



# Year in Review 2025

Helplines and hotlines around the world choose Aselo as their reliable and easy-to-use contact center platform to reach more people in crisis, ease daily counselor tasks, and provide meaningful data insights.

Dear Friends and Partners,

Six years ago, we leapt into a new adventure: building open software co-created with the incredible global network of helplines. We acted believing that open, shared technology – designed for and with the network – could meet a long-neglected global need.

Since then, it's been quite a journey. A pandemic, an AI revolution, a global funding crunch, political upheavals. Wow. Yet as a community we have all shown incredible resilience and growth. This year was a big milestone, as we surpassed one million people served through Aselo. The impact is only accelerating, as over half of those million were in 2025 alone. We are now serving 23 helplines across 19 countries, and helping them serve up to 40% more people.

Yet challenges remain: many organizations are being asked to do more with less. While we see enormous opportunities for technological innovation to help address this gap, we firmly believe that technology should support human connection rather than replace it.

We also stand firm in our commitment to collaboration. Listening to frontline providers, working transparently with funders, and collaborating openly with peers, we remain committed to building systems that meet people where they are and provide what they need.

I am deeply grateful for the chance to be part of this, and to work alongside such an inspiring community.

Thank you for your trust, your support, and your belief in what can be achieved when technology and compassion move together. I am proud of what we have accomplished together, and excited for what comes next.

With deep appreciation,

**Nick Hurlburt**  
**Executive Director, Aselo**

*Aselo team members at Mosi-oa-Tunya (Victoria Falls), Zambia as part of the 11<sup>th</sup> Annual International Consultation of Child Helplines.*



# Impact by the Numbers

## 1,130,941

Contacts handled through Aselo All-Time  
*As of December 15, 2025*

## Key Insights

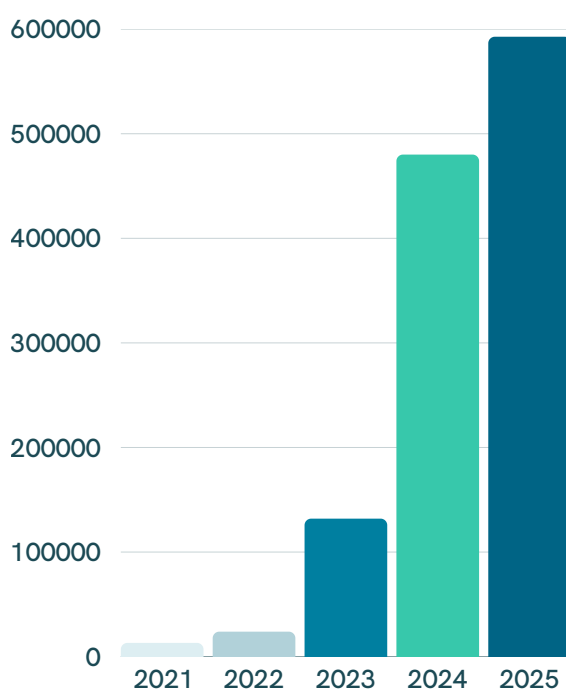


**41% of Counseling Calls related to Mental Health**

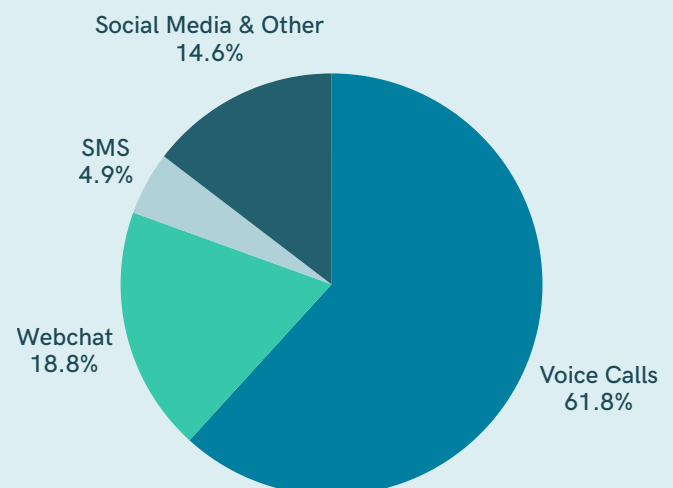


**Of Mental Health contacts, 25% are related to Anxiety and 15% are related to suicidal ideation**

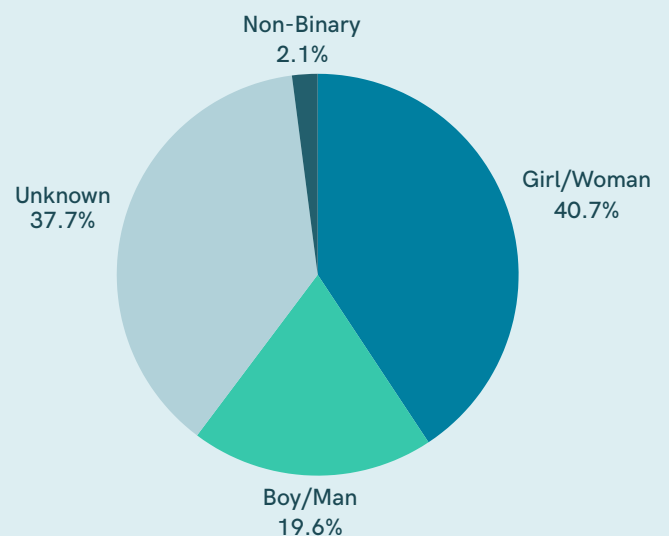
Contacts per Year



Channel Breakdown



Gender Breakdown





# Global Partnerships

We officially launched our first two helpline partners in the United States this year, while continuing to expand our global footprint of Aselo helpline users.



We are partnered with **23 helpline organizations** across **19 countries** that offer psychosocial support and referral services for mental health, child protection, gender-based violence, victims of crime, and more.

# Partner Spotlights



In partnership with Para la Confianza, we were selected for the Video Consortium's Solutions Storytelling Project of Latin America. The resulting documentary, "1515, Línea Libre," tells the story of a passionate psychologist and her team at Línea Libre, who use a dedicated telephone hotline to support hundreds of young people in Chile struggling with mental health crises and abuse.



In April, we launched a partnership with Trek Medics International and their Beacon dispatch platform to support the City of Los Angeles CIRCLE (Crisis and Incident Response through Community-Led Engagement) program. CIRCLE deploys unarmed crisis responders during homelessness-related incidents.



Childhelp operates the Childhelp National Child Abuse Hotline and the Courage First Athlete Helpline, providing 24/7 support via call, text, and chat. Staffed by professional counselors, these services are available in more than 240 languages, responding to more than 83,000 contacts each year.

# Case Study - Youthline

"Our contact rate has gone up... our texting service has become a lot more conversational and supportive... the counselors are more efficient. Because they are more efficient, we were able to add more channels. Aselo has enabled that for us."

— Helpline Services Manager

**youthline** te ara talohi  
whakatapua kia ora ai



## Webchat

# 111%

Increase in monthly web contacts, now able to be supported 24/7

# 31%

Increased monthly contact volume after one year of Aselo



## SMS

# 24%

Increase in monthly texting contacts enabled by unified systems

## Average Wait Time

# -39%

Decrease to ~1.5 minutes of service user waiting in queue



## Social Media

# 7%

Of total monthly contacts on newly enabled counseling channels



# Looking Ahead

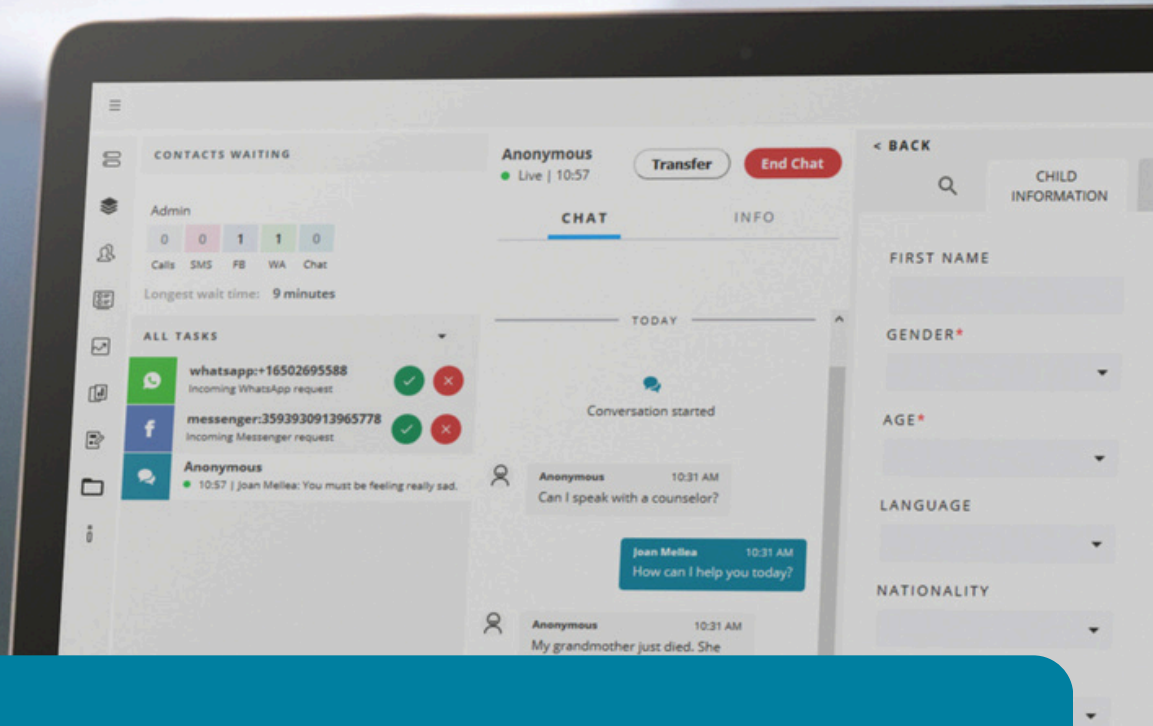
2026 is shaping up to be a breakout year for Aselo. Thanks to our strong focus on serving our helpline users, we have found strong “product-market fit” as a nonprofit social enterprise. Our ethical approach to AI is paying off, with technology already deployed that saves counselors time doing their least favorite task: data entry! That way, they have more time for delivering human empathy at greater scale.

We are looking forward to the next big phase of our social enterprise. We are in the midst of a major fundraising campaign to power our continued expansion in helpline partnerships as well as continued tech and AI improvements. New helpline adoptions are surging, especially in the United States, with two partner launches in the United States and at least two more major launches planned for Q1. As the Aselo network expands, the community benefits – more organizations contribute to open source Aselo product improvements and the long-term sustainability of Aselo grows.

Most importantly, Aselo is delivering real impact. We just completed a major independent evaluation of Aselo and the conclusion was clear: Aselo is successfully achieving its goal of making helplines more effective! We will shortly be releasing results from this evaluation, which forms the basis for our expansion plans.

We’ve just achieved our million-person-helped milestone after six years, and we are looking forward to helping millions more as we pick up the pace. We look forward to partnering with you on this journey of increasing impact!





# Thank You

For partnership inquiries, please reach out to [contact@aselo.org](mailto:contact@aselo.org)

 [www.aselo.org](http://www.aselo.org)