



# North American Help Services Alliance, Inc.

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EIN: 83-4449582  
 Report Generated on: 10/18/2020

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# North American Help Services Alliance, Inc.

aka #4Help, America's Only Hotlines Directory  
Hudson, NH  
<https://www.4help.org>  
(800)839-8423

[View GuideStar Profile](#)



## MISSION

Using learning machine, voice recognition and geo-routing technology, we route callers that call #4Help [#44357] to the hotline or helpline which best matches their request. We also provide callers with their choice of additional hotline or helpline services via SMS.

We are continuously updating our growing hotline and helpline database which includes the assessment of hotline and helpline services through objective criteria, such as how many rings until hotline until pickup, length of time on hold, incorrect phone numbers, out of service agencies, and subjective reports from our callers and website visitors who we ask asked for their voluntary input.

Visitors to our website can access our research hotline and helpline services. Agencies can claim their page and supplement their data.

## EIN

83-4449582

## RULING YEAR

2019

## IRS SUBSECTION

501(c)(3) Public Charity

## FOUNDING YEAR

2019

## MAIN ADDRESS

45 Cobblestone Drive  
Hudson, NH  
03051

## AFFILIATION TYPE

Independent Organization

## CONTACT

Noelle Rainer, President  
(800) 839-8423  
noelle@4help.org

## PRESIDENT

Noelle Rainer

## BOARD CHAIR

Noelle Rainer

## CAUSE AREAS

Alliance/Advocacy  
Organizations (W01)

Alliance/Advocacy  
Organizations (M01)

Alliance/Advocacy  
Organizations (R01)

## NAICS CODE

813319 Other Social Advocacy  
Organizations

## SIC CODE

8399 Social Services, NEC

8641 Civic and Social  
Associations

## PROGRAMS

### 1. #4Help

Population(s) served: Caregivers, Families

Budget: \$500,000

## TOP FUNDING SOURCES

<b>Google</b>	\$18,768
<b>Hashtag Dialing Codes, Inc.</b>	\$16,375
<b>Twilio</b>	\$500

## COMPLIANCE

- ✓ IRS Pub 78 Verified as of October 2020
- ✓ IRS BMF 509(a) (2) as of October 15, 2020  
Section 509(a)(2) organization

## TRANSPARENCY MEASURES

- ✗ Board Practices Reported?
- ✗ Diversity Data Reported?

# Programs & Results

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## PROGRAMS

Source: Self-Reported by Organization, August 2020

### #4Help

**Population(s) Served:**

Caregivers

Families

**Budget:** \$500,000

We hope to brand #4Help (#44357) as the phone number to call for a person in need of urgent help to call, if the caller is unsure of what governmental or non-profit hotline or helpline.

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## CHARTING IMPACT

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### What is the organization aiming to accomplish?

- I. To decrease the stigma and increase the likelihood of people in need utilizing hotline, helpline, text chat and webchat services.
- II. To providing meaningful data and statistics about the utility of individual hotline services and the hotline industry.
- III. To encourage the hotline industry to form a self regulatory agency, to develop best practices and to better utilize resources in a manner that reduces "recreating the wheel" through shared offerings such as training, recruiting, hiring and other duplicative practices.
- IV. To better recognize the efforts of volunteers through outreach programs, such as National Hotline Volunteers Month (NHVM), the first annual NHVM is scheduled for October 2020

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### What are the organization's key strategies for making this happen?

- I. Routing callers to #4Help and (click to call) and (click to text) users at 4help.org to hotline, helpline and text to chat services using masked phone numbers.
- II. To rotate similar hotline and helpline services through a search algorithm when people search our directory in an effort to give equal exposure to similar services.
- III. To make searching for a hotline or helpline service as easy as possible both online and by calling #4Help (which we will make our best effort to brand).
- IV. To make our database open source and to share all data collected by unobtrusive, noninvasive methods (such as how many rings until calls are answered, to time between text messages, to use of bots and through data collected by voluntary feedback from our users.
- V. To make the website, helpunited.org, data we are collecting, connections we hope to forge with hotline volunteers through NHVM and other such value added items and consideration as tools to encourage members of the hotline industry to band together, to set up an industry group for the purpose of creating best practice models. Or if that proves to be unlikely, then alternatively to facilitate the creation of a group of former and present hotline volunteers to take responsibility for steering the hotline industry in the direction of building best practices and better use of resources.

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### What are the organization's capabilities for doing this?

We're a new and frankly unproven nonprofit agency.

However, despite making a commitment to being a volunteer only agency. This creates challenges. However, we've had the good fortune of maintaining senior level volunteers, who have allowed for our growth to remain steady.

By being a volunteer only agency, we believe that any efforts on our part to be vocal about best practices and best use of resources had more meaning than it would otherwise.

We have the capacity, resources and strategy to achieve all of our short term goals. We're getting closer to achieving our primary goals thanks to the hard work of many volunteers, who have helped us to build our growing database.

However, we do not have have anything close to enough support, yet, from the hotline industry to meet our long term goals.

We have a lot of work to do before we can develop that type of support. We believe that our strategies for attaining our long term goals are feasible.

Much rests on our ability to brand #4Help as the resources to call when someone wants to find the best matching hotline for their needs and our ability to make a connection with the folks who cover the the calls and there text messages 24/7/365, who have the best understanding and evidence of what the industry needs to do to continue improving the services that they're providing.

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### **How will they know if they are making progress?**

- I. A steady increase in the user of our directory at 4help.otg, and once our IVR goes online a steady increase in calls.
  - II. The pace at which we're able to gather data from or users about hotline services.
  - III. How the first annual National Hotline Volunteers Month is received by the general public.
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### **What have and haven't they accomplished so far?**

- I. Our directory is about 50% finished. Our target is 75,000 hotline, helpline and chat services.
- II. Or website is 70% finished.
- III. Our IVR is 50% finished.
- IV. Our AdWords campaign is moving along nicely.
- V. NHVM framework is finished, outreach to our "to be" volunteer team, high school students from all 50 States begins on September 10, 2020.
- VI. We are a volunteer only organization, no executives, no paid staff, we have had 65 volunteers since we started in July of 2019.
- VII. We have a system in place for keeping services up to date.

# Financials

Source: Self-Reported by Organization, August 2020

**FISCAL YEAR START:** Jan/1

**FISCAL YEAR END:** Dec/31

## Revenue & Expenses

Revenue		2020
Contributions, gifts, and grants		\$35,643
Program service revenue including government fees and contracts		\$0
Membership Dues		\$0
Net Income from Special Events		\$0
0		\$0
Total Revenue		\$35,643
Expenses		
Program		\$42,100
Administration		\$0
Fundraising		\$0
Payments to Affiliates		\$0
0		\$0
Total Expenses		\$42,100
ASSETS AND LIABILITIES		
Total Assets		\$553,000
Total Liabilities		\$0
Net Assets or Fund Balance at the end of year		\$0

# Operations

Source: Self-Reported by Organization, August 2020

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## PRESIDENT

Noelle Rainer

[🔗 LinkedIn profile](#)

Noelle has been working in the non-profit industry for 15 years. She is the founder of the Abuse Victim Hotline (2005) and has served on several non-profit boards. Noelle studied psychology at the University of New Hampshire, receiving a BS. She also has received two master's degrees, MA and MS from Antioch University, and she has passed her boards for a PsyD degree in clinical psychology.

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## BOARD CHAIR

Noelle Rainer

Term: 2019 - 2021

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## BOARD MEMBERS

Rob Rainer

NAHSA

Brendan Rainer

NAHSA

Jake Rainer

NAHSA

## Organizational Demographics

Who works and leads organizations that serve our diverse communities? This organization has voluntarily shared information to answer this important question and to support sector-wide learning. GuideStar partnered on this section with CHANGE Philanthropy and Equity in the Center.

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### Leadership

*The organization's leader identifies as:*

*No data*

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### Race & Ethnicity

*No data*

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### Gender Identity

*No data*

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### Sexual Orientation

*No data*

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### Disability

*No data.*

# Appendix

## Key Documents

IRS Forms 990	Not Available
IRS Forms 990T	Not Available
Audited Financial Statements	Not Available
Key Organization Documents	Not Available

**North American Help Services Alliance, Inc.**

Also Known As: #4Help, America's Only Hotlines Directory  
45 Cobblestone Drive  
Hudson, NH 03051

**Foundation Status Code:** PC \*  
Public charity described in section 509(a)(1) or (2)

**IRS Publication 78 Details**

<b>Organization Name</b>	North American Help Services Alliance Inc.
<b>EIN</b>	83-4449582
<b>Location</b>	Hudson, NH
<b><a href="#">Deductibility Status Description</a></b>	A public charity (50% deductibility limitation).
<b>Most Recent IRS Publication 78</b>	October 2020
<b>Verified with Most Recent Internal Revenue Bulletin</b>	October 13 2020



**IRS Business Master File Details**

<b>Organization Name</b>	NORTH AMERICAN HELP SERVICES ALLIANCE INC
<b>EIN</b>	83-4449582
<b>Most Recent IRS BMF</b>	October 15 2020
<b>IRS Subsection</b>	This organization is a <a href="#">501(c)(3) Public Charity</a>
<b>Reason for Non-Private Foundation Status</b>	Section 509(a)(2) organization
<b>Ruling Date</b>	08/2019
This organization was not included in the Office of Foreign Assets Control Specially Designated Nationals (SDN) list.	



On September 8, 2011, the IRS issued [regulations](#) which eliminated the advance ruling process for a section 501(c)(3) organization. [Learn more](#)

\* The Foundation Status Code is the code that foundations are required to provide for each grantee annually on part XV of Form 990PF. Note that this code cannot be derived in some cases (e.g., supporting organizations for which 'type' can't be determined).

[IRS Revenue Procedure 2011-33](#) allows grantors to rely on third-party resources, such as GuideStar Charity Check, to obtain required Business Master File (BMF) data concerning a potential grantee's public charity classification under section 509 (a) (1), (2) or (3).

**GuideStar Charity Check Data Sources**

- GuideStar acquires all IRS data directly from the Internal Revenue Service.
- [IRS Publication 78 \(Cumulative List of Organizations\)](#) lists organizations that have been recognized by the Internal Revenue Service as eligible to receive tax-deductible contributions.
- The [IRS Internal Revenue Bulletin \(IRB\)](#) lists changes in charitable status since the last Publication 78 release. Between the release of IRS Publication 78 and the subsequent IRS Internal Revenue Bulletin, the IRB date will reflect the most recent release date of IRS Publication 78.
- The [IRS Business Master File](#) lists approximately 1.7 million nonprofits registered with the IRS as tax-exempt organizations.
- The [IRS Automatic Revocation of Exemption List](#) contains organizations that have had their federal tax-exempt status automatically revoked for failing to file an annual return or notice with the IRS for three consecutive years.
- The Foundation Status Code is a value derived by mapping the codes found on the [990PF filing instructions](#) to the corresponding codes in the IRS BMF. Note that not all codes are able to be mapped due to insufficient data.
- The Office of Foreign Assets Control (OFAC) [Specially Designated Nationals \(SDN\) list](#) organizations that are owned or controlled by targeted individuals, groups, and entities, such as terrorists or narcotics traffickers. Their assets are blocked and U.S. persons are generally prohibited from dealing with them.