“I don’t want my kids to see me like this, but I don’t know how to stop depending on this drug.”

“I’m unable to feed my family tonight.”

“My car broke down and I can’t get to work.”

“My husband died last year and I don’t know if I want to live without him.”

“I’m in desperate need of a wheel chair.”

“I’ve lost my job, and I’m struggling to keep the electricity on in my house.”

“I’m being evicted next month and my family and friends won’t help me this time.”
When presenting the Healthy Education for Life Program (HELP), some days are more challenging than others. At the start of a recent presentation to 7th graders this past semester, a boy ran to the front of the room and pointed at a young girl, “Audrey”, shouting “Her sister killed herself!” Bursting into tears, she ran out of the room. While Audrey was out of the classroom, the boy’s eyes filled with tears. He truly didn’t realize why what he did was wrong. I quickly and gently used this as a teachable moment saying, “Many of us have been touched by suicide, and because we don’t know who has and who hasn’t, it’s so important to be kind and respectful and to let people share what they want with you.” The class went on to have a great session, learning how to talk about suicide and how to recognize who may be at risk.

After it was over, all students left the room except for Audrey who was crying softly into her hands. I knelt down in front of her and asked if Audrey would tell me what has her so upset. Eventually Audrey admitted, “I think about killing myself every night.” Audrey and I then talked for 45 minutes and by the end of our conversation, Audrey had a plan in place to get some help. She said, “Talking to you has made my heart feel clear and happy.” With the your help, this feeling of clarity and relief is something we aim to bring to the people HeartLine serves. Clarity, in learning how to talk about suicide and how to recognize someone who may be at risk; relief, in knowing there are people who can help when you feel that all is lost. Thank you for investing in our programs and making an impact on the lives of people like Audrey.

-Kayley Sanders, Director of Suicide Prevention and Outreach
STAFF

Kelly Nutter
Executive Director & Chief Executive Officer

Matt Cardray
Chief Operating Officer

Monique Scaper
Chief Development Officer

Beth Burke
Director of Contract Services & Data Integrity

Bryan Lewis
Director of Resource Management

Danielle Harris
Director of Resource Management

Kayley Saunders
Director of Suicide Prevention & Outreach

Claudia Cardoni
Quality Assurance Manager/ESG Coordinator

Janice McCaslin
Facilities & Accounts Manager

Kelli Newsome
Communications Coordinator

Kelly Rogers
Veteran Support Services Coordinator

Megan Rollins
School-Based Prevention Coordinator

BOARD OF DIRECTORS

Walt Hendrickson
President

Claire Robison
Vice-President

Alberta Owens
Secretary

Frank Medina
Treasurer

Amanda L. Bogie, MD

Tracey Burton

Brett Carnes

Mike Cullinan

Anne DeClouette

Devon Hahn, MD

AJ Jacobs

Jason Ledlow

Retta Pitts

Paula K. Porter

Deemah Ramadan

Charles Reynolds

Robert Sheets

Todd Strader

Mandy Walker
Dear Friends,

45 years ago, a group of big-thinking, faith-filled Oklahomans came together to start something BIG in a little apartment in Oklahoma City. They formed CONTACT Crisis Helpline. I wonder if they knew the legacy they would create with such a simple mission – providing non-judgmental, compassionate listening and hope to a person in need. Today we are called HeartLine, and this isn’t just something we do, it’s who we are.

Over the years, HeartLine has added multiple helplines and various services including assistance with the Affordable Care Act, homelessness prevention, veteran family support, mental health and substance abuse issues, and gambling addiction. We’ve leveraged technology through cloud-based services, online access to resources, a suicide prevention phone app, and Chat services for 2-1-1 and Suicide Prevention. However, we’ve never forgotten that whatever the need and however a person accesses help, what someone really needs is hope. HeartLine provides that hope and help for people no matter what they are facing, from job loss to divorce to a health crisis to suicide.

Through the years, trends in Oklahomans’ needs have evolved, from events like the tragic 1995 Murrah bombing to widespread tornado outbreaks. Moreover, alarming statistics shed light on the ongoing challenges in Oklahoma, and we have more people contacting us for help with human trafficking, drug addiction, self-harm and domestic violence, for example. More and more people are reaching out for help for the first time in their lives, lacking hope, needing direction. HeartLine is right at the center of the good work to help people in need.

We are just getting started. 40,294 calls went unanswered last year. State funding cuts and space restrictions limit the help we can provide. We know that when the economy is in a downturn, Oklahomans will need HeartLine’s services even more.

As we enter our 45th year of serving Oklahomans in need, we know the impact of the service we’ve provided would not be possible without your passion for our mission. Thank you for making the difference for HeartLine, and the thousands of people who need us. Because of you, HeartLine can be here for another 45 years.

Sincerely,

Kelly Nutter
Executive Director & Chief Executive Officer

---

**MISSION**

HeartLine connects Oklahomans to help, hope, and information – 24 hours a day.

**VISION**

HeartLine will be the essential link between people in need and community services, and will be the premier provider of individual and community hope.

---

**GUIDING VALUES**

HeartLine respects that each individual has worth and shall be treated non-judgmentally with dignity and compassion.

HeartLine believes that confidential, non-judgmental listening and providing needed information empowers people to find their own solutions and to improve their quality of life.

HeartLine believes in responding to the changing needs of our community and increasing awareness through education.
As a 501(c)3 nonprofit agency, HeartLine strives to be exemplary stewards of all donor dollars while effectively and efficiently providing clients with quality services. HeartLine seeks funding from a diverse portfolio of revenue sources to enhance financial sustainability and long term growth. Ensuring our helplines are staffed by highly trained compassionate call specialists 24 hours a day is vital, therefore salaries and wages are our largest program expenses.

HeartLine’s roots stem from the LifeLine telephone ministry, which originated in Sydney, Australia, in 1963 and grew to a worldwide movement by 1966. In 1967, the program arrived in the United States under the name CONTACT. By the mid-seventies, CONTACT centers were the largest provider of telephone helpline and crisis intervention services in the country. In 1971, through the hard work and dedication of the mental health and faith communities of central Oklahoma, the Oklahoma City CONTACT Center was opened.

In its first year, 100 volunteers were trained and 8,200 calls were answered. On January 1st, 2005, the organization was renamed HeartLine and charged with a new, broader mission: Connecting Oklahomans with help, hope, and information - 24 hours a day. In 2016, HeartLine celebrates 45 years of providing Oklahomans in need with suicide prevention outreach programs, compassionate listening, information and referral, and crisis intervention services.

The 2015 Festival of Hope was the most successful gala to date. Attended by 500 community members, the event raised more than $227,000. Our annual fundraiser is an “Evening of Acclamation and Admiration” and includes a live and silent auction, seated dinner, live music, and a program honoring community leaders who have enhanced the quality of life in Oklahoma and inspired hope in others. This year’s event will be held on Friday, August 26th at the Chevy Bricktown Events Center.

2-1-1 Day, February 11, 2015, was a special day celebrating and increasing awareness for 2-1-1. HeartLine 2-1-1 partnered with Macy’s Quail Springs and Quail Springs Mall to host a free, family-friendly event in the Macy’s Courtyard to celebrate 2-1-1 Day in Oklahoma. Each year, February 11th (2-1-1) is an exciting event for the community with games, activities, giveaways, and education. We hope you’ll join us again this year on Thursday, February 11th, 2016 from 6 p.m. to 8 p.m. for a fun night out with the family.
HeartLine serves 40 counties in Oklahoma through 2-1-1, a simple number for access to health and human services. The 2-1-1 database is available online at www.heartlineoklahoma.org.

**REACH OUT HOTLINE**

1-800-522-9054

In Collaboration with the Oklahoma Department of Mental Health and Substance Abuse Services, HeartLine answers calls from Oklahomans dealing with mental health or substance abuse issues and offers listening, resources, and referrals statewide.

**OKLAHOMA PROBLEM GAMBLING HELPLINE - 1-800-522-4700**

Partnering with the Oklahoma Association for Problem & Compulsive Gambling, HeartLine offers listening, resources, and referrals to callers statewide.

**NATIONAL SUICIDE PREVENTION LIFELINE - 1-800-SUICIDE & 1-800-273-TALK**

Specialists work with individuals using a suicide prevention model and de-escalation techniques. HeartLine answers the National Suicide Prevention Lifeline for 76 Oklahoma counties.

**SUICIDE PREVENTION**

**HELP** ask, listen, tell

The Healthy Education for Life Program (HELP) is a suicide prevention outreach initiative presented to youth ages 10-24 in Oklahoma schools and other youth serving organizations.

**Time To Talk**

Time to Talk is a suicide prevention initiative striving to bring the issue of suicide into common discourse and provide resources for those seeking help via peer-to-peer campaigns.

**QPR** Question, Persuade, Refer (QPR) includes 3 simple steps that anyone can learn to help save a life from suicide. Just as people trained in CPR and the Heimlich Maneuver help save thousands of lives each year, people trained in QPR learn how to recognize the warning signs of a suicide crisis and how to question, persuade and refer someone to help.

**ASIST**

Applied Suicide Intervention Skills Training (ASIST) is for everyone 16 or older, regardless of prior experience, who wants to be able to provide suicide first aid. Shown by major studies to significantly reduce suicidality, the ASIST model teaches effective intervention skills while helping to build suicide prevention networks in the community.

**STAY CONNECTED:**

HeartLine.Inc @HeartLine

**IMPACT STORIES**

**NATIONAL SUICIDE PREVENTION LIFELINE**

“I just don’t think you really called here tonight so that I could listen to you die.” Those words, though terrifying to say, were the ones that finally broke through. This caller, just 17, had felt that there was no one in the world who cared about her – no one who was willing to hear her story. Our Call Specialist made her feel safe enough to share her story, ultimately telling us where she was so that we could send help.

**2-1-1**

“Every homeless person knows this number and we use it faithfully. For meals, for places to sleep, for medical, substance abuse places… 2-1-1 is a great, great service.”
BY THE NUMBERS

201,880 OKLAHOMANS SERVED

WHY YOU SHOULD HELP

VOLUNTEER

HeartLine is always looking for passionate and caring people to answer helplines, present at schools and serve on our board.

HELP US HELP OTHERS TODAY

For more information, email info@heartlineoklahoma.org or call (405) 840-9396.

DONATE

Your donation brings hope to the Oklahoma community by ensuring HeartLine's continued operations.

EVERY LITTLE BIT COUNTS

To donate, please fill out the included envelope or visit heartlineoklahoma.org. All gifts are tax deductible.

1/3 OF ALL LIFELINE CALLERS ARE YOUTH AGES 10-24

22% OKLAHOMA HAS THE 2ND HIGHEST PREVALENCE OF ADULTS WITH MENTAL ILLNESS IN THE COUNTRY

why you should help

HeartLine is always looking for passionate and caring people to answer helplines, present at schools and serve on our board.

help us help others today

For more information, email info@heartlineoklahoma.org or call (405) 840-9396.

donate

Your donation brings hope to the Oklahoma community by ensuring HeartLine's continued operations.

every little bit counts

To donate, please fill out the included envelope or visit heartlineoklahoma.org. All gifts are tax deductible.

1/3 of all lifeline callers are youth ages 10-24

22% Oklahoma has the 2nd highest prevalence of adults with mental illness in the country
### Heartline FY 2015

<table>
<thead>
<tr>
<th>Service</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-1-1 &amp; Other Helpline Calls</td>
<td>147,944</td>
</tr>
<tr>
<td>Web Sessions/Emails/Texts</td>
<td>35,871</td>
</tr>
<tr>
<td>National Suicide Prevention</td>
<td>9,002</td>
</tr>
<tr>
<td>Lifeline Calls</td>
<td>781</td>
</tr>
<tr>
<td>Healthy Education For Life (Help) Students</td>
<td>5,101</td>
</tr>
<tr>
<td>Help Prevent Suicide App Downloads</td>
<td>2,995</td>
</tr>
<tr>
<td>Community Education Presentations</td>
<td>186</td>
</tr>
</tbody>
</table>

**Top Caller Needs**
- 1. Mental Health/Addictions
- 2. Utility Assistance
- 3. Housing
- 4. Health Care
- 5. Food/Meals

74% of all 2-1-1 callers were women.