

SOCIAL AND VOLUNTARY SERVICES COMMISSION FUNDING REQUEST

Legal Name of Agency: HeartLine, Inc.
Mailing Address: PO Box 12832, Oklahoma City, OK 73157
Application completed by: Kelly Nutter
Telephone Number: 405-840-9396, ext. 116
Email Address: knutter@heartlineoklahoma.org

Amount of Funding Request: \$5,000.00

*****Please note that agency project funding will be on a reimbursement basis. Payment will be made as invoices with appropriate documentation are provided.**

In what year was your Agency incorporated: 1972

Are you associated with a national organization: No

Number of volunteers: 40

How many hours do volunteers donate: 2,170

How much money do volunteers save the agency: \$48,043.80

Has your Agency applied for SVSC funds before: Yes

Year: 2008 Amount: \$3,000.00 Purpose: To provide funding for calls received by HeartLine from Norman, Oklahoma

Year: 2009 Amount: \$3,000.00 Purpose: To provide funding for calls received by HeartLine from Norman, Oklahoma

Year: 2010 Amount: \$5,000.00 Purpose: To provide funding for calls received by HeartLine from Norman, Oklahoma

Year: 2012 Amount: \$5,000.00 Purpose: To provide funding for calls received by HeartLine from Norman, Oklahoma

Year: 2013 Amount: \$5,000.00 Purpose: To provide funding for calls received by HeartLine from Norman, Oklahoma

Financial Information from the last fiscal year:

| | |
|--|-----|
| Percent of the budget which is spent on fund-raising: | 16% |
| Percent of your budget spent on programs: | 77% |
| Percent of your budget spent on administrative expenses: | 7% |

Percentage of Organizational funding:

| | |
|--|-------|
| Religious Organizations* | _____ |
| Civic Clubs* | _____ |
| Corporate Donors | _____ |
| Endowment/Interest Income | .6% |
| Fees for services/products | 13% |
| Government Grants | 10.6% |
| Government Contracts | 35.9% |
| Individual Donors* | 2.3% |
| Private Foundations | 7.7% |
| Special Events (based on net earnings) | 13.6% |
| United Way | 15.4% |
| Other | .9% |

**Religious, Civic, Corporate and Individuals are listed as "Contributions" in HeartLine's accounting. Total percentage amount placed under "Individual Donors."*

Overall Mission of Agency

Please provide a one page narrative in 10 or 12 point type describing the mission of your agency. List the client population (income, age, geographic location – percentage of City of Norman residents) and describe all programs and services offered currently by your agency. Include any duplication of services in our area and the percentage increase or decrease projected in staff numbers over previous year.

Specific project for which funding is being requested

Please provide a one page narrative in 10 or 12 point type describing the project for which funds are requested including staff positions, salaries, equipment, office supplies and other expenses. Please address what similar services are available through other local agencies, why this program is unique, how many will benefit and why it would be appropriate for City of Norman funds to be used to support this program.

Financial Information

Please provide a description of internal financial evaluation procedures, control processes and performance review procedure including the percentage increase or decrease of total budget over previous fiscal year budget. Attach previous year budget summary and projected budget to include in kind contributions and budget assumptions. An independent audit (not an internal audit) is required for any organization that has assets, an annual budget or annual income of \$100,000 or more. For an organization below the \$100,000 level, if no audit is available, so state and provide a signed financial statement (signature of the Board Treasurer or the organizations' chief financial officer) for the most recent fiscal year.

Required Attachments to this application:

Narrative describing Overall Mission of Agency: Attachment 1

Narrative describing Specific Project for which Funding is being requested: Attachment 2

Financial Information as previously outlined: Attachment 3

Budget summary and projected budget: Attachment 4

Copy of most recent Audit: Attachment 5

Copy of IRS tax exempt status letter or your application for tax exempt status: Attachment 6

List of current board members including names and professions: Attachment 7

List of current staff members and their position titles: Attachment 8

Narrative Describing Overall Mission of Agency: Attachment 1

HeartLine's mission is to connect Oklahomans to help, hope and information – 24 hours a day. We work towards that mission through two main program areas, Phone & Web Based Service and Suicide Prevention Outreach.

Phone & Web Based Services

2-1-1 is an easy-to-remember number that connects individuals to non-emergency health and human services referral information. HeartLine's 2-1-1 is available 24 hours a day and all calls are free and confidential. 2-1-1 is the best first call to make when you want to get help, or give help.

During times of disaster, 2-1-1 is once again the best first call to get help or to give help. The 2-1-1 database is also available online at www.heartlineoklahoma.org.

National Suicide Prevention Lifeline: Specialists work with individuals using a suicide prevention model and de-escalation techniques. HeartLine answers the National Suicide Prevention Lifeline for 76 Oklahoma counties. Lifeline chat is available M-F 4p.m. to 12 a.m. at www.heartlineoklahoma.org.

Oklahoma Problem Gambling Helpline: HeartLine and the Oklahoma Association for Problem & Compulsive Gambling partner to provide the 1-800-522-4700 helpline that provides confidential information and referrals to those who may be problem gamblers or are affected by someone who is a problem gambler.

Reachout Hotline: 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.

CareLine: Specialists offer compassionate and nonjudgmental listening to Oklahomans 24 hours a day at 848-CARE (2273).

Suicide Prevention Outreach

Healthy Education for Life Program (HELP): HeartLine's Youth suicide prevention program HELP provides outreach on suicide awareness and warning signs to youth ages 10-24. Oklahoma ranks 7th in the nation in deaths by suicide. Suicide is the second leading cause of death among youth ages 10-24 in Oklahoma.

Through the phone line 2-1-1 specifically, HeartLine serves a population of 2.4 million Oklahomans with a calling area spanning 40 counties. Following Oklahoma County, Cleveland County ranks second highest call volume to 2-1-1, with the population of more than 265,638 people. Moreover, the City of Norman with a population of approximately 115,562 comprises 44% of Cleveland County's population.

Currently no other agency in Norman offers the extensive phone and web based services 24 hours a day to all ages and socio-economic levels like HeartLine. Disaster response support, publicity, and continued community need have promoted an overall trend of growth for Norman residents served by HeartLine. To meet the needs of Oklahomans, including residents of the Norman area, HeartLine continues to increase staffing levels to ensure those needs are met.

Narrative Describing Specific Project for which Funding is being requested: Attachment 2

HeartLine is requesting SVSC funding to support call volume that HeartLine receives specifically from City of Norman residents. This request from HeartLine to the City of Norman would support staffing costs necessary to meet call volume.

National statistics show that phone-based call support centers charge an average of approximately \$7.25 per call when contracting to provide after hours and/or weekend service to outside calling areas/centers. Call volume from the City of Norman shows an overall trend of growth when reviewing the calls answered across all lines over the last five years with some fluctuations each year.

| Calendar Year | Calls Answered |
|---------------|----------------|
| 2009 | 4,485 |
| 2010 | 5,463 |
| 2011 | 5,156 |
| 2012 | 7,157 |
| 2013 | 6,326 |

Additionally, beginning in 2012 HeartLine offers the 2-1-1 resource database online as another convenient method for Oklahomans in need to access valuable resources. 934 individual searches from the City of Norman were conducted in the 2-1-1 online resource database in 2013. With this addition in access to services, HeartLine served a total of 7,260 people from the City of Norman in 2013.

| Calendar Year | Residents Served |
|---------------|------------------|
| 2012 | 8,154 |
| 2013 | 7,260 |

HeartLine is projected to receive approximately 6,500 calls from Norman residents this year and approximately 1,000 online searches.

The overall growth trend in the Norman service area parallels the growth trend in overall call volume for HeartLine's varying service areas. This growth pattern is indicative of the increasing awareness of 2-1-1 and HeartLine's other helplines as well as potentially increasing needs of Oklahomans. With increased Oklahomans served comes the necessity to increase support services and, at times, acquire additional equipment. Consequently, HeartLine is seeking financial assistance to support the ongoing cost of service to Norman residents 24 hours a day, 365 days a year through monthly support at specifically \$416.67 per month for 12 months. This totals to \$5,000 a year which is only approximately \$0.79 per call. With a monthly reimbursement to maintain support in the City of Norman, HeartLine can provide monthly reports on residents served by telephone line and through 2-1-1 online on the monthly invoice.

The consistent monthly cash flow will assist HeartLine in ensuring that residents of Norman are served through 2-1-1 and phone lines are properly staffed. HeartLine requests this funding as a continuation of the previous supportive partnership with the SVSC.