CONTACT family were named Volunteers of the Year: Bill Alcorn, who has served on the Board of Directors as Board Treasurer and Vice President of Finance; Judy Smith, CONTACT Connection member and Chair of the group's Bingo Bash for the past seven years; and Jim Sawula, crisis line specialist and volunteer facilitator, who has served the agency for 15 years.

Special honors were also given to volunteers with more than 100 hours, and a silver Presidential Award was presented to Steve Stubbs, who volunteered 257 hours. Combined, volunteers gave more than 12,500 hours of their time to CONTACT Crisis Line in 2007.

### **Office and Technology Upgrades Enhance Operations**

With the expansion of CONTACT's many programs came the need for new, larger space, and this dream was realized in August 2007 when the agency moved to a new location. Call center operations were enhanced with the addition of two new workstations, giving crisis line specialists more privacy when on the phone with callers. A large training center has facilitated the training of larger groups of volunteers. Space for additional administrative offices has allowed for the addition of new staff to meet the needs of growing outreach programs. New iCarol software makes tracking calls and referral search capabilities much easier, allowing crisis centers like CONTACT to manage, measure and analyze operations, as well as create a simple way for volunteers to remain informed and get acquainted.



### **Susan and Ben Odom Call Center Dedicated**

Friends and family gathered in September 2007 to dedicate the new Susan and Ben Odom Call Center in honor of two of CONTACT's most dedicated volunteers for their many years of service. Susan Odom has served CONTACT Crisis Line as a dedicated telephone volunteer since coming to the agency in

**"There are no hopeless situations, only people who are hopeless about them." – Dinah Shore**

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**“If you lose hope, somehow you lose the vitality that keeps life moving, you lose that courage to be, that quality that helps you go on in spite of it all.” – Martin Luther King, Jr.**

1991. She has also served on volunteer recruitment committees, as Interim Executive Director in 2003, and as a member of the Board of Directors for many years. Ben Odom, who died in 2003, was recruited by his wife Susan in 2000 and volunteered faithfully with her twice a month until becoming ill. After the dedication, which included many family members and friends of the Odoms, guests released yellow balloons in a “Remembrance and Celebration of Life” marking the beginning of Yellow Ribbon Week, which promotes suicide awareness and prevention.

#### **First Annual Teen Conference Held**

CONTACT Crisis Line teamed up with the Dallas Symphony Orchestra and many other community agencies to host the first annual Teen CONTACT Conference, “Let’s Talk About It,” at the Meyerson Symphony Center. The conference, presented by Alliance Data, gave more than 100 teachers, counselors, parents and teens an opportunity to hear from a myriad of professionals regarding teen issues, including Internet safety, the teenage brain, self injury and Teen CONTACT’s Gatekeeper Training program. Plans call for this to be an annual event.



#### **Meadows Foundation Provides Community Engagement Grant**

An \$87,500 two-year grant from the Meadows Foundation provided the framework for a new initiative in the Spanish-speaking community to provide preventive and intervention programs. Currently there are no crisis centers in the Dallas area providing telephone crisis support in Spanish.



The two-year grant provides \$67,500 in 2008 to develop and implement the program, and an additional \$20,000 in 2009. CONTACT will seek matching grants from other organizations to continue to expand programming in 2009. CONTACT is one of only 10 crisis centers in the nation to provide bilingual services.

## 2007 Donors

CONTACT Crisis Line would like to thank the following donors who made contributions to us in 2007. Their generosity and support enable all that we do.

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Ayers, Jack & Linda	Kirby, Leon & Betty	Salmon, Carolyn
Beikman, Dennis & Judith	Kneese, James & Mary Ann	Sanders, Ann
Boyd, Samuel & Delilah	Laughlin, Mr. & Mrs. Robert	Shiple, Michael
Brooks, Isabel	Lawson, Mr. & Mrs. D.J.	Shiple, Steve
Buran, Diane	Linebarger, Lynda	Sorensen, Noel
Carter, Harold & Bitsy	Lister, Diane	Statman, Caryn
Caruso, Suzanne	Love, Claire	Stephens, Richard & JoAnn
Cates, Martha Ann	Martin, Joan	Stephens, Peggy
Clarke, Virginia	Matera, Frances	Stone, Harry & Virginia
Cullen, Katherine	Matetich, Dorothy	Stratton, Freda
Dabold, Linda	McCurry, Barbara M.	Thacker, Jr., Mr. & Mrs. W.M.
Daggett, Donna	McElvany, Mary	Thompson, Martha Lu
Daniel, Thomas & Doris	McKenzie, Don	Wagner, Alan & Lynn
Dardaganian, Ed & Paula	Meadows, Charles & Mary Blake	Wallis, I.P.
Davis, Cecil & Dorothy	Meyercord, David & Pam	Weaver, Diana M.
Feemster, Timothy & Gretchen	Miller, Mary Lee	Weissenborn, Elizabeth
Forsell, Sharol	Mott, Leon & Constance	Welch, Barbara M.
Gailey, Robin	O'Brien, Ed & Sandy	Whitt, Larry & Mary Lou
Gamble, Nancy	Odom-Groh, Larry & Melanie	Williams, Gretchen Minyard
Goodnight, Margaret	Odom, Bobby & Bobbe	Wilson, Barbara A.
Greene, Gail	Odom, Susan	Worden, David & Nancy Jo
Harper, Virginia	Ovard, Judge John	Wright, Ancanetta
Haugh, Leigh Anne	Parrish, Michael & Anne	Young, Jerry & Connie
Haverfield, Mary	Perry, Helen	Ziegler, David & Linda
Helling, Molly	Powner, David & Martha	
Hill, Thomas & Mary Ann	Prothro, Caren H.	
Holmes, Jean	Reinke, Jenny	
Hutter, Thomas C.	Roberts, Patricia	
Johnson, Gifford & Betty	Rose, Edward W. III	
Jones, Barbara	Rust, Shanon	
Junkins, Sally		

**"Never deprive someone of hope... it may be all they have."**

- Unknown

# Statements of Financial Position

December 31, 2007

## Assets

### Current Assets

Cash & Cash Equivalents	\$ 349,717.00
Grant Receivable	158,226.00
Accounts Receivable	16,000.00
<b>Total Current Assets</b>	<b>\$523,943.00</b>

### Property & Equipment

Furniture & Equipment	\$ 169,814.00
Leasehold Improvements	21,435.00
Accumulated Depreciation	(126,558.00)
Total Property & Equipment	64,691.00
Endowment Funds	\$ 357,379.00
<b>Total Assets</b>	<b>\$946,013.00</b>

## Liabilities and Net Assets

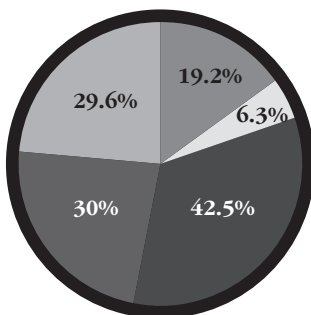
### Current Liabilities

Accounts Payable & Accrued Liabilities	\$ 17,053.00
Total Accounts Payable	17,053.00
Other Current Liabilities	
Payroll & Deferred Income	\$ 81,101.00
Total Other Current Liabilities	81,101.00
<b>Total Current Liabilities</b>	<b>\$ 98,154.00</b>

### Net Assets

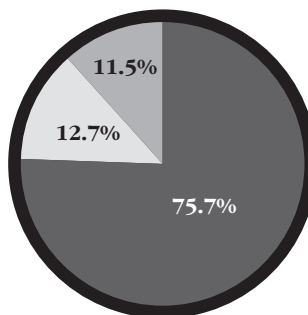
Unrestricted	\$ 42,495.00
Temporarily Restricted	376,518.00
Permanently Restricted	310,000.00
Net Income	118,846.00
<b>Total Net Assets</b>	<b>\$847,859.00</b>

Revenue



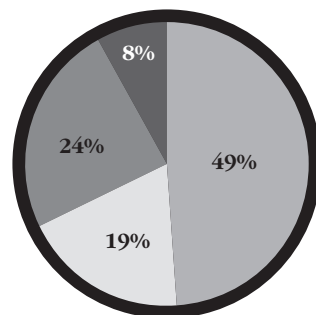
- ▶ 19.2% Grants
- ▶ 6.3% Contributions
- ▶ 42.5% Special Events
- ▶ 30% Annual Campaign
- ▶ 29.6% In-kind Donations

Expenses



- ▶ 75.7% Program Services
- ▶ 12.7% Fundraising
- ▶ 11.5% Administrative Costs

Expenses by Program Services



- ▶ 49% Susan & Ben Odom Call Center
- ▶ 19% Community Outreach
- ▶ 24% Teen CONTACT Program
- ▶ 8% Emergency Assistance

**CONTACT**  
Crisis Line

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P.O. Box 800742  
Dallas, Texas 75380-0742

Phone (972) 233-0866  
Fax (972) 233-2427

[contactcrisisline.org](http://contactcrisisline.org)  
[teencontact.org](http://teencontact.org)