National Runaway Safeline
3080 North Lincoln Avenue
Chicago, Illinois 60657
1.800.RUN.AWAY
1800RUNAWAY.org

HERE TO LISTEN.
HERE TO HELP.

2013 ANNUAL REPORT
On January 15th, the National Runaway Switchboard officially became the National Runaway Safeline (NRS). After extensive research into how our old name resonated with youth, NRS made the decision to change its name. The ‘Safeline’ name speaks to our ever-changing platforms to connect to youth. In 1971, we provided crisis intervention only through the hotline. For over forty years, NRS continues to transform its service delivery to remain relevant to youth. Now in 2013, NRS provides crisis intervention through hotline and online services. Our online connections include live chat, crisis emails, bulletin board, a youth-focused blog and a multi-faceted social media presence.

Becoming the National Runaway Safeline was not an easy choice. A name change comes at a cost. Our digital media presence had to be immediately updated on our website, our mobile site and all our social media platforms. In addition, we had to make changes on the back end for search engine optimization. To ensure there was no online service disruption, it was a priority to execute these complicated, time consuming changes, which were essential to the first phase of our transformation.

In our next phases, we will begin to redesign our printed publications, including brochures, volunteer training manuals and the Let’s Talk: Runaway Prevention Curriculum. These extensive changes will take place as we identify funding. Updating printed outreach materials, including the curriculum, is one aspect of our Major Gift Initiative (MGI), launched in January 2013 to help us build the depth and breadth of our services. The funds raised through the $250,000 MGI campaign will help meet critical needs. Besides printing and online development, NRS would like to replace its crisis center system (voice phones, dual-monitored computers, upgraded server), investigate testing as a service delivery option and distribute a new television public service announcement.

NRS starts fiscal year 2014 with a 5% reduction in its operating budget. Despite the increasing cost of doing business and enhancing services to better serve more youth, NRS received a five year federal grant (2012-2017) that was the exact same amount as the last grant (2006-2011). Additionally, as part of the government sequestration, NRS grant was cut by $50,000. As other nonprofits are forced to cut their service hours, the National Runaway Safeline continues to be available 24/7/365.

NRS makes more than 250,000 connections to help and hope through hotline, online and offline resources. Thank you for your support in helping NRS keep America’s runaway, homeless and at-risk youth safe and off the streets. Our donors empowered NRS to be here to listen, here to help youth and their families in crisis.
There has been an increase in homeless youth connecting with NRS -
18 percent over the last year,
25 percent over the last three years,
and 61 percent over the last decade.

National Runaway Safeline
Like This Page
Like • Comment • Share
62 shares
47 people like this.

Joe
NRS
Wow that’s a crazy stat.
Where did it come from?

Thanks, Joe. NRS analyzes
crisis call data annually.
We provide our research
results and other third
party studies at
www.1800RUNAWAY.org/
learn/research

Call center supervisors Lindsey Shelton and Froilan Landeros explain the National Runaway Safeline name change in a video posted to NRS’ YouTube channel. They are two of 24 staff members helping keep America’s runaway, homeless, and at-risk youth safe and off the streets.

You’re now talking to chat liner
Alison97> Is anyone there?
CCS> Hi! I’m Jeff at the National Runaway Safeline. What would you like to talk about today?
Alison97> I want to leave home. My mom hates my girlfriend.
CCS> That sounds like a difficult situation. We’re so glad you contacted us. Tell me what’s going on...

So, we’ve got your bed at the local shelter and you know how you’re getting there. Anything else you want to talk about tonight?

No.... you helped me figure out a plan. I feel safe. Thank you so much.

Great. Remember you can call back any time day or night. We are always here at 1-800-RUNAWAY.

To: info@1800RUNAWAY.org
Subject: help

hey my school sucks i want to leave home all i get is bullied.

---

To: str8balla125@yahoo.com
Subject: RE: help

Hi there,

Thanks for reaching out to the National Runaway Safeline. It sounds like you are going through a lot right now and we are glad that you felt comfortable reaching out to us. You mentioned that things are so rough right now that you want to leave home. Have you ever run away before? Sometimes it can feel like leaving is the only way to make things better. Have you tried reaching out to anyone else to talk about how you are feeling?

Bullying can be really tough to live with and you deserve to feel safe within your own school. Have you ever told anyone at school or home about how you are being treated? It can feel like there is no one who understands and we want to remind you that you are definitely not alone. One resource that you might find helpful is the National Bullying Prevention website, http://www.pacer.org/bullying/. Through that website you can find various types of support and resources to help with bullying. Also, you could consider looking into www.stopbullying.gov for additional help.

We know how hard it can be to ask for help and it was very brave of you to contact us today. If you feel comfortable calling us, we are completely confidential and anonymous and available 24 hours a day at 1-800-RUNAWAY and would be happy to talk with you more about how you are feeling. We can discuss your situation further, explore some options you might not know you have, and help you come up with a plan you are comfortable with. If you prefer to communicate electronically, we also have live chat available from 4:30-11:30pm CST at 1800RUNAWAY.org.

Hope to hear from you,

National Runaway Safeline
Call Center Supervisor

Anonymous

Hi and thanks for reaching out to the National Runaway Safeline.

It sounds like you are ready to reach out and we're glad that you found us. It's great that you want to contact your parents and it's totally understandable to be scared. It can be hard to call your parents when you don't know how they'll react or what they might say. Explain that you feel safe and want to talk about what's going on.

If you are in a place where you are safe to stay, you can always contact us at 1-800-RUNAWAY (24 hours a day) and we can discuss both our conference calling service as well as our message service. We're not here to tell you what to do, we're here to help you have a safe place to explore your feelings and find support in calling your parents. If you decide that you are comfortable with a conference call, NRS will stay on the line with you and help you talk about your thoughts and feelings with your parents. We are completely confidential and anonymous and you can talk about it in.

We are also here through live chat from 4:30-11:30pm CST at 1800RUNAWAY.org, we'd love to hear your story. Although we can't conference through chat, we can take a message for you and deliver it to them. Thanks again for reaching out, we hope to hear from you soon.

-NRS
transformation of National Runaway Switchboard to National Runaway Safeline.

Major Gift Initiative (MGI)  $131,050

reunited over 14,000 youth with their families since 1995. Photo by Greyhound Lines, Inc.

partner, Greyhound Lines, Inc. showcased their support with a green sock day. NRS' Home Free program, in conjunction with Greyhound Lines, Inc., has

Every April, NRS hosts the Volunteer and Community Appreciation event. The evening recognizes volunteers and donors that help NRS serve youth in crisis 24/7/365.

Among the over 150 volunteers that complete over 150 shifts, a community leadership training and week-long call center

NRS annually honors one dedicated for exemplary service. Executive Director Monica Bugs and 2013 selection of the Year Austin Karcher are pictured. Photo by Sylar Hampton

National Runaway Safeline Thanks Our Donors and Partners

FINANCIAL INFORMATION

Fiscal Year 2013, August 1, 2012 through July 31, 2013

Revenue $2,142,837  $2,289,406

Expense $2,002,564  $2,295,615

Net Income (w/o MGI) $4,223  $1,209

Major Gift Initiative (MGI) $131,050

*The complete audit and 990 for Fiscal Year 2013 will be available at 1-800-NRUNAWAY-1 after September 30, 2015.

It is possible that we have inadvertently

It is possible that we have inadvertently

It is possible that we have inadvertently

MAJOR GIFT INITIATIVE FY 2013

GOAL: $250,000
TO DATE: $131,050

$25,000
Stephen** and Rosemary Mack

$12,000
Bonnie** and Steve Wheeler

$10,000
Rich Malone**
Rick Stoneham**
Steven and Chani Laufer

$5,000
Michele** and Gary Lehman
Jill Schwieterman** and John Walsh
Dylan Trotter
Christina Van Pelt* and Larry Diskin
Brian Zboril* and Family

$2,500
Karen Anagnost* • Paul and Catherine Bierh • Maureen Blaha and Josie Morris
Jim Caven* and Michelle Ockrey • Chris D'Angelo** • Morris Floyd and Alex Herren • Susan Frazier** and Jeremy Perkin* • Joyce and Jonathan Sapp • Kandace* and Eugene

$1,000
Linda Finley Balter • Ronda and Alan Channing • Jodi Cohen* and David Schwartz
Dave Dean* • Gary Harper and Henek Clark • Jeff and Akasha* Howell
Ron and Anna Schrank • Gordon and Mary Vance • Jodiex and Geoff Vines
Katy Walsh • David Wells

$500
Matt* and Carrie Feldman • Friends of Kate Johnson • Emily* andicking Luba-Raich • Jim Lucchis • Kelly Masco* • Normaeta Milbon* • Kelly* and William Mah• William Masco* • Lindsay Pfibon • Jennifer A. Stayer* • Randell Royer* and Fiona Royer • Cleo Wilson

*Denotes Board Member
**Denotes sustaining board alumni

PUT YOUR NAME ON IT

THANK YOU!

ENVELOPE WILL BE GLUED HERE.
### Financials
**Fiscal Year 2013: August 1, 2012 through July 31, 2013**

#### Financial Information

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program service revenue – Federal government agency grant</td>
<td>$1,600,000</td>
</tr>
<tr>
<td>Contributions and special events</td>
<td>$251,827</td>
</tr>
<tr>
<td>Contributed services</td>
<td>$87,853</td>
</tr>
<tr>
<td>Work-study programs</td>
<td>$8,118</td>
</tr>
<tr>
<td>Youth Network Council CCBYS contract revenue</td>
<td>$38,328</td>
</tr>
<tr>
<td>Income on investments</td>
<td>$94</td>
</tr>
<tr>
<td>Net gain (loss) on investments</td>
<td>$5,841</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$17,639</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$2,009,700</strong></td>
</tr>
<tr>
<td>Net Assets released from donor restrictions</td>
<td>$55,469</td>
</tr>
<tr>
<td><strong>Net Assets released from donor restrictions</strong></td>
<td><strong>$2,065,169</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program services</td>
<td>$1,623,007</td>
</tr>
<tr>
<td>Management and general</td>
<td>$259,852</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$111,603</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$1,994,462</strong></td>
</tr>
<tr>
<td>Increase in unrestricted net assets</td>
<td>$70,707</td>
</tr>
<tr>
<td>Temporarily restricted net assets</td>
<td></td>
</tr>
<tr>
<td>Contributions</td>
<td>$131,050</td>
</tr>
<tr>
<td>Description</td>
<td>Amount</td>
</tr>
<tr>
<td>-------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>($55,469)</td>
</tr>
<tr>
<td>Increase in temporarily restricted net assets</td>
<td>$75,581</td>
</tr>
<tr>
<td><strong>INCREASE IN NET ASSETS</strong></td>
<td><strong>$146,288</strong></td>
</tr>
<tr>
<td>Net assets, beginning of the year</td>
<td>$205,649</td>
</tr>
<tr>
<td>Net assets, end of year</td>
<td>$351,937</td>
</tr>
</tbody>
</table>

See more at: [http://www.1800runaway.org/about/financials/#sthash.EIaPL5bL.dpuf](http://www.1800runaway.org/about/financials/#sthash.EIaPL5bL.dpuf)