

## A Message from the President and Chair

Hello,

Every day, Kids Help Phone counsellors provide close to 200 counselling sessions and our resource websites are viewed an additional 3,200 times. No matter where they are, what time it is or what they are concerned about, Kids Help Phone is always open for kids in Canada.

We provide a safe space for kids to unburden themselves and express themselves freely – often when they have nowhere else to turn. A 14-year-old caller once told us, “I don’t know what’s going to happen in my life, but I wanted to call and thank you for listening. You were the only ones who did.” Being there when kids need us most is the most important thing for us.

But as the saying goes, it takes a village to raise a child. Whether you are a donor, volunteer, service partner or community institution, your time and resources matter to us. That’s why we hold ourselves to the absolute highest standards in terms of operational accountability and service excellence. We want you to know how your support makes a difference in the lives of so many young people. But we also know that your time is valuable, which is why we’re excited to share with you our new and improved impact report.

We have created *Community Impact* to share our accomplishments, important benchmarks and stories with you. In short, we want to demonstrate how your support is having a positive impact on the emotional health and well-being of kids in Canada.

For this inaugural edition, we’re pleased to provide you a summary of our most recent program and service evaluation, bringing to life how essential Kids Help Phone has been to the young people who have reached out for help and hope since our inception in 1989.

We hope you enjoy this first edition and want to thank you for ensuring that Kids Help Phone is always open for kids.

Sincerely,



**Sharon Wood**  
President and CEO  
Kids Help Phone



**Carolyn McGill**  
Chair, Board of Directors  
Kids Help Phone



Sharon Wood (left) and Carolyn McGill (right)

# Portrait Picture: Justin's Story

came out when I was 16 years old.

I already had a boyfriend. I met him the summer before my first year of high school.

It didn't take long for kids at school to clue in that I was gay. It started with name calling, but quickly got worse. I started getting bullied pretty badly both at school and online. I was in class with the same kids, each period of the day. There was no escape. This group of guys just wouldn't stop and I could barely hold my emotions together. And then, one day, I was attacked.

My bully grabbed my head, slammed me into a wall and shouted: "You're a faggot. You should die." I was terrified and afraid for my life.

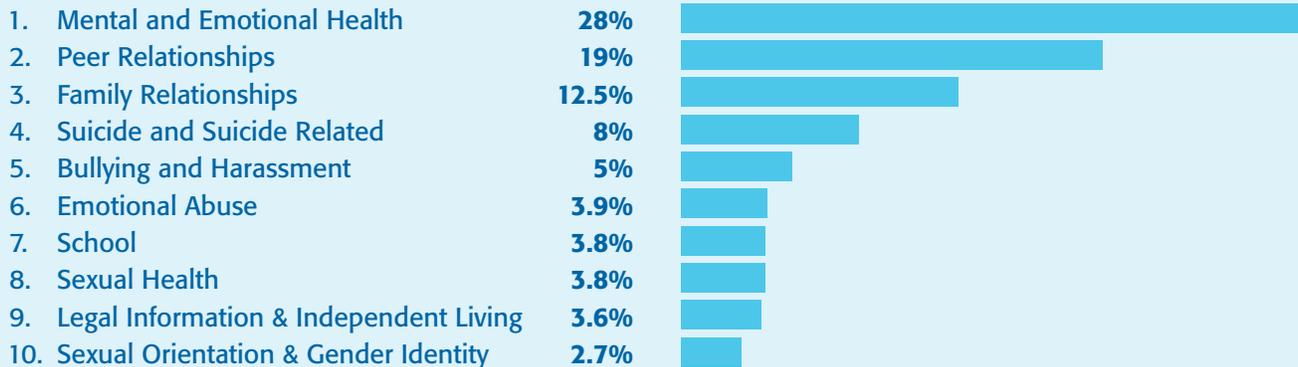
I called Kids Help Phone many times. One time, a counsellor spent an hour talking to me on the phone. I felt so much better afterwards. Eventually, I gathered the courage to report the bullying incidents and told people how I was feeling. I also finally confronted the leader of the group of kids that bullied me. Once I stood up to my bully, he backed off and I didn't have to worry anymore about going to school.

Coming out at such a young age was really hard, but I have no regrets. I've

learned that people are going to be negative and ignorant, but that will never stop me from being the person I am today. Because I've also learned that I'm loved by many people and that there are organizations, like Kids Help Phone, there to offer support, even during the darkest times.



## Top 10 counselling issues in 2015



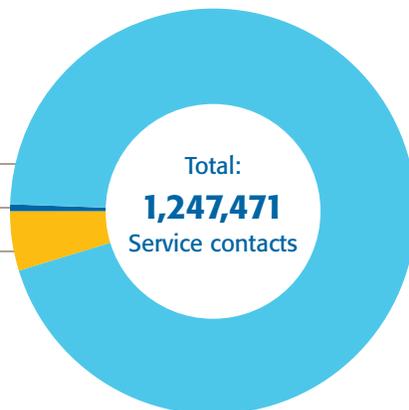
# Service Dashboard

Everyday across our country, hundreds of kids reach out to Kids Help Phone so they can unburden themselves and freely express their feelings without fear of judgement or consequences. The Service Dashboard provides a top level overview of our service statistics for 2015:

## Total Service Contacts

(Kids Help Phone)

Total Web Visits: **1,181,965**  
 Total App downloads: **5,300**  
 Total Counselling Sessions: **60,209\***



\*Includes: Phone: 38,617, Live Chat: 12,742 and AskUsOnline: 8,850

## Demographic Information

(Based on total counselling sessions in 2015)

### Gender



### Language



## Bro talk .ca

Young men are 19% less likely to discuss mental and emotional health issues than teen girls, but more likely to engage in higher risk behaviors, including suicide. In response, we launched BroTalk, a counselling and information service specifically for teen guys in October 2015. In its first six months, the website received over 44,500 visits. Teen guys also reached out for counselling over 1,100 times.

Top 3 counselling issues for teen guys:

- Dating/Relationships
- Mental and emotional health
- Thoughts of Suicide

Kids Help Phone is proud to recognize the Movember Foundation as the Principal Funder of BroTalk.



Post-Secondary Student Helpline

Good2Talk is a free, confidential mental health helpline for post-secondary students in Ontario. The service is delivered through a partnership of Kids Help Phone, ConnexOntario, Ontario 211 and the Ontario Centre of Excellence for Child and Youth Mental Health. Kids Help Phone is pleased to play a lead role in the service, as it offers an important solution to needed 24/7 support for students in the province. In 2015, we delivered over 15,400 Good2Talk counselling sessions. Since launching in 2013, Good2Talk has been in high demand – students have reached out over 51,000 times, with 90% of those contacts seeking counselling support from Kids Help Phone, and the remainder seeking information and referral support.

Top 3 counselling issues for post-secondary students:

- Mental/Emotional Health
- Partner relationships
- School

## Service Evaluation

We surveyed 462 youth who accessed our counselling service in 2014/2015 to assess their level of satisfaction with the service and its effectiveness on improving their confidence and reducing their distress. We found that:

**78%** experienced a significant reduction in distress

**69%** gained clarity about their problem or situation

**75%** felt greater confidence

**70%** felt more hopeful about their problem or situation

We also learned that our service is a vital outlet for youth who have never previously opened up about their issue, and among youth who place a high value on their privacy:

**40%** have not spoken to anyone else about their problem before reaching out to us

**75%** who contact us via Live Chat chose us because our service is anonymous and confidential

**95%** of service users say they would recommend Kids Help Phone to a friend

Our second service evaluation proves once again that our counselling service is highly effective and leads to statistically significant positive health outcomes for young people and that our service remains relevant and credible to young people.

To request a hardcopy of this document, email [contact@kidshelpphone.ca](mailto:contact@kidshelpphone.ca)