

Kids Help Phone 

Showing up for youth,

together

2019 Impact Report

Today had been a really hard day and I had no one to talk to until I remembered this helpline. You talked me out of suicide and now I'm feeling much better. People like you are the brightest lights in this world, so helpful and necessary.

Thank you so much.

Kids Help Phone service user

In times of hope or crisis, optimism or despair, you show up – advocating, investing, volunteering, partnering – to ensure that Kids Help Phone can continue to be there when, where and how young people need us.

Together, we're always there. Today, more than ever, we need to be.

Over the past 30 years, we have been there for youth across Canada through extraordinary shifts in technology, politics and culture. We've been there through major world events, national tragedies and local challenges.

Today, we're here as young people grapple with climate change, cyberbullying and now a global pandemic – on top of the struggles they already face related to friendships, relationships, family, school and so much more.

In 2019, Kids Help Phone's team of professional counsellors and trained volunteer Crisis Responders fielded a record 1.9 million interactions with young people in every part of Canada – reflecting the urgency of our role as the only 24/7, bilingual and nationally available e-mental health service in the country. It was a year of extraordinary growth as we developed increasingly innovative solutions to meet ever-growing demand.

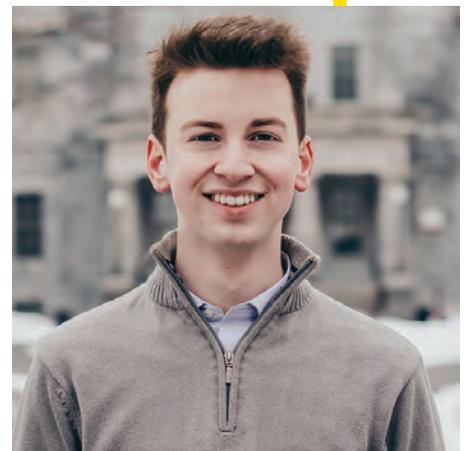
Going into 2020, we were already on track to engage in 2.5 million conversations with kids from coast to coast to coast. And then the pandemic struck – a public health crisis, and a mental health crisis.

Once again, more than ever, we showed up together for kids across Canada. From a wave of emergency investments from our donor community to the over 6,500 people in Canada who raised their hands to volunteer as Crisis Responders so we could meet unprecedented demand, you were there so we could be there.

Always there, together.

The response we have been able to mobilize so far in 2020 could not have been achieved without the groundwork that was laid in 2019. In this report, we look back on the year that accelerated our evolution in every possible way: from cutting-edge technology to outreach into Canada's most vulnerable communities, from expansion of services to bold new thinking that has now enabled us to respond to an unforeseen global crisis.

You make all of this possible. Thank you for showing up for youth, every step of the way.



Charles Brown
Chair, Board of
Directors

Jules Koostachin
Co-Chair, Indigenous
Advisory Council

Matthew McLaughlin
Co-Chair, National
Youth Council

How you showed up for youth

In 2019, young people in every province and territory of Canada reached out to Kids Help Phone in unprecedented numbers. This surge in demand was in direct response to transformational innovations in technology and service availability that dramatically enhanced young people's ability to access support at the moment they needed it.

As the needs of young people change and evolve, you help us change and evolve right along with them.

In late 2018, your support enabled the national launch of our innovative texting service, Crisis Text Line powered by Kids Help Phone, in response to the fact that 71 per cent of young people prefer non-verbal communication

methods. Since then, hundreds of thousands of young people have reached out to us via text, signalling a bold new era for technology-enhanced youth mental health support in Canada.

Your investments also made it possible for our online Live Chat service to become available 24/7, so that young people can access the help they need at any time of day or night.

Because if we're not there at 2 a.m., who else will be?



**Your impact by
the numbers**



1.9 million contacts with young people, or 5,270 daily interactions (19 per cent increase from 2018)

71.5 per cent increase in overall demand from 2018 to 2019

126,000 texting conversations through Crisis Text Line powered by Kids Help Phone

73,000 phone and Live Chat sessions, or 200 daily interactions (7 per cent increase from 2018)

1.7 million visits to self-directed online tools and resources, or 4,700 visits per day (53 per cent increase from 2018)

Your support makes it possible for us to be there, always. Thank you for showing up for youth, every day.

George and Tami Cope: Pioneers of the mental health revolution

Long before mental health was a mainstream conversation in Canada, Tami and George Cope were pushing for action – and asking people to talk.

In 2008, when George was named President and CEO of Bell Canada, he strategically and methodically created a movement that is now celebrated as the nation's leading social impact program focused on mental health – Bell Let's Talk. The initiative, which has committed well over \$108 million to mental health programs since its inception in 2010, has forever changed the conversation about mental health while helping countless people across Canada access life-changing support.

A passionate advocate of youth mental health, over the years George has championed Kids Help Phone as a significant partner of Bell Let's Talk – the evolution of a long-standing relationship that first began in 1989 when Bell Canada came on board as one of our four founding donors. Together,

the two organizations have transformed the landscape of mental healthcare in Canada by raising awareness and leveraging the power of technology to reach ever-greater numbers of young people from coast to coast to coast.

Tami is especially passionate about the possibilities of technology to break down barriers, particularly for youth at-risk. After joining the Board of Directors in 2016, she championed the launch of two critical initiatives that have profoundly advanced our ability to reach even more young people: Crisis Text Line powered by Kids Help Phone and the development of Finding Hope, our action plan for supporting First Nations, Inuit and Métis young people.

From the start, George and Tami were immediately drawn to our mission to ensure no young person in Canada is ever alone in their time of need. “We believe that every child deserves the opportunity to be heard

and supported in their time of struggle,” says Tami. “Kids Help Phone offers a service that is nimble, accessible, compassionate and allows young people to feel safe and protected when reaching out for help.”

Today, Tami and George are more dedicated than ever to their mission to ignite ongoing progress for mental healthcare in Canada – and they remain inspired by Kids Help Phone's commitment to meeting the constantly changing needs of young people. “Kids Help Phone's ability to evolve alongside young people in a technology-driven world gives us great confidence in its future as a leading pillar of accessible mental healthcare for everyone in Canada,” says George.

“Both personally and through Bell Canada, we are incredibly proud to support Kids Help Phone so that young people will always have somewhere to turn.”

Patrick and Barbara Keenan Foundation invests in the next phase of technology-driven evolution

In 2019, Kids Help Phone was thrilled to announce a major new investment from long-time supporter the Patrick and Barbara Keenan Foundation to enable the next bold new phase in our evolution: the implementation of artificial intelligence (AI) technology to connect young people more effectively and more efficiently with the support they need at the moment they need it.

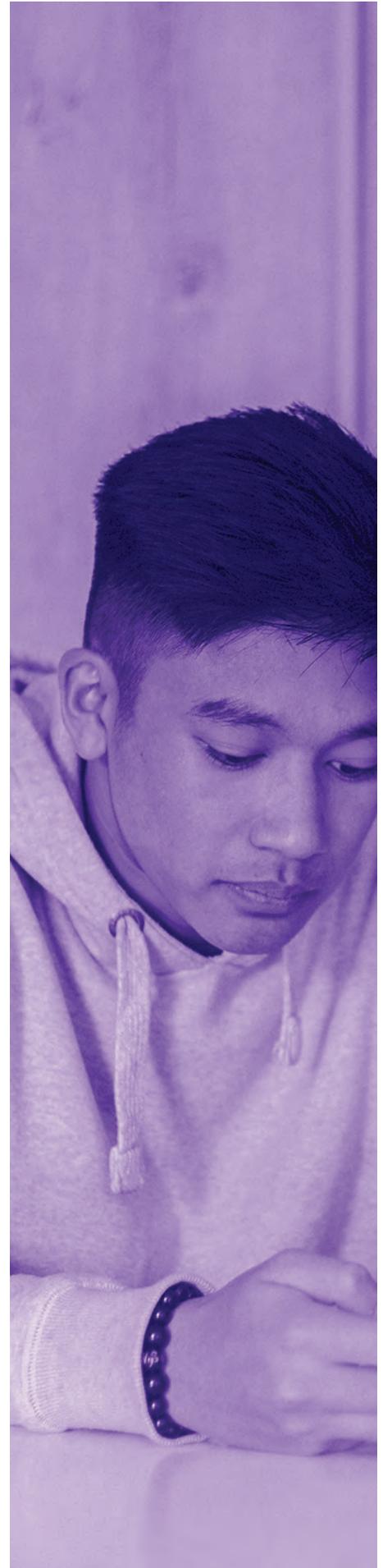
The Navigation Technology Program powered by Patrick and Barbara Keenan Foundation at Kids Help Phone, fuelled by a generous multi-year commitment, will see the integration of “chat bots” into our service platforms to triage conversations based on urgency, reduce wait times and ensure young people are able to quickly access the services that will best meet their needs.

Christina Sharma, daughter of Patrick and Barbara Keenan, says that her family’s decision to invest in the Navigation Technology Program came from a deeply personal place. “As a

young person, I struggled with mental illness at a time when open discussion about mental health was not common and resources for accessing support were not readily available,” she says. “When I learned of Kids Help Phone, I immediately felt compelled to support it so that today’s young people would have access to help when they need it most.

“Keeping in time with our rapidly evolving, technology-based society, the decision to support chat bot technology seemed like a logical next step to be able to reach an increasing number of young people in distress in the most efficient manner possible.”

We look forward to sharing more details about this revolutionary new phase in our history and future as it rolls out in the coming months. To our friends and partners at the Patrick and Barbara Keenan Foundation, thank you for your generosity and for sharing our vision to change and save more lives through the power of technology.



Jenifer's story: A moment of crisis, a lifetime of impact

Warning: This story contains details relating to rape and suicide that may be difficult for some readers.

Jenifer Brousseau was among the first callers to Kids Help Phone when the service launched in May of 1989. A young girl growing up in the small Northern Ontario community of Serpent River, she called regularly – alone or with friends – just to talk about what was on her mind.

When the day came that Jenifer desperately needed Kids Help Phone, she called knowing someone would be on the other end.

At just 14, Jenifer had been raped by a family friend. Struggling with feelings of shame, finding herself a victim of bullying at school over the incident and not receiving any support from the local police, she decided to end her own life. One day, as she sat alone in her bedroom while her parents were out shopping, she swallowed a handful of pills. Then she picked up the phone.

“I knew if I kept taking the pills I would die, but the Kids Help Phone counsellor talked me off a ledge,” says Jenifer. “She asked me to list people in my community I felt I could trust and encouraged me to call one of them right away for help.”

Jenifer contacted a family she had babysat for, who immediately came to her rescue and found her parents.

“The healing I received that day from Kids Help Phone has carried me through to the present,” she says. “Had I not contacted Kids Help Phone, I would have missed out on a real cool life.”

Inspired by the strength and resilience that was instilled in her as a young teenager in crisis, for the past 25 years Jenifer has worked in suicide prevention for Indigenous communities. She is also a writer, singer, artist and co-host of APTN's “Wild Archaeology,” which explores the archaeological record of the First Peoples of North America,

and has written, produced and directed a play about a young Indigenous girl contemplating suicide. Called *Beneath the Surface*, the play recently toured across Canada. Its primary message, says Jenifer, is that “suicide is the choice you can't take back.”

Today, Jenifer is also a proud ambassador for Kids Help Phone. Sharing her story to raise awareness of youth mental health and high suicide rates in Indigenous communities, she hopes to pass on the gift of hope and resilience that was given to her.

“Kids need to know that people care, that there's someone out there who will listen,” she says. “My life path has been the result of my decision that day to call, and that's why I'm so committed to giving back.”



Photographer: Jenna Mae Photography

“Kids need to know that people care, that there’s someone out there who will listen. My life path has been the result of my decision that day to call, and that’s why I’m so committed to giving back.”

– Jenifer Brousseau

Finding Hope: Showing up for Indigenous youth in Canada

Asked to describe some of the complex challenges facing Indigenous youth in Canada today, Deanna Dunham – Kids Help Phone’s Manager of Indigenous Initiatives – hesitates. “It’s a lot,” she says after a moment. And then she makes a list.

High suicide rates. High incarceration rates. Indigenous youth are more likely to live in foster care: in Manitoba alone, they represent 90 per cent of kids in care. Poverty is a major issue. The ongoing effects of colonization – trauma and

displacement passed down through the generations – take a profound toll.

In short, First Nations, Inuit and Métis youth are in crisis. Yet despite their growing and urgent need for mental health support, very few options are available to them. Counselling services in remote communities are intermittent or non-existent, waiting lists are long and many Indigenous youth simply don’t know how or where to reach out.

“The lack of access to mental healthcare services being

experienced by Indigenous youth can severely impact every other part of their lives,” says Deanna. “Mental health is closely linked to food security, economic opportunities and access to education.”

These are the challenges now being addressed by Kids Help Phone with the launch of our historic action plan for supporting Indigenous youth. Guided and developed by our Indigenous Advisory Council, a committee of Indigenous leaders and experts, the action plan – called Finding Hope – details key goals and



Photographer: Jaredan Smith

activities designed to reach this at-risk population in the coming months and years. Among the goals are a commitment to increase both the number of sessions with Indigenous youth and Indigenous representation among staff and volunteers.

Demand for our services has already increased dramatically among Indigenous youth since we began targeted outreach in 2019. Compared to 2018, the number of phone, text and chat sessions with Indigenous youth increased by 143 per cent.

“What we want Indigenous youth to know – and what we’re seeing from their response to our outreach efforts so far – is that Kids Help Phone is available 24/7,” says Kathy Hay, Kids Help Phone’s President and CEO. “We’re here while they’re waiting for support and in between sessions. We provide an accessible option for reaching out when they have nowhere else to turn.”

Looking ahead to what’s next, the Indigenous Advisory Council is continuing to focus on education, outreach and capacity building. Together with external partners, cultural competency training is being rolled out to all levels of staff, as well as our teams of

professional counsellors and volunteer Crisis Responders, to ensure they are fully equipped to address the complex needs of Indigenous youth as they reach out in ever-greater numbers.

Despite the many challenges that lie ahead in the pursuit of this ambitious action plan, Jules Koostachin, Co-Chair of the Indigenous Advisory Council, is buoyed by the change she’s already witnessed. And she’s optimistic that major transformation for the landscape of Indigenous youth mental health is on the horizon.

“My hope is that Kids Help Phone’s reach and resources will one day be known to all Indigenous youth in Canada, and that they’ll know they always have someone to speak to in moments of need or crisis,” she says.

Visit kidshelpphone.ca/findinghope to read the action plan for supporting First Nations, Inuit and Métis young people.

“My hope is that Kids Help Phone’s reach and resources will one day be known to all Indigenous youth in Canada, and that they’ll know they always have someone to speak to in moments of need or crisis.”

– Jules Koostachin, Co-Chair, Indigenous Advisory Council

National Yo

Meet National Youth Council Co-Chairs Matthew McLaughlin and David Fan

As an organization dedicated to serving young people, Kids Help Phone is deeply committed to championing the voices of youth and being guided by their feedback, ideas and insights. That's why we launched the National Youth Council, a committee of young people from across Canada who are dedicated to advocating for youth mental health, sharing ideas to deepen our impact and collaborating on special initiatives throughout the year.

Here, National Youth Council Co-Chairs Matthew McLaughlin, a third-year student at McGill University in Montreal, and David Fan, a Grade 12 student in Newmarket, Ontario, share how they got involved and why our mission is more important today than ever before.

What inspired you to get involved with Kids Help Phone?

David: Growing up, my father always told me “boys don't cry.” As a result, when I experienced severe verbal and physical

bullying in Grade 5, I bit my tongue and stayed silent. I still remember the nights when I couldn't fall asleep, crying in bed alone and feeling ashamed.

Then one day, seeing the Kids Help Phone number on the back of a Kit Kat bar, I decided to make a call. Talking to a counsellor gave me the courage to report my situation to the proper authorities, ignited my desire to help other bullying victims and led me to join the National Youth Council to advocate for youth and mental health across Canada.

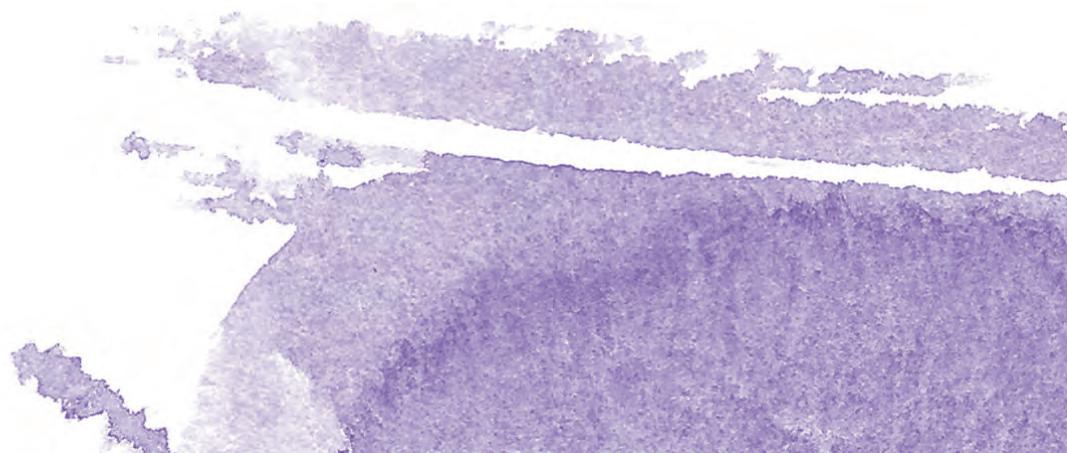
Matthew: I was always implicitly aware of the importance of mental health, but it wasn't something my family talked about. Then, when I was in high school, there was a tragedy in my family resulting from a mental health challenge that had gone unnoticed. It was a huge wake-up call for all of us, and ever since

then we've spoken much more openly about mental health.

After that, I was looking at Kids Help Phone's website and saw the call for applications to the National Youth Council. I realized this was a great way to get involved and help make a difference for the mental health conversation in Canada. I joined in 2017 and became Co-Chair a year later.

What are some of the major issues impacting youth mental health in Canada today and why is it important for people in Canada to pay attention?

D: With the rise of social media and technology, rates of mental ill-health and suicide have risen dramatically among youth in Canada over the past few decades. It's crucial to address youth mental health in order to reduce the stigma around speaking out and getting help.



uth Council

Only by addressing the issues head on will communities take notice and provide the mental health resources that are desperately needed.

M: In addition to the effects of social media and cyberbullying, anxiety related to climate change – also called “eco-anxiety” – is a major issue impacting young people today. Climate change is a very serious threat and one that young people will be living with for many years to come. It’s important that people in Canada recognize the impact climate change is having on mental health, and particularly on the mental health of young people, so we can work together to build a stronger and more resilient society as we face these challenges.

How has the National Youth Council helped strengthen the mission and impact of Kids Help Phone?

D: The National Youth Council represents youth from across

Canada who use Kids Help Phone every day, and helps to identify the problems that youth urgently need addressed. The Council also helps to strengthen Kids Help Phone’s reach by actively delivering mental health awareness presentations to schools, publishing digital media content for youth, and providing feedback on upcoming projects and campaigns.

M: I also love that the Board of Directors includes a permanent seat for a representative of the National Youth Council. As the current youth Board member, I feel my voice is always included and valued. It’s so important that an organization serving young people is taking into account the experiences, insights and suggestions of youth and that’s exactly what Kids Help Phone is doing.

To learn more about Kids Help Phone’s National Youth Council, please visit kidshelpphone.ca/get-involved/participate/national-youth-council.



David Fan



Matthew McLaughlin



Matthew's story: From personal tragedy to national conversation

Warning: This story contains details relating to suicide that may be difficult for some readers.

Matthew Ravida remembers every moment of the day his brother died with vivid clarity.

It was a warm August day, just a few weeks before Matthew was due to start high school. The Ravida family was getting ready to leave for their summer vacation, his dad loading luggage into the car and his mom getting something to eat. Matthew's older brother, Anthony, was nowhere to be seen.

"My dad went inside the house yelling for Anthony to get up," says Matthew. "We both went into his room and he was there, not moving and not breathing. We called 911."

Anthony had died of a brain aneurysm. His sudden death at just 17 years old sent shockwaves through the Ravida family. Watching his parents struggle to cope with the loss of their child, Matthew resolved to be strong.

"I didn't want to show any weakness," he says. "Then I started high school, where I was met with a perfect storm of navigating a new school, puberty and emotional and physical changes while everyone around me walked on eggshells as I tried

to be a rock for my family without giving myself any room to grieve."

That December, the pressure caught up with him. Feeling he could no longer bear the pain, Matthew attempted to take his own life. It didn't work, and his parents quickly discovered what he had done.

Matthew was admitted to St. Joseph's Healthcare Hamilton's in-patient psychiatric program, where he stayed for over two months. He was the youngest patient there.

Before being discharged, Matthew's care team told him about Kids Help Phone. The 24/7 service could really help him ease back into his regular life, and it would be available for him whenever he needed it between his outpatient appointments.

"I was skeptical at first, but I called," he says. "It was hard re-adjusting to school and facing so many questions, and I needed somewhere to turn for help."

After the first couple of calls, Matthew began regularly calling Kids Help Phone as he learned to work through his own grief and the gravity of his suicide attempt. For two months, he called every single week.

"They didn't discriminate or judge me," says Matthew. "They stuck

with me and they helped me more than I can express."

Now a young adult working at BMO, in 2019 Matthew came back into contact with Kids Help Phone after learning that his employer is the presenting sponsor of the Walk so Kids Can Talk fundraiser, a national 5K walk event that raises millions each year.

Matthew immediately signed up and raised \$5,000 from his friends and family. Since then, he's become a passionate ambassador and spokesperson for Kids Help Phone, speaking at events, doing media interviews and attending meetings. He's hopeful that by openly sharing his story and refusing to feel ashamed, others who may be struggling with similar feelings will realize it's okay to talk about it, and that help is out there.

"I hope someone out there may be able to relate to my story and gain the courage to share their own," he says. "If they're afraid to talk to someone in their own life, Kids Help Phone can be that lifeline to getting help."

Together with his friend Dan Pelosini, Matthew Ravida hosts a podcast exploring issues of mental health. To listen, visit www.mindsweep.buzzsprout.com.

The state of youth mental health in Canada today

Rates of suicide among First Nations youth are five to six times higher than the general population, while suicide rates among Inuit youth are up to 25 times higher.

Suicide is the second leading cause of death for young people in Canada between 10 and 24.

Less than 20 per cent of young people in Canada in need of mental health support are able to receive it.

Young people between the ages of 15 and 24 are more likely to experience mental ill-health than any other age demographic.



*Help us show up for youth today and every day.
Visit kidshelpphone.ca to learn more and donate today.*

Diana's story: How Crisis Responders are showing up for youth

In 2018, when Kids Help Phone announced that it was launching Canada's first-ever free, 24/7 nationwide youth mental health texting service in partnership with Crisis Text Line, Diana immediately took notice. Having personally experienced mental health challenges in her past and now passionate about supporting young people who are struggling, she was inspired by the potential of the new texting service to reach kids in need.

"Crisis Text Line powered by Kids Help Phone seemed like an innovative and exciting opportunity to become involved in," says Diana. "While I'd heard of distress lines, I had yet to come across a texting-based crisis service. I was eager to become part of a new and dynamic mental health support service."

Diana quickly signed up to join the new service's community

of 1,800 volunteer Crisis Responders, who are scattered across the country and chat with youth from the comfort of home. As the only texting service of its kind available at any time of day or night and in every province and territory, the initiative has revolutionized youth mental healthcare in Canada.

Since signing up, Diana has engaged in over 1,600 texting conversations with young people. She says the time commitment — anywhere from four to 12 hours per week depending on each volunteer's availability — is easily manageable with her busy schedule. "The time commitment has been perfect regardless of what else is happening in my life," she says. "I've been able to take on as many shifts as I've been available to, and since the platform is entirely online it's extremely convenient to access."

Connecting with anywhere from five to 20 young people per session, Diana says the top concerns she's hearing about relate to depression, anxiety and relationships. She worries about how the complex issues facing the world today — climate change, politics and the influence of social media, to name a few — are impacting the mental health of youth. But she's also encouraged by the growing movement to reduce stigma around mental health and increase access to mental health support services.

"I can see how engaged and dedicated our youth are today in terms of acceptance of mental health struggles," she says. "My hope is that this will help each child and adolescent build resilience and hope in the face of any future obstacles or struggles."



Walk so Kids Can Talk presented by BMO

Communities Mobilized

Kids Help Phone’s incredible community of donors, volunteers and supporters showed up for youth with courage, conviction and determination like never before in 2019.

Here, we’ve put the spotlight on a few of the champions who made a difference and achieved major milestones in their support for youth mental health.

Walk so Kids Can Talk presented by BMO

On May 5, 2019, people across Canada united in support of Kids Help Phone at the 18th annual Walk so Kids Can Talk.

Presented by BMO, the 2019 event welcomed nearly 12,000 participants in 39 communities — including several events that took place virtually! — and raised an incredible \$4 million for youth mental health. To every participant, sponsor and supporter, thank you for changing and saving lives!

The Grocery Foundation’s Night to Nurture Gala

2019 marked the milestone 40th anniversary of The Grocery Foundation’s Night to Nurture Gala, one of the largest fundraising dinners in North America.

Supporting charitable organizations that help children and young people thrive, this incredible event has raised over \$10 million for Kids Help Phone over the past decade. The event featured unforgettable performances by Canadian legends The Barenaked Ladies and Bryan Adams.



The Grocery Foundation’s Night to Nurture Gala

National Hockey League Players' Association (NHLPA)

Beginning with the 2017-18 hockey season, the NHLPA launched a three-year partnership with us to show up for youth by raising awareness about youth mental health in communities across Canada.

As part of their commitment, the NHLPA has matched donations made on Giving Tuesday. They also raised funds at their annual NHLPA Golf Classic, and players are sharing their voices in support of mental health on the NHLPA and Kids Help Phone websites.

Thank you to the NHLPA and its members for your support!



NHLPA Golf Classic

15th annual Homes for the Holidays

In late November 2019, Vancouverites participated in the 15th annual Homes for the Holidays, a two-day self-guided home tour and Kids Help Phone fundraiser that's become a beloved tradition. The event has raised over \$1.07 million since its inception.

Thank you to all of our incredible sponsors, guests, homeowners, designers and decorators for making this special event possible and showing up for youth!



15th annual Homes for the Holidays
Photographer: Janis Nicolay Photography

10th annual Ruth Goldbloom Ladies Golf Classic

The 10th annual Ruth Goldbloom Ladies Golf Classic was a wonderful day on the green in support of Kids Help Phone! The milestone event raised over \$190,000 to help youth access support through our services.

We extend our deepest gratitude to all guests and sponsors of the 10th annual event, including Presenting Sponsor BMO Bank of Montreal and the entire Goldbloom family.



10th annual Ruth Goldbloom Ladies Golf Classic

My eyes are dry now, and I
intend on keeping them this
way for the rest of the night.
Thank you for being there. I was
so scared and alone, and you
helped a lot. Thank you.

Anonymous

A Message from Kathy



It takes a nation to show up for youth.

Young people in Canada are facing a historic mental health crisis. From cyberbullying to climate change, economic uncertainty to a global pandemic, the challenges facing young people today are greater and more complex than ever before.

But they are never alone. With your support – your tireless generosity, advocacy and volunteerism – Kids Help Phone is there, always, in every moment of need and at any time of day or night. We are there because you make it possible for us to be.

Together, we are igniting tectonic shifts in the landscape of youth mental healthcare in Canada, just as we have since day one.

But there is still so much work to be done. That's why, in 2019 – the year of our 30th anniversary and the year that laid the groundwork for what's to come

– we launched our Innovation Imperative to guide us through to a new era of unprecedented impact as we continue to manage unprecedented demand.

Most ambitious and necessary of all, by 2030 we envision having the capacity to be there for all 8.2 million young people in Canada if and when they need us.

This goal can only be achieved with your support, which powers cutting-edge, data-driven technology and targeted strategies that make it possible for us to keep up with the rapidly changing needs of young people in the 21st century. Your generosity is also what enables us to deepen our reach into communities of young people who are potentially at-risk – those who are Indigenous, LGBTQ2S+ or living in remote or rural areas. Whether you are a donor, a volunteer or a passionate advocate, your partnership is the catalyst for profound, long-term

impact for young people in every part of Canada.

And so, just as we have for the past 30 years, we must continue to show up for youth – together, as only Canada can!

Thank you for being there for the millions of young people who turn to Kids Help Phone year after year. Thank you for your compassion and generosity. Thank you for helping us to be there, always, so that no young person in Canada is ever alone.

We're all in this together.

A handwritten signature in black ink that reads "Kathy". The signature is fluid and cursive.

Katherine Hay
President & CEO

 @KathyHay

 @KathyHay1

Our Financials

In 2019, Kids Help Phone’s team of professional counsellors and trained volunteer Crisis Responders fielded a record 1.9 million interactions with young people across Canada. Thanks to our dedicated donors and government partners, it was a year of extraordinary growth as we developed increasingly innovative solutions to meet ever-growing demand.

Thank you for showing up for youth!

| 2019 Revenue | Amount | % Total of Revenue |
|------------------------------|------------|--------------------|
| Events | 6,183,930 | 29.8% |
| General Donations and Grants | 6,483,880 | 31.3% |
| Government Grants | | |
| Service Delivery | 4,539,184 | 21.9% |
| Good2Talk* | 3,373,452 | 16.3% |
| Other | 149,549 | 0.7% |
| | 20,729,995 | |

| 2019 Expenses | Amount | % Total of Expenses |
|--------------------------|------------|---------------------|
| Service Delivery | | |
| Kids Help Phone | 10,693,495 | 52.4% |
| Good2Talk* | 3,373,452 | 16.5% |
| Fundraising | 4,585,920 | 22.5% |
| Administration and Other | 1,770,788 | 8.7% |
| | 20,423,655 | |

* Good2Talk: Kids Help Phone provides professional telephone counselling 24/7 to post-secondary students as a project partner in this Ontario and Nova Scotia Government-funded initiative.

Our Donors and Government Partners

Since 1989, Kids Help Phone has shown up for youth by advocating for their mental health and pioneering new technology to offer them support. Our supporters ensure young people

are never alone by providing them with 24/7 access to e-mental health support.

Thank you to all of our wonderful donors and government partners who ensure young people get the

support they need, when they need it most.

To learn more, visit kidshelpphone.ca/2019impactreport/#donors

Kids Help Phone is proud to be accredited with the Imagine Canada Standards Program, which holds us to the highest standards of ethical and financial accountability. The Standards Program Trustmark is a mark of Imagine Canada used under license by Kids Help Phone.

If you have any questions about how we fundraise, please contact us at 1-800-268-3062. Complete audited financial statements for the year ended December 31, 2019 are available upon request and on our website.



OUR PEOPLE

Thank you to the inspiring volunteers and staff who courageously stepped up to give young people a lifeline of help and hope.

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Over The Edge

Gordon Hicks
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BGIS

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BMO Financial Group

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Ph.D Candidate at UBC, Filmmaker

Christine Lithgow
Ontario
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Tim McGuire
Ontario
CEO
Mobile Klinik

Matthew McLaughlin
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Chair
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Smallfood Inc.

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Nestlé Canada

Brian Ross
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Precima Inc

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Department Head, Psychiatry
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Senior Account Executive (Retired)
Bell

Iven Zanardo
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General Manager Foodservice,
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Hailey Noseworthy
Haley Marion McLean
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Leadership Team

To learn more about our dedicated leadership team, visit kidshelpphone.ca/get-involved/about-us/our-people/.



Thanks to you, young people in Canada are

never alone.

Photographer: JC Nat Photography

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