

# May 2010 Report

## LLL Breastfeeding Helpline –

### US

**Call Metrics:**

Total number of dials: 1,730

Connected Live: 54

Sent to Voicemail: 1, 173 (586)

Abandoned: 537

This makes a true number of callers helped this month (total subtracting the abandoned calls and dividing the voicemail number in half based on the information from the voicemail queens that about half of the voicemails that are received in the box are hang ups: 607

\*\*\*Please remember that the total number of dials also includes “multiple” dials. This means that some callers may dial more than once trying to get to a live operator or to hear information repeated.

**Logging Metrics:**

Operators choose the source of the call (live, voicemail, or Spanish), so there may occasionally be a discrepancy in the data gathered.

130 live

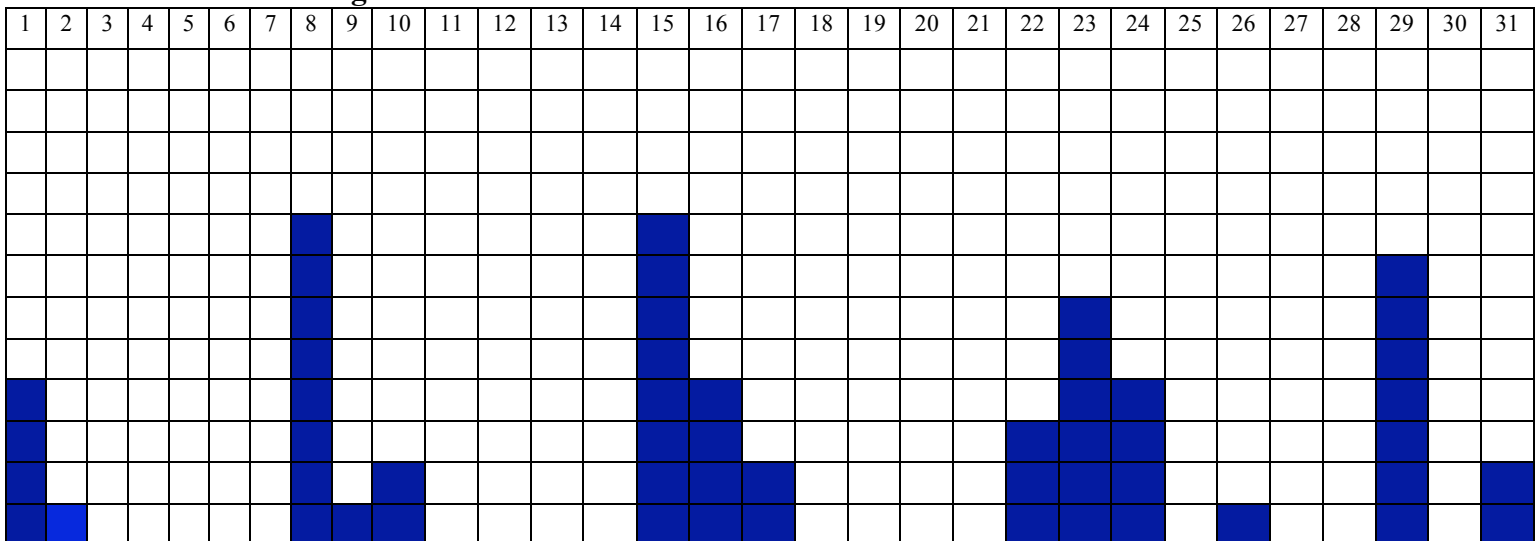
197 VM

6 Spanish

4 escalations

333 total logged calls

**Scheduling Metrics:**



This chart shows how many hours per day are covered live per calendar day.

Treasury Update:

**Beginning Balance in all  
accounts 5/1/2010**

**\$ 22,906.67**

**Description**

Deposits to BB  
& T **\$17,572.00**

Corporate  
Contribution \$1,632.00

Sleepy Wrap partial  
payment

Parry Fund  
\$ -

In Memory  
Donations \$ 200.00

\$1586 In Memory of Viola  
Lennon

LLL  
Groups \$ 175.00

Individual \$15,565.00

Debits **\$ (2,202.86)**

Aptela, Inc \$ (321.79)

Stipends -  
Coordinators \$(1,760.00)

Operating  
Expenses \$ (121.07)

**Helpline**

**5/31/10**

**\$ 15,369.14**

**Subtotal**

**HHS**

**Beginning  
Balance 5/1/10 \$ 4,470.64**

HHS Income  
Contract \$ -

quarterly  
payment \$ -

Last payment arrived

**HHS Income -  
Expenses  
Subtotal**

**\$ -**

**HHS Contract  
Balance  
5/31/10 \$ 4,470.64**

No more payments

**Less HHS  
March Income  
& Expenses \$ -**

**Ending Balance  
5/31/2010 in all  
Accounts**

**\$ 38,275.81**

