

Media Kit

HopeLine® from Verizon puts our technology and the nation's most reliable and largest wireless network to work in the community by turning no-longer-used wireless phones and accessories into support for domestic violence victims and survivors. It also helps protect the environment by disposing of wireless phones in an environmentally sound way.

Through HopeLine, the public can help prevent domestic violence by donating no-longer-used wireless phones and accessories in any condition from any service provider at any Verizon Wireless Communications Store, by mail or at special events held throughout the year.

Wireless phones given to HopeLine are refurbished and sold for reuse, generating proceeds for the program. Refurbished phones – complete with 3,000 minutes of wireless service and text-messaging service – are provided to local domestic violence agencies or local government and law enforcement agencies for use with their domestic violence clients. If donated phones are unsalvageable, they are recycled in an environmentally sound way under a zero landfill policy.

Donated phones can help victims of abuse feel safer and less isolated by giving them a way to call emergency or support services, employers, family and friends. Phone donations given locally benefit victims of abuse within that geographic area.

HopeLine also donates cash grants to nonprofit organizations to help fund education, programs, support services and community outreach.

Since 2001...

10 million+
phones collected nationwide

\$18.1 million+
cash grants donated to domestic
violence organizations nationwide

2.1 million+
phones recycled in an
environmentally sound way

151,000+
refurbished phones donated
to domestic violence shelters

453 million+
minutes of wireless service
donated to domestic violence
victims and survivors

91 million+
text messages loaded on
HopeLine phones

How to Donate

Verizon takes the protection of customer information seriously and encourages everyone who plans to give a phone to HopeLine to erase any personal data on the phone by erasing contacts from the address book, deleting call logs, erasing messages, removing stored photos and other media. As part of the refurbishing process, phones donated to HopeLine are scrubbed prior to distributing them for reuse to ensure all customer data is removed. Donated phones are not tax deductible. There are two ways to donate phones to HopeLine:

In Person: Drop phones at any Verizon Wireless communications Store. To find a store visit the online store locator at: www.verizonwireless.com/storelocator

By Mail: Print a postage-paid label at www.verizonwireless.com/hopelineshippinglabel, adhere it to the box/envelope and mail. Review all shipping instructions carefully and include a return address on the label.

Program History

1995: Verizon Wireless' commitment to domestic violence begins when the company, then Bell Atlantic Mobile, introduced its HopeLine program. The company chose the name "HopeLine" because it embodied the positive difference the company intended to make in the areas of domestic violence awareness, prevention and victim recovery. At its beginning, the HopeLine program donated voicemail boxes to women living in shelters and emergency wireless phones for victims' use.

2001: National recycling and reuse become key elements of the HopeLine program as Verizon Wireless encourages its customers and the public nationwide to donate no-longer-used wireless phones.

2002: Verizon Wireless' launches #HOPE on its nationwide network. By dialing #HOPE from any Verizon Wireless phone, customers are able to access professional support quickly and confidentially. The toll- and airtime-free call routed to the National Domestic Violence Hotline (1-800-799-SAFE). #HOPE is an important part of the HopeLine program, providing victims with an avenue to safety and independence.

2005: HopeLine marks its 10th anniversary, and throughout the year, the program continues to expand. Verizon Wireless creates a HopeLine Law Enforcement Partnership Award to honor law enforcement agencies and individuals who demonstrate extraordinary commitment to and focus on prevention domestic violence and raising awareness in their communities; sponsors the first ever TXT Messaging Poll as part of Liz Claiborne and Marie Claire magazine's It's Time to Talk Day; and hosts the first ever HopeLine Online Phone Auction to raise money for the National Coalition Against Domestic Violence.

2008: Verizon Wireless makes it even easier for consumers to donate phones to HopeLine. In addition to collecting old phones and accessories at the company's Communications Store, Verizon Wireless adds a postage-paid shipping label to the HopeLine website and begins including a postage-paid phone donation envelope in all welcome packages that customers receive when purchasing new phones.

2010: Verizon Communications is honored for its commitment to ending domestic violence at the 15th Annual Safe Horizon Champion Awards Gala. Verizon is honored for its outstanding leadership and support of Safe Horizon's SafeWork campaign and domestic violence victims through the company's HopeLine program.

2011: Verizon Wireless and the National Network to End Domestic Violence partner for an eight-city tour to inspire local communities to share their stories and donate no-longer-used phones and accessories to the program. In addition, eight cities across the country are invited to share their stories of hope and perseverance – uniting and inspiring the public to play an active role in ending domestic violence.

2012: Verizon Wireless introduces the HopeLine from Verizon app. The app uses location-based technology to find the nearest Verizon Wireless Communications store to donate a phone. Verizon's employees walk to raise \$50,000 for the National Domestic Violence Hotline.



HopeLine from Verizon App

The HopeLine from Verizon app gives users access to the tools and resources to take a stand against domestic violence.

Available on the Android and iOS operating systems, the HopeLine app uses location-based technology to allow users to find the nearest Verizon Wireless Communications Store to donate no-longer-used phones and accessories to HopeLine. In addition, users of the app can get tips on how to host a drive and share photos and stories from their HopeLine collection drives. The app also connects users to resources provided by the National Network to End Domestic Violence.

The app can be downloaded on iTunes or the Google Play store.

Important Links

HopeLine from Verizon Website

www.verizonwireless.com/hopeline

HopeLine Mailing Label

www.verizonwireless.com/hopelinemailinglabel

Verizon Wireless Store Locator

www.verizonwireless.com/storelocator

Phone Drive Suggestions and Tips

http://aboutus.verizonwireless.com/commitment/community_programs/hopeline/get_involved.html

HopeLine from Verizon Success Stories

http://aboutus.verizonwireless.com/commitment/community_programs/hopeline/success.html

HopeLine from Verizon App (on Android)

<https://play.google.com/store/apps/details?id=com.verizon.hopeline&hl=en>

HopeLine from Verizon App (on iOS)

<https://itunes.apple.com/us/app/hopeline-from-verizon/id562402435?mt=8>

Additional Information

For more information about HopeLine, visit: www.verizonwireless.com/hopeline.

You can also contact Cameka Crawford at cameka.crawford@verizonwireless.com or 908.559.3497.